

# ART on MAIN



## ART on MAIN is in it's 4th year!

Find out more at [www.jamesriverarts.net/art-on-main](http://www.jamesriverarts.net/art-on-main)

Facebook & Instagram: @jamesriverarts

Sponsored and led by the James River Council for the Arts and Humanities, this upcoming art display features various artists from the Lynchburg area and beyond. The concept of art in buildings is not new; it's been done before, like Syracuse NY and St. Louis, MO. The benefit of art in windows is proven to be effective in various aspects:

**Benefits the Downtown Businesses:** Art in windows provides the visitor a feeling of security and creates an aesthetic focal point and adds interest to a business potential customers had never noticed before. An occupied business will get patrons, or exhibit visitors to stop, look at the art, and perhaps notice what the business offers inside. Business owners struggling to get notoriety will get more eyes on their business, which could potentially lead to increased sales.

**Benefits the Artists:** Attention is not placed on the artist's work that cannot otherwise be promoted. It's a win-win for both the business owner and the artist!

**Benefits the Community and long term growth of Downtown:** The community and business owners benefit by having buildings transformed to an outdoor art exhibit, and promoting the exhibit brings more foot traffic downtown. The longer term goal is to make downtown Lynchburg (starting with the Main Street businesses) a focal point for the Arts.

Last year's project included 10 downtown businesses and 11 local artists creating unique work for display. We hope to feature even more this year! **If interested and have chosen an artist, reach out to Stephen Kissel at [hello@stephenkissel.com](mailto:hello@stephenkissel.com) and Jason St. Clair at [stclairj97@gmail.com](mailto:stclairj97@gmail.com).**

Return this portion or text (434-227-8806) / email ([stclairj97@gmail.com](mailto:stclairj97@gmail.com)) pledge to be a host business for Art On Main 2018

Yes! I'm willing to be a host business (business name) \_\_\_\_\_

(contact info) \_\_\_\_\_ and I would like to donate:

\$500 \_\_ \$200 \_\_ \$100 \_\_ \$50 \_\_ Other \_\_\_\_\_

Top 3 Artist Choices

1. \_\_\_\_\_,

2. \_\_\_\_\_,

3. \_\_\_\_\_

\_\_ I cannot donate now, but I would love to be a host business for Art on Main 2018

Donations can also be made via <http://www.jamesriverarts.net/> (click on the "donate now" box - remember to text 434-227-8806 to inform us you have donated).

If mailing donations, return this portion filled out and mail to: James River Council for the Arts and Humanities, PO Box 1059, Lynchburg, VA, 24504.

The Arts Council is a 501c3 organization and all donations are fully tax deductible.

## ARNULFO JACINTO, JR.

a.jacinto61@gmail.com

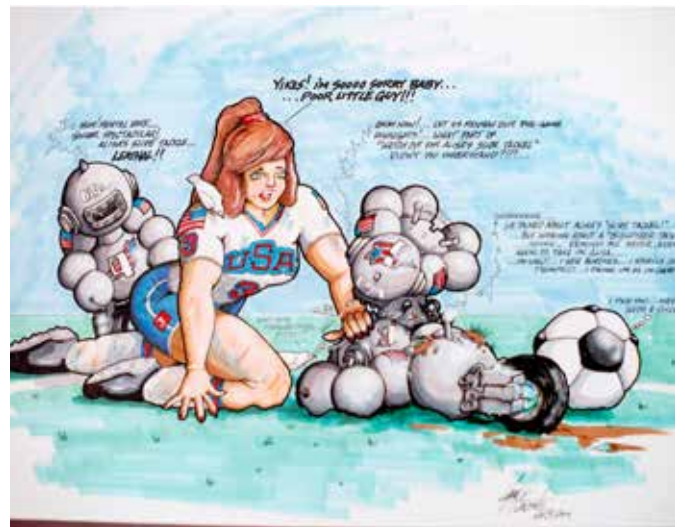
www.facebook.com/AJsquaredProductions

## BUSINESS INFO:

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## CHRISTINA DAVIS

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## BUSINESS INFO:

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## STEPHEN KISSEL

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## JULIE PIERRE

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## MARY KUMAR

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## VALERIE DOWDY

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## VICTORIA TOWNS

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## ADRIAN BROWN

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## JACOB LAVERTY

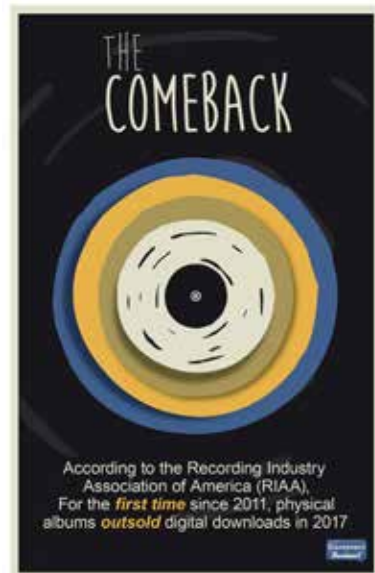
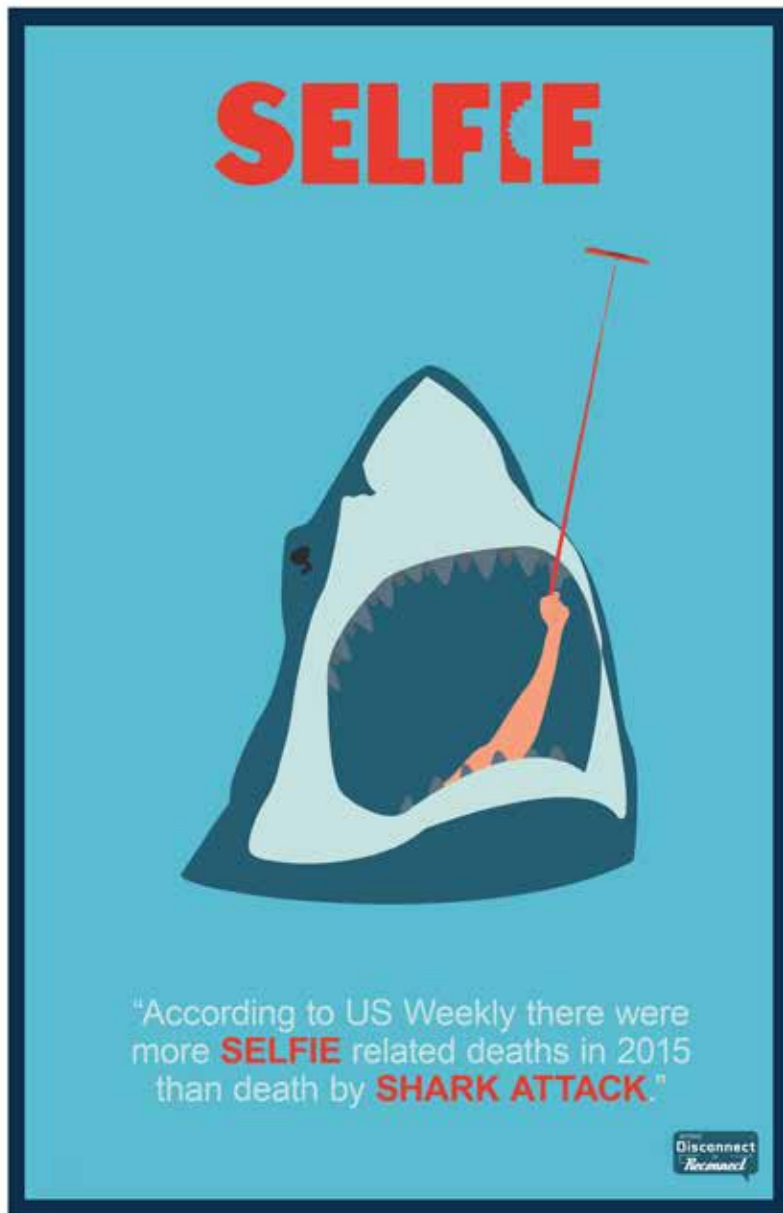
laverty\_j@lynchburg.edu

## BUSINESS INFO:

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## CAROLINE RENARD

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## YASMIN EDWARDS

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