



IV



EDWARD GLAESER

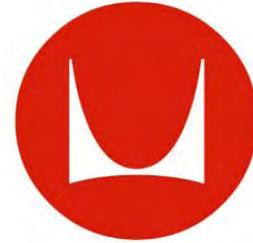
AUTHOR

*TRIUMPH OF THE CITY: HOW
OUR GREATEST INVENTION
MAKES US RICHER, SMARTER,
GREENER, HEALTHIER AND
HAPPIER*

Today successful cities, old or young, attract smart entrepreneurial people, in part, by being urban theme parks.



BIG PHILANTHROPY





GRAND CIVIC PROJECT

BY THE NUMBERS:

- 498,000 DOLLARS
- 383,106 VOTES CAST
- 1,582 ARTISTS
- 164 VENUES
- 44 STATES / 36 COUNTRIES
- 19 DAYS
- 322,000 VISITORS





ARTPRIZE MISSION

ArtPrize is an international art competition. Open to anyone, it catalyzes creative expression and risk taking in Grand Rapids, Mich.

We design tools to enable a radically open, relentlessly democratic platform, which results in lively debate and vibrant cities; we share these tools to foster action in other communities.



DESIGN

DAN HEATH
AUTHOR
MADE TO STICK

You want to invent
new
ideas, not new rules.



DESIGN

- **RADICALLY SIMPLE RULES**
 - Anyone can be an artist
 - Any space can create an exhibition venue
 - Everyone has a voice

- **RADICALLY LARGE CATALYST**





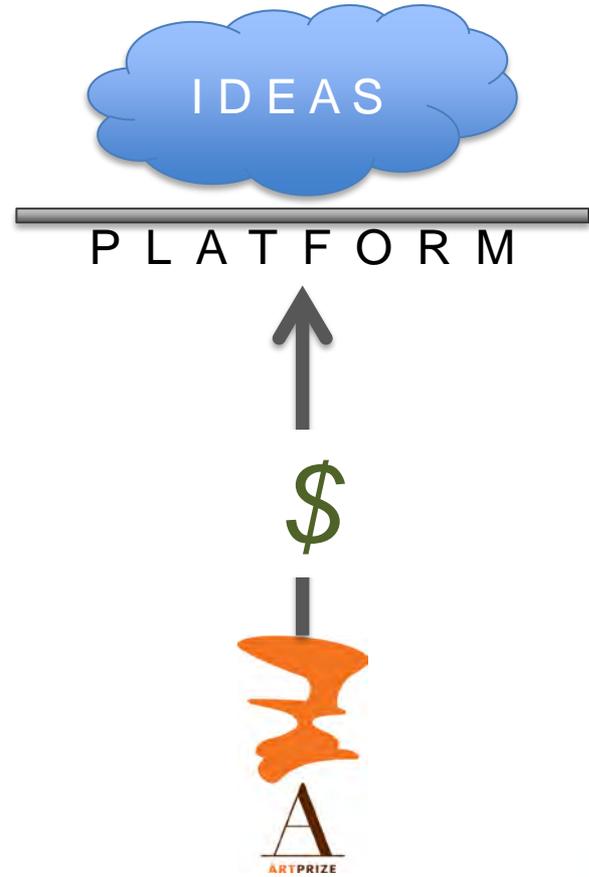
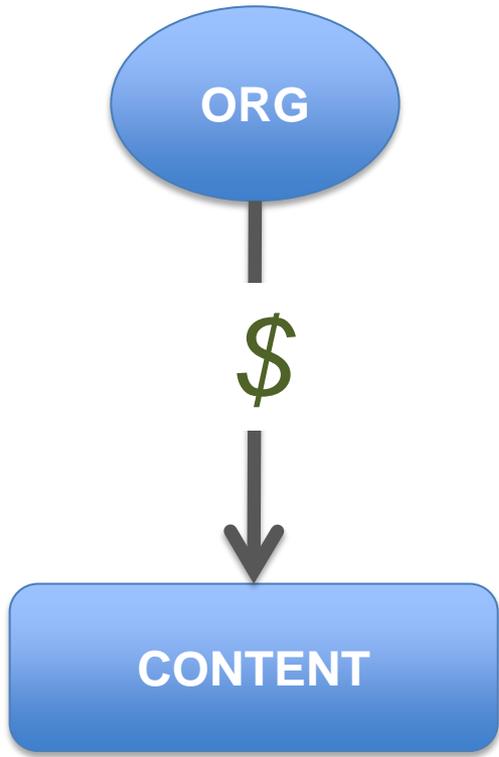
AWARDS

	Public Vote	Professional Judges	
1 st	\$200,000	\$100,000	ArtPrize Juried Prize
2 nd	\$75,000	\$20,000	2D
3 rd	\$50,000	\$20,000	3D
4 th -10 th	\$5,000	\$20,000	Time
		\$20,000	Urban
		\$20,000	Venue





DESIGN



DESIGN





S
SIMPLE



C
COMMUNITY



A

ACTION



F

FUN

ECONOMIC IMPACT



WKK FUND



ECONOMIC IMPACT

\$15.4 MILLION ECONOMIC IMPACT

\$4.6 million net household income
\$531,600 in net new spending/day
200+ new jobs



ECONOMIC IMPACT

322,000 PEOPLE

- 25.5% OUTSIDE WEST MICHIGAN
- 5.5% OUTSTATE





COMPARISON

ATTENDANCE

DURATION



370,000

5 mos.



40,000

5 days

SXSW

20,000

10 days





KEY LEARNINGS



*MAKE THE CITY
A PLAYGROUND*



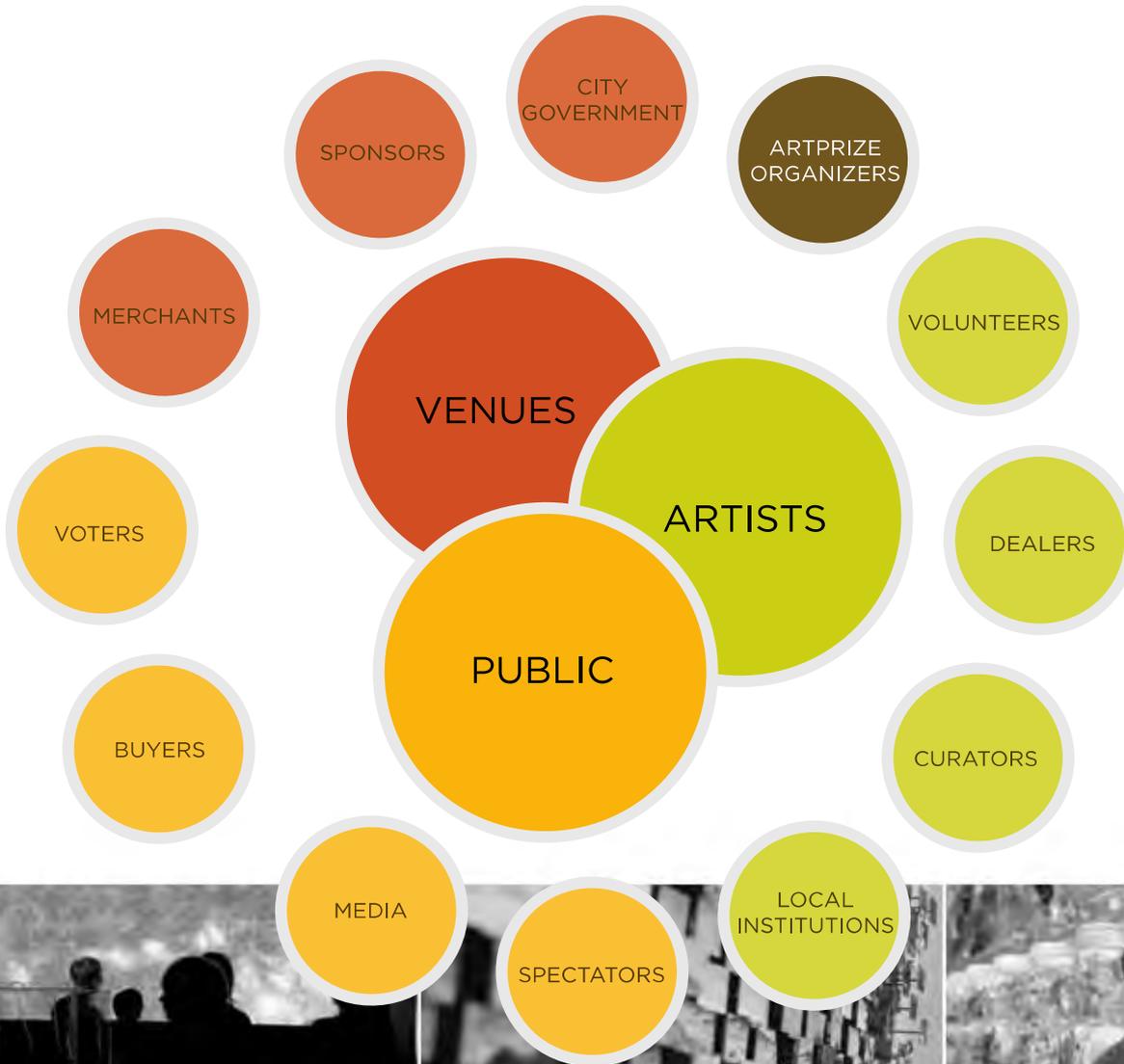
KEY LEARNINGS

REMOVE THE BARRIERS



KEY LEARNINGS

LEAD
but
INVOLVE
EVERYON
E



KEY LEARNINGS

*INVEST
IN
IDEAS*





DEBATE IS GOOD

KEY LEARNINGS





KEY LEARNINGS



***MAKE IT
IMPOSSIBLE
TO IGNORE***

RESULTS

CNNMoney.com

FORTUNE

Chicago Tribune

AP Associated Press

METROPOLIS

Forbes

USA TODAY

HYPER ALLERGIC

GOQ

The Washington Post

FASTCOMPANY



ARTPRIZE 2012

SEPTEMBER 19 –
OCTOBER 7,
2012



ARTPRIZE BRAND

- Constant, simple framework
- User engagement
- Value simplicity
- Big, unexpected (even for us)
- Transforming how people look at GR and Michigan



WHAT'S NEXT

- Help communities engage and activate public conversation
- Understand social behaviors through data and experience
- Catalyze conversations
- Do it everywhere



