

Explore a constellation of urban arts
and discover the city in a new light.



northernspark.org

NORTHERN SPARK

Northern Spark is a multidisciplinary Minnesota festival modeled on a *nuit blanche* or “white night” festival — a free, dusk to dawn participatory public art event throughout Minneapolis* from the Greenway to the Mississippi.

All people. All arts. All night.

*In its inaugural year, in 2011, Northern Spark also took place in in St. Paul.



NORTHERN SPARK IS CREATIVE PLACEMAKING

“The point of this evening is really for us to see things that are familiar and beautiful and striking but different. Looking at ourselves and our place in a unique way.”

— Mayor R.T. Rybak

- Northern Spark builds a broad audience for serious art and creative fun
- Northern Spark cultivates open and active civic engagement with art and community
- Northern Spark heightens awareness and extends the reach of local artists
- Northern Spark presents the work of important national and international artists (including those who live in Minnesota), further identifying the Twin Cities as a place of convergence for creative innovation
- Northern Spark strengthens public awareness and support of our local non-profits
- Northern Spark promotes and supports the local economy
- Northern Spark has the potential to increase regional, national and international tourism



Mona El Khafif and Marcella Del Signore, *iLounge* COURTESY THE ARTISTS

NORTHERN SPARK BY THE NUMBERS

2012

- 118 artist projects in 28 venues
- 40,000 attendees
- Over 250 local and national artists
- 52 cultural organization partners
- 22 sponsors
- Over 43 million media impressions
- 75,777 website visits by 50,253 unique visitors
- Northern Spark's Twitter feed trended number one in Minneapolis area the night of the event
- Northern Spark's Facebook page generated 732,675 impressions in the month leading up to June 8
- 4,058 downloads of the Northern Spark mobile app in 12 days
- 20,000 print brochures distributed

2011

- 100 artist projects in 34 venues
- 25,000 attendees
- Over 200 local and national artists
- 43 cultural organization partners
- 17 sponsors
- Extensive media coverage
- 39,330 website visits by 26,111 unique visitors
- 1,391 mobile website visits
- 20,000 print brochures distributed



Opening Ceremonies with Mayor R.T. Rybak, Mill Ruins Park ^{PK}



Jackie Beckey, *Psychedelic Art Parade*, Stone Arch Bridge ^{PK}

Survey: What was most memorable part of the Northern Spark?

“ There was a bike attached to anything and everything vertical and bikes attached to other bikes. I’ve never seen any event like it. It doesn’t really matter if you like art, I loved Northern Spark because it was just so different from anything else I’ve ever seen.”



David Rueter, *The Kuramoto Model (1000 Fireflies)* midnight ride, Stone Arch Bridge ^{PK}



"I'm a lifelong resident of the Twin Cities. I also work on *MN Original* as Production & Web Coordinator, but I bring up my Twin Cities-centric existence as a way of saying that I think I know the Twin Cities pretty well. But every once in a while, you encounter an experience that makes you look at your surroundings, even extremely familiar ones, in a different light. Northern Spark 2012 was just that event for me." — Joel Zimmerman, *MN Original*

“ Seeing all the fun projects until sunrise. i was impressed with the level of friendliness and cooperation of the art creators.”

“ The fun of seeing so many people of different ages and backgrounds out on the town, late at night.”



Tetsuya Yamada and Clive Murphy with U of M students, *Pizza/Calliope*, Weisman Art Museum ^{RS}



Liu Xuguang and Diane Willow, *Yellow River @ Mississippi River*, Weisman Art Museum ^{RS}



Jenny Schmid, Drew Anderson, and MAW, *nightdemons*, Weisman Art Museum ^{RS}

“ The group bike rides are my favorite. Jumping from spot to spot, on bike, throughout the night . . . so fun!”


“ The ending of the *Mobile Experiential Cinema* at Loring Park and the montage on the end of the film talking about life and money . . . the dark night, the experience, the double cross, the excellent filming, the bike ride through the city, the lights the sounds, all of it. it was amazing! This is genius!”



““Minneapolis was alive last night. I saw more bikes than cars. The best description of the night came in the form of a Tweet: *The #nspk crowd looks like what the state fair crowd would look like if the fair allowed bikes & beautiful people.*”

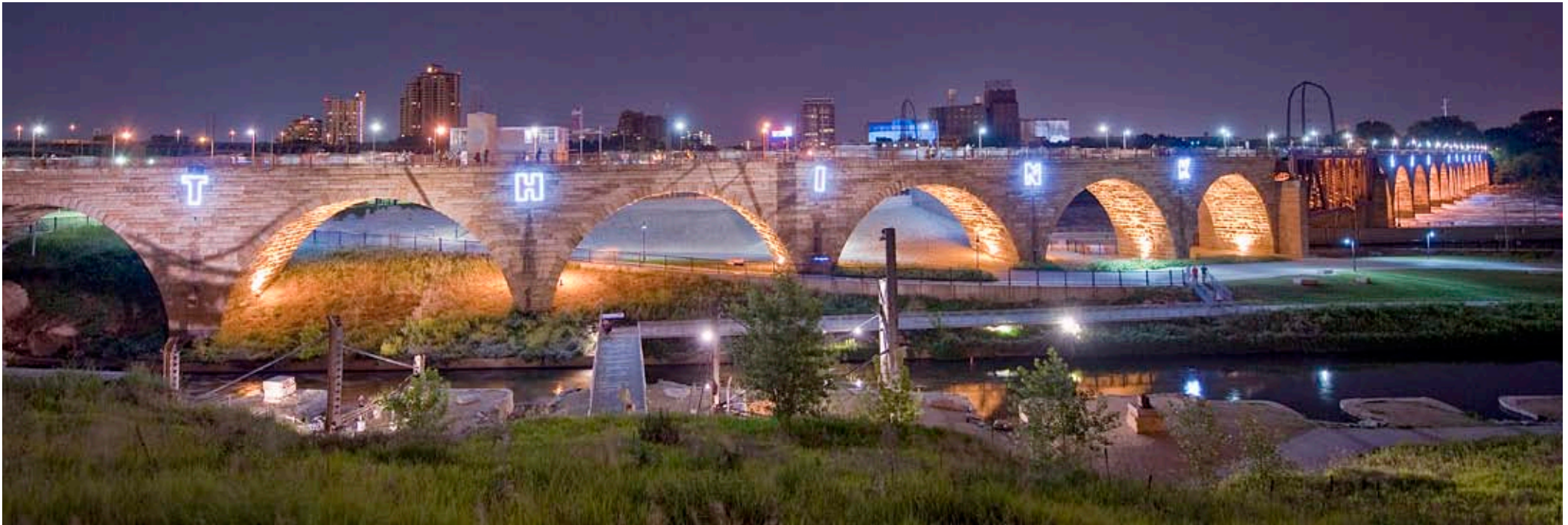
—Nathaniel Hood

“ the mobile app was ridiculously awesome. Such a great tool to map out the evening.”



“ Being outside in the late evening with thousands of people at a time when usually there are few if any people out walking about is exciting.”

“ The amazing energy that lasted the whole nine hours!”



Robin Schwartzman, *THINK AND WONDER, WONDER AND THINK*, Stone Arch Bridge ^{PK}



Open Eye Figure Theater, *The Two Wheel Tour: A Parade of Oddities*, Mill Ruins Park ^{PK}



Keepers, *The Owls Are Not What They Seem*, Father Hennepin Park ^{PK}



Ben Johnson and Elizabeth Johnson, *PixelTron150*, Main Street ^{SS}



Asia Ward, *Body Pong*, Main Street ^{PK}



Molly Balcom Raleigh, *FEED/FEED*, Main Street ^{SS}



Rosemary Williams, *Mom's Cookies* Mona El Khafif and Marcella Del Signore, *iLounge* ^{PK}



Even more so was the collective understanding that the new day's arrival signaled the close of an evening that had been so personally significant, yet may very well turn to dust when viewed through history's long lens. Minneapolis's night-crawlers were pensive as they witnessed the literal incarnation of Northern Spark's mission of 'seeing the Twin Cities in a new light.' Eye-to-eye with the IDS Tower and the rest of the city's sleeping giants, this had never seemed a more wonderful place to call home."

— Sarah Brumble, *TC Daily Planet*



“I attended Northern Spark last night along with what feels like most of the city. . . . it was **FANTASTIC!** . . . it felt like the whole city was out last night and there was a great sense of community and adventure.”

— Stephanie Kwong, *phenOMNal twin cities*





Northern Spark @ Open Field, Walker Art Center ^{DH}



Rachel Knoll and Michael Selle, *The Eye of the Walker*, Walker Art Center ^{DH}



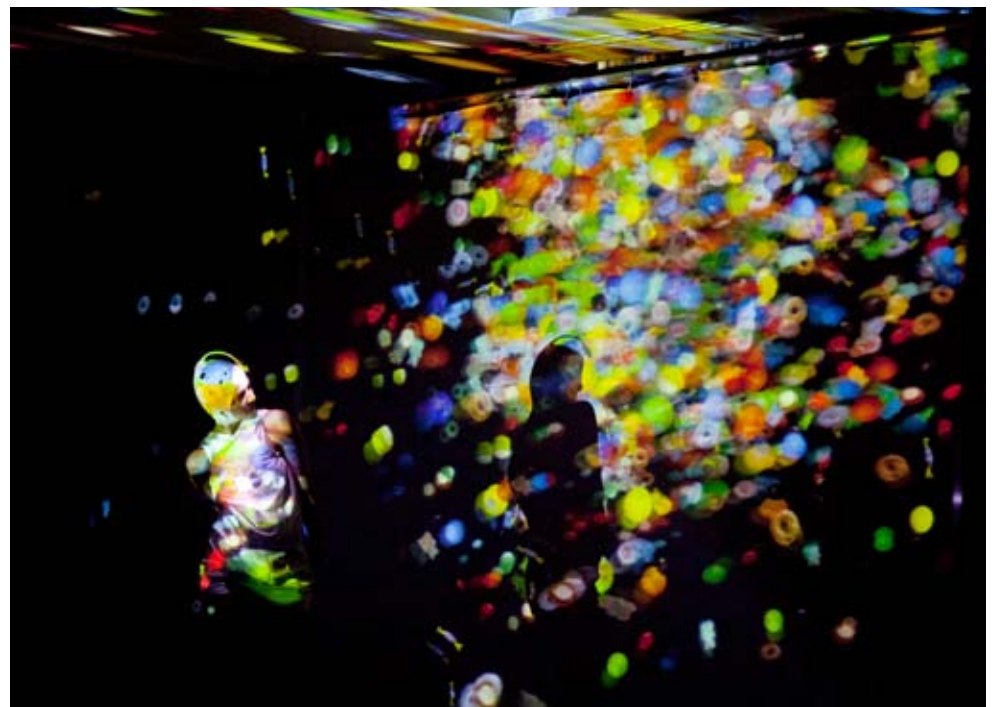
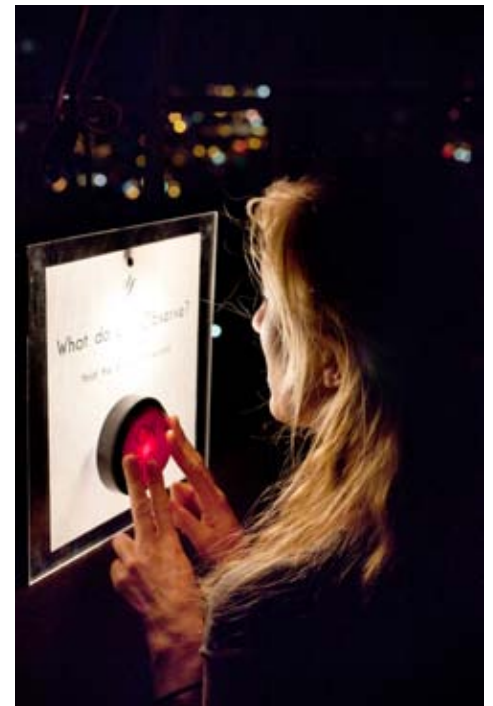
Catalog Projects, *Fire Works*, Walker Art Center ^{DH}



Jim Campbell, *Material World*, Target South Tower ^{DH}



Caly McMorrow, *Observation Tape Deck*, W Minneapolis—The Foshay ^{DH}



Eunsu Kang, Diana Garcia-Snyder, and Donald Craig, *Shin'm Piñata*, W Minneapolis—The Foshay ^{DH}



“ Northern Spark transformed the city of Minneapolis into an all night art playground . . . my favorite parts were swinging in synchrony with 20 strangers in a skyway, playing Capture the flag at midnight in neon face paint, and dancing with strangers in the streets.”



Keetra Dean Dixon, *Swing Hall, Swing All*, Minneapolis College of Art and Design TOP: JH BOTTOM: DH



Bridget Beck and Carissa Samaniego, *GLOWaBOUT*, Minneapolis College of Art and Design JH



Bridget Beck and Carissa Samaniego, *GLOWaBOUT*, Minneapolis College of Art and Design DH



Patty Mitchell and Robert Lockheed, *Palace of Wonder*, Minneapolis Institute of Art ^{JH}

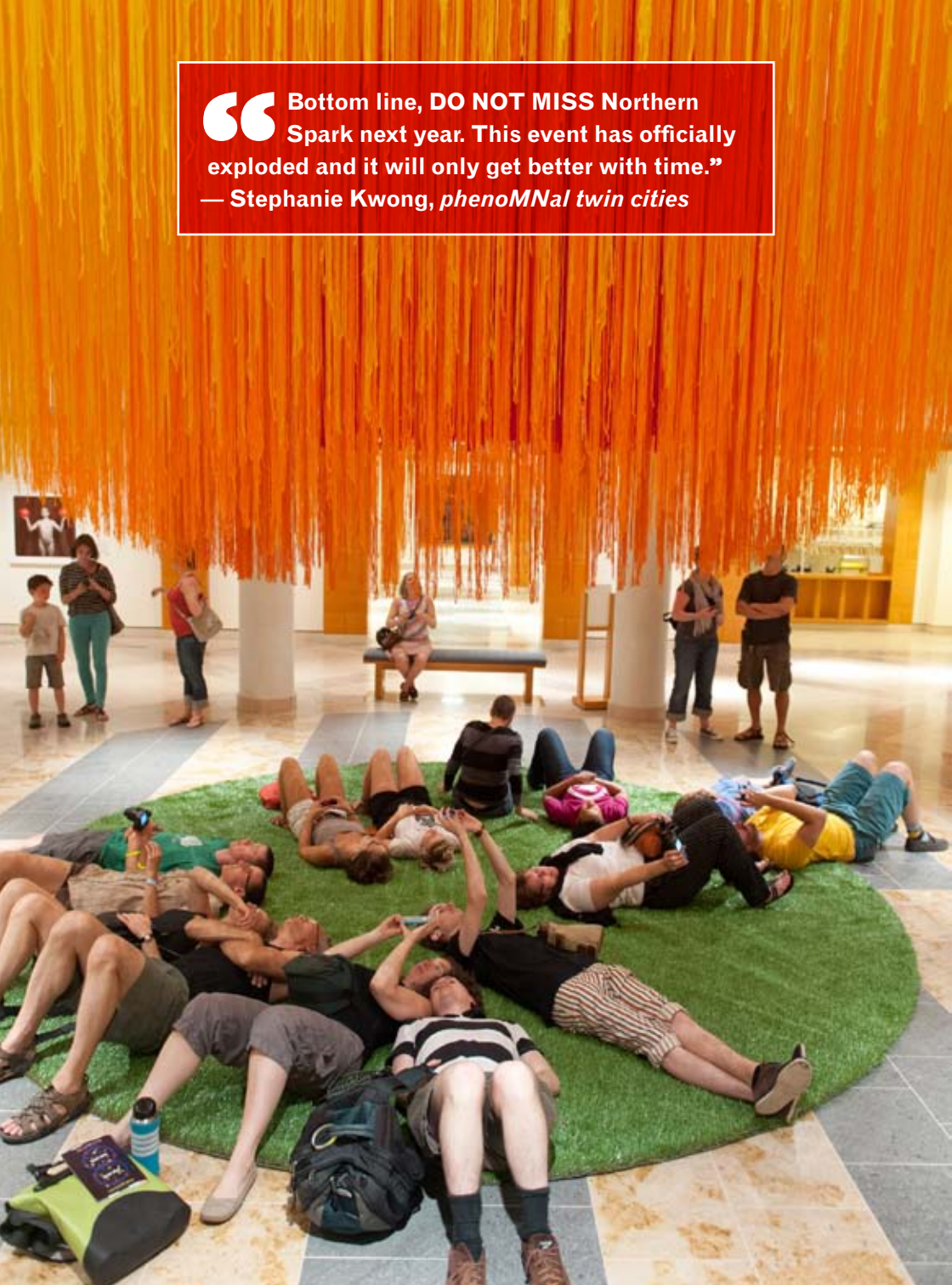


Patty Mitchell and Robert Lockheed, *Palace of Wonder*, Minneapolis Institute of Art ^{JH}



Patty Mitchell and Robert Lockheed, *Palace of Wonder*, Minneapolis Institute of Art ^{JH}

“Bottom line, **DO NOT MISS** Northern Spark next year. This event has officially exploded and it will only get better with time.”
— Stephanie Kwong, *phenoMNAI twin cities*



HOTTEA, *letting go*, Minneapolis Institute of Art JH

NORTHERN SPARK VIDEOS

Videos from the 2011 and 2012 Northern Spark festivals are available for viewing online at vimeo.com/northernspark



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W Minneapolis—The Foshay

Walker Art Center

Weisman Art Museum

Whittier Artists in Storefronts

ZERO1

2011 SPONSORS

STARLIGHT



This activity is made possible in part by a grant provided by the Minnesota State Arts Board, through an appropriation by the Minnesota State Legislature from the Minnesota arts and cultural heritage fund with money from the vote of the people of Minnesota on November 4, 2008.

SPARK



TORCH



MEDIA



2012 SPONSORS

LUMINARY



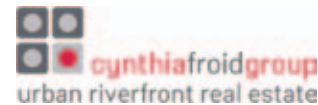
BEACON



BLAZE



TORCH



MEDIA



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