The Power of Artrain

Celebrating the Past

- Show transportation art of the past - Car, train, boat stories
- Historical Stories
- Super STATS - 30% to 100%

Organic and Local is the new GLOBAL

- Two trailers - bring in artwork and take it out
- Paper on the wall - children create art there
- **What does it leave behind**
  - Cultural resources
  - Travels over time
- **What does it take away**
  - Gather ARTWORK - creative commons
  - Gather Artwork
- Must get out of the box to GET INTO THE BOX

- Local "Play it forward"
  - Gather participants
    - Film it
    - Real time
    - Next weekend in your city
    - Local TV
  - Opportunity for Corp Sponsors to have constant involvement
    - Like Free Rice
    - Philanthropic engagement
- THE BIG DRAW - UK
  - BBC
- FOCUSED method of engagement

Sustainable Model - commercial success

- Plot 51 development orgs
- Map and consolidate the grantsmanship
  - Foundations
  - Corp Sponsors
- end 37 years of raising money
- Rudolpho Carpientier
  - power of communities
  - take it to Spain
- Thought Leadership

Challenge

- Visualize the power of the Artrain experience to engage individual and corporate sponsorship

Participatory Performance

- Like the circus tent

- Leave your mark on the train
- SEE the IMPACT
- Every Public Library Involved
- Framed PRINT of the ART TRAIN
- Disadvantaged areas

Engage through the Prototype

- Complete it - make it real
- Create transportable MUSEUM model
- Bring the vision of a facilitation environment to life - anywhere in the world
- Place where people go to do this - corp USE
- Help community understand the visualization of knowledge

MAP IT

- Train - where it's been, where it's going
- Who has art
- Visualize the result
- UTube - capturing activities
- Interactive - links to all locations and "experiences"

Alignment "Off the rails"

- With existing orgs
  - Boy scouts
  - Church groups
  - Parks
  - Libraries
- We can go anywhere
- Scale Models - Make it a Toy
  - Send it to the sponsor
  - Kids interact with it
- Postcards - themed
  - Share the Journey
  - "now they are coming to our town"