



The Durham Arts Council's Durham Art Walk Spring Market partners with the Bull City Connector and Bull City BUCK\$



Spring 2012 Durham Art Walk



The poster features a yellow background with a faint grid pattern. At the top left is the 'art walk DURHAM' logo with a red circle. The main title 'SPRING MARKET' is in large, pink, outlined letters. To the left of the title is a drawing of a white flower with pink petals. To the right is a silhouette of a bull. Below the title, the dates 'SATURDAY APRIL 28th · 10-5' and 'SUNDAY APRIL 29th · 1-5' are listed. Further down, it says '45+ SITES · 200+ ARTISTS' and 'UNIQUE LOCAL ART, MUSIC, FOOD, AND FUN IN DOWNTOWN DURHAM.' At the bottom left is the 'DURHAM ARTS COUNCIL' logo, and at the bottom center is the website 'WWW.DURHAMARTWALK.COM' and phone number '919-560-ARTS'. The address 'DURHAM ARTS COUNCIL 120 MORRIS ST, DURHAM NC 27701' is at the very bottom.

art walk
DURHAM
locally inspired

SPRING MARKET

SATURDAY APRIL 28th · 10-5
SUNDAY APRIL 29th · 1-5

45+ SITES · 200+ ARTISTS
UNIQUE LOCAL ART, MUSIC, FOOD,
AND FUN IN DOWNTOWN DURHAM.

DURHAM
ARTS COUNCIL

WWW.DURHAMARTWALK.COM • 919-560-ARTS

DURHAM ARTS COUNCIL 120 MORRIS ST, DURHAM NC 27701

Showcasing Work by
200+ Artists
45+ Downtown Sites

The Bull City Connector and Art Walk

- The **Bull City Connector** provides easy access to multiple DAW sites including
 - Smitten Boutique
 - The Durham Arts Council
 - Multiple Main Street businesses
 - Golden Belt



The Bull City Connector

- The BCC encourages visitors to stay downtown
- It also enables university students to volunteer at downtown organizations and to attend downtown events.



The Bull City Connector Art Walk “Scan”venger Hunt

DAW is partnering with the Bull City Connector and the Bull City BUCK\$ mobile application for the Bull City Connector Art Walk “Scan”venger Hunt.



The “Scan”venger Hunt Will

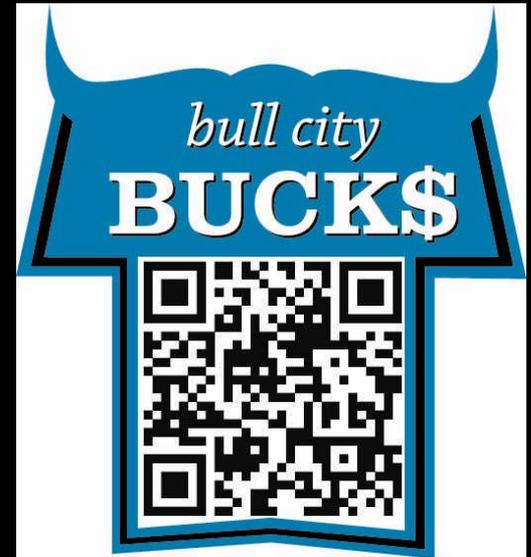


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- Promote Bull City Connector Ridership
- Promote patronage of local businesses
- Increase attendance at the Durham Art Walk and build awareness of downtown Durham

How does Bull City BUCK\$ work?

- Set up your account at the Bull City BUCK\$ website, www.bullcitybucks.com.
- Scan QR codes with your smart phone.
- Each scan earns you BUCK\$!
- Redeem BUCK\$ for prizes at local participating businesses.



Why is the Bull City Connector Art Walk “Scan”venger Hunt Special?

- Over 50 unique QR codes for April 27th-29th only.
- Bonus BUCK\$ at Art Walk Patron Sponsor sites, after-party locations, and the Durham Station.
- Play without a smart phone using Bull City BUCK\$ codes.



Marketing Potential

- This project has enormous marketing muscle for the downtown area.
- All three partners are promoting the “Scan”venger hunt, Durham Art Walk, the Bull City Connector and Downtown Durham.



Special Events

- Kick-off party at Beyu Caffe on Friday evening, featuring music by the Black Experience.
- After-party at the Pinhook on Saturday evening, featuring music by Beloved Binge, The Wigg Report, and All Electronic
- After-party at Bull City Burgers and Brewery on Sunday evening, featuring music by Tubby Ridge.



Surprise Musicians



Image courtesy of Live Oak Communications

Kirk Ridge from the North Carolina Songwriter's Co-Op is organizing musicians to play "surprise" performances on the Bull City Connector buses during Art Walk.

Golden Belt and Art Walk

- The Art of the Cool Jazz Concert at LabourLove Gallery, Friday April 27 at 9:00pm
- 9-hole putt-putt course designed by the artists and businesses of the Golden Belt and Cordoba Center for the Arts, with holes at all participating locations.
- Artist demonstrations on Saturday, featuring a demo by Beverly McIver at 1:00.
- Performance by the Durham Youth Orchestra on Sunday afternoon
- The Scrap Exchange's Swap-a-Rama-Rama reuse and recycle clothing event.



Image of putt-putt hole building
courtesy of Golden Belt Artists

Other Special Events

- Durham Parks and Recreations presents Art Walk Rocks at CCB Plaza
- Live music organized by Kirk Ridge from the North Carolina Songwriter's Co-Op at the DAC, Vega Metals, and the Trotter Building.
- A Calderesque family arts day at Durham Central Park on Saturday.
- The Durham Community Concert Band Spring Celebration Concert at the Armory on Saturday.

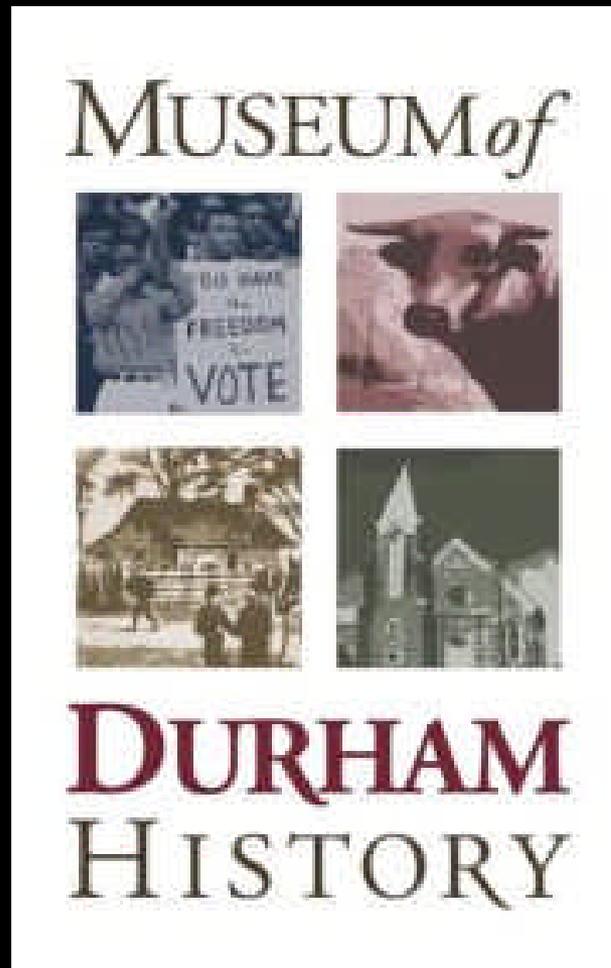
The Durham Storefront Project

- The Durham Storefront Project presents new installations at:
 - Center Studio Architecture
 - Through This Lens
 - Self Help Building at 119 Market St.
 - Teemark Building/Greenfire Development at 212 W. Main St.
 - Teemark Building/Greenfire Development at 200 N. Mangum St.
 - Scratch Bakery



Image courtesy of Live Oak Communications

The Museum of Durham History



Durham's first history museum presents family-friendly activities for Art Walk at the History Hub, its new location across the street from the Durham Arts Council.

Great Things Happen in Durham!

Durham Arts Council is proud to play a part in this remarkable partnership of the nonprofit, government and commercial sectors.





art walk
DURHAM

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PRODUCED AND PRESENTED BY THE DURHAM ARTS COUNCIL
WWW.DURHAMARTWALK.COM • 919-560-ARTS
DURHAM ARTS COUNCIL 120 MORRIS ST, DURHAM NC 27701



We look forward to seeing you at the Bull City Connector Art Walk “Scan”venger Hunt, April 27-29, at the Durham Art Walk Spring Market!