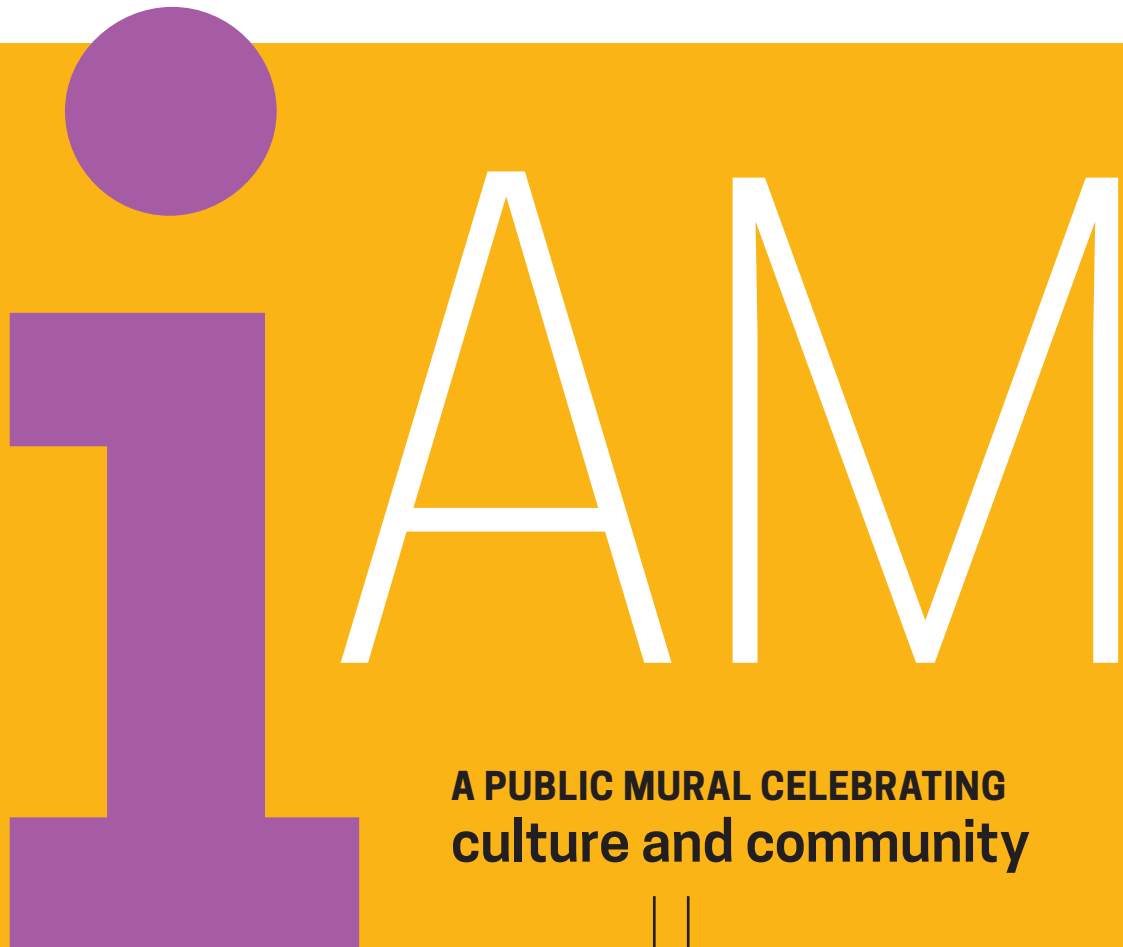




Art + Kids + Boston



**A PUBLIC MURAL CELEBRATING
culture and community**

PAUL G. ALLEN - CO-FOUNDER, MICROSOFT

“In my own philanthropy and business endeavors, I have seen **the critical role the arts play** in stimulating creativity and in developing vital communities...the arts have a **crucial impact** on our economy and are an important catalyst for learning, discovery, and achievement in our country.”





iAM
creating a graphic novel

Alex
Grade 8



Nicholas
Grade 8

iAM
a pretty big gamer



iAM a deep thinker, hard worker, risk taker

Meleah
& Jayline
Grade 8
Kenny
Grade 7



With public school budget cuts significantly impacting art programs around the country, it is up to local communities to provide creative outlets for young people. Given the mounting research about the impact of arts education on a child's life, the need to provide this service could not be more clear. Art Resource Collaborative for Kids (ARCK) is committed to meeting this need, through a range of initiatives including programming and advocacy.

FOSTERING CULTURE & COMMUNITY

ARCK has committed to a mural installation in Boston's Fenway neighborhood. Titled I AM, the project will be a collaborative effort with ARCK and local Boston artist Mark Cooper – working together to help students artistically explore their identities and the connection between themselves & their multicultural community.

Get + Involved



About the Mural

At ARCK, we strive to unite our community of art educators with public expressions of art production in the community. The mural will embody the vision of ARCK: to cultivate community engagement, promote intercultural exchange, empower student voices, and develop artistic literacy.

Besides being an enhancement to the Fenway neighborhood, the mural will also engage the community, including the great number of commuters, sports fans, concertgoers, and neighbors who frequent the area. It will be a tool of healing and rejuvenation, serving as a moment of beauty, joy, and reflection in the midst of the city's hectic rush.

THE VALUE OF COLLABORATION

ARCK has invited Boston artist Mark Cooper to collaborate with 8th-graders from the Gardner Pilot Academy School in Allston to create **I AM**. Together with an ARCK teaching artist, he will ask students to uncover and express different facets of themselves while implementing ARCK's curriculum.

The collaborative creative process will continue as Mark works with the artistic expressions of the students to create a unified and original work of art.

art does
good for
body
mind
soul
you
me
here
everyone
anyone

Highlight the rich **DIVERSITY** of the school community and the community at large

Help identify students' **STRENGTHS** by featuring them in selected components of the mural project

Invite a variety of **PERSPECTIVES**, triggered by questions such as Who Am I? Where do I belong? What is my cultural heritage?

Promote **INTERCULTURAL EXCHANGES AND DIALOGUE** to address current social injustices and issues

Break down barriers between youth and the rest of the world to **BRING PEOPLE TOGETHER** through cultural expression

Send a **POSITIVE MESSAGE** that art everywhere should be valued for its capacity to transform lives and strengthen communities

Demonstrate that safe, compassionate **COLLABORATION** is in Boston's DNA

Teach children the importance of their **PHYSICAL ENVIRONMENT** and the social and emotional value of beautifying it

Foster a sense of **LEADERSHIP AND PARTICIPATION** while giving students a voice

Allow students to cultivate the resources needed to **THRIVE** in our creative economy

Advocate the value of **CREATIVITY AND IMAGINATION** to local and global audiences

Mural Location

The mural will be located on the side of the building at 51 Brookline Avenue in Boston. The owner has generously donated the use of the building façade for this project.

The building is directly across the street from Fenway Park; the mural itself will be clearly visible on the approach to Fenway from Kenmore Square along Brookline Avenue.

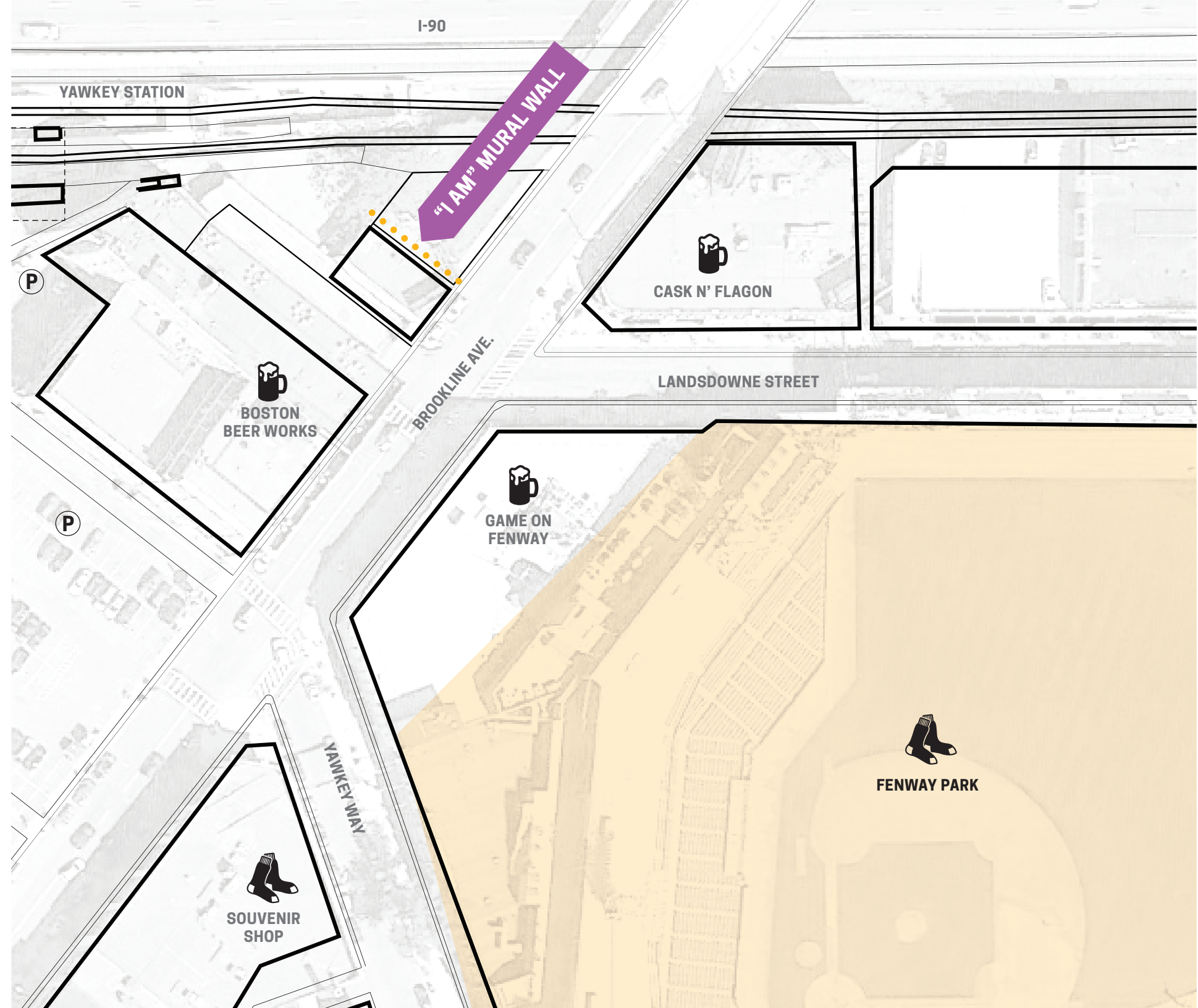
This is a heavily-trafficked route any day of the year. On game days the streets are so crowded with pedestrians, police officers must be present to direct vehicles through the throngs. In 2014, Fenway Park's total 81-game attendance was 2,956,089.

EXCEPTIONAL EXPOSURE

Top: Mural location, view from bridge from Kenmore Square

Bottom: Game day, view from the mural site

I AM Mural: 48' x 12' with
24 4' x 6' artwork panels
Sponsor Plaque: 7'9" x 3'9"





Sponsorship

An Investment

By sponsoring the mural, you enable ARCK to further grow and pursue its mission to empower children in underserved schools with tools that will enable them to live richer lives today, while contributing to our economic prosperity.

The future of these children will affect each of us; it will impact the quality of our workforce, the strength of our communities, and even the experience of strolling through our historic city.

We believe your organization's leadership and employees will feel the satisfaction of being part of the solution to such a critical problem. Your customers will be impressed by your investment in helping Boston's students achieve their full potential.

ARCK's mission appeals to a broad range of people who care about kids, the arts, academic accomplishment, multiculturalism, development of "the whole child," giving back, and safe and healthy neighborhoods.

As ARCK sponsor Ben & Jerry's Managing Director Ryan Midden said:

“ARCK is very in line with our values. It's one of those programs where it's not necessarily about a direct cause or issue, but it's really about investing in our young people.”

The Business Case

We believe there is a strong business case for sponsorship of the “I AM” mural.

FOR SPONSORS, ARCK WILL:

- Prominently include the sponsor’s name and logo on the mural in the high-traffic area between Fenway Park and Kenmore Square;
- Issue press releases expressing appreciation for the sponsor’s investment;
- Employ social media to raise awareness for the sponsor’s support, reaching an extensive network of contacts through social media and/or email;
- Assist with PR by reaching out to contacts at a broad range of local publications, many of which have a relationship with ARCK;
- Highlight the sponsor’s contribution at ARCK’s annual fundraising gala, attended by local politicians, our partner organizations – Boston Public Schools, MIT D-Lab, Harvard Graduate School of Education – acclaimed artists, and other notable people;
- Work closely with your advertising, marketing, and/or PR professionals to develop a creative outreach strategy;
- Offer a broad range of other opportunities to develop your organization’s relationship with ARCK, such as displaying other collaborative art in the sponsor’s facilities, sponsoring a school or a class, hosting and/or filming a “giving back day,” and/or contributing video footage of installation development/display to sponsor’s ads.

MYRAN PARKER BRASS – EXECUTIVE DIRECTOR FOR THE ARTS, BOSTON PUBLIC SCHOOLS

“Boston Public Schools need ARCK ... Art allows our students to gain 21st century skills...to be creative and critical thinkers, to be collaborators, to take risks and to be persistent. Whether they decide to become artists or not, those skills will help them as they become lawyers, doctors, or engineers.”



About the Artist

Mark Cooper is a local artist whose work has been exhibited around the world. Mark is known for promoting the transformative power of collaborative creative endeavors through his work with kids. He is Professor of Practice at Boston College and Faculty at the School of the Museum of Fine Arts, Boston.

Excerpt from Beacon Press synopsis of *Making Art Together: How Collaborative Art-Making Can Transform Kids, Classrooms, and Communities* by Mark Cooper and Lisa Sjostrom:

Artist Mark Cooper aims to change the way you think about making art with kids.

Working with schools around the country, Cooper has brought together scores of teachers and hundreds of children to make remarkable collaborative art that

has enlivened classrooms and public spaces and been displayed in the nation's most prestigious museums.

Cooper transforms our sense of possibilities, arguing for a new view of art in schools. Making Art Together is a book about arts education structured around big ideas: that adults can flourish in the role of Master Artist, that the perspective of contemporary art offers liberating possibilities for rethinking art in schools, that art can and should be about the larger world. Thus, it naturally ties in to all areas of the curriculum.

Most of all, Cooper shows us the power of collaboration. From mammoth, freestanding sculptures to billboards against violence to maps of the world, [Many of Mark's projects are] planned, designed, and completed by children themselves. The resulting artwork is complex and ambitious on a scale that would be out of reach for any individual child. Working collaboratively, using a distinctly democratic model, kids actually think and work like adult artists throughout every stage of the project. Together the sky's the limit – the artistic and educational opportunities are boundless.



YuYu Blue Mountain
2014
Mixed Media

ARCK

The goal of ARCK is to empower students through high-quality arts education that fosters community and cultural awareness, to support school learning objectives, and to develop 21st century skills for young people throughout the Boston school system and beyond.

Curriculum

ARCK's integrated visual arts program is unique. We collaborate with classroom teachers to integrate our curriculum with the subjects that students are currently learning in their classes.

Classroom teachers at our partner schools work side-by-side with ARCK's skilled teaching artists and mentors, who introduce students to basic visual arts techniques, principles, vocabulary, and media in a linear progression. ARCK's approach aligns with the Common Core and National Visual Art Standards for K-8 grade levels and allow for technical and conceptual skill-building.

In addition, our teaching artists catalyze conversations that

promote intercultural exchanges – fostering compassion and respect and encouraging art work focused on self-representation, leadership, civic engagement, social justice, and collaboration.

Sessions include time for written and verbal reflection, to promote literacy and public speaking skills. Multi-week units culminate with a narrative project for students to demonstrate the technical and expressive skills they learned.

Primary themes include Academic and Literacy Integration, Civic Engagement, Leadership, and Social Justice. We also offer STEAM education.

Background

ARCK partners with world class academic organizations, such as MIT D-Lab and The School of the Museum of Fine Arts, to access skilled volunteers and develop content. The STEAM-related curriculum employs art to reinforce science, technology, engineering, art, and/or math concepts.

ARCK is a 501(c)(3) non-profit. It has received grant support from many respected sources, including The Boston Foundation, the BPS Arts Expansion Fund/Edvestors and the Mass Cultural Council.



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