



## SPARKcon is the Triangle's conference and showcase for local creative talent.

SPARKcon 2011 will be held September 15-18, 2011, on Fayetteville Street in downtown Raleigh. SPARKcon is an interdisciplinary arts festival created by designers, artists and community organizers to celebrate creativity in the Triangle. SPARKcon's name comes from being a "con"ference to "spark" the local art community and brand the Triangle as "the creative hub of the South." Each SPARK is planned by a committee of volunteer organizers. In 2010 SPARKcon showcased the talent of more than 1,700 artists. SPARKcon is a program of Visual Art Exchange and was founded in 2006 by members of designbox.



### SPARKcon has successfully:

- Trained and empowered 500 + SPARKcon organizers to become new community leaders
- Showcased performances by and exhibited the work of more than 5,000 creative individuals in five years of events
- Engaged several thousands of local citizens to support and appreciate creative talent in the Triangle
- Introduced artists from graffitiSPARK to the Museum of Art, leading to a featured installation
- Facilitated hundreds of creative-minded citizens to extract their best ideas on concrete steps to take in nurturing our creative scene through ideaSPARK conferences and speakers
- Functioned as a liason between the creative community and Mayor Meeker and several council members
- Facilitated city design sessions to envision a new concept of an artistic centerpiece for Raleigh and helped design City Plaza to become a "flexible platform" for future artists
- Worked with citizens to envision a "Raleigh 360" vision of supporting local businesses and talent, eventually informing such efforts as Shop Local Raleigh
- Represented SPARKcon as a national model of grass-roots revitalization in venues across the country - including major efforts in Memphis and New Orleans
- Included thousands of Wake County Students as artists and sent artists into 15+ schools.
- Published a 4-page pullout in the Independent Weekly distributed for free to thousands of Triangle citizens



*igniting the creative hub of the south*

SPARKcon is a program of Visual Art Exchange, a 501c3 nonprofit  
325 Blake Street . Raleigh NC . 27601 . [www.visualartexchange.org](http://www.visualartexchange.org) & [www.SPARKcon.com](http://www.SPARKcon.com)