



**FOR IMMEDIATE RELEASE: October 20, 2017**

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## **ARTWORKS PHX CREATIVE CITY SYMPOSIUM NOVEMBER 2 TO FOCUS ON BUSINESS - ARTS PARTNERSHIPS AND PLACEMAKING FOR COMPETITIVE EDGE**

**PHOENIX – Phoenix Community Alliance** will gather artists and leaders from major economic development, business and arts organizations for the inaugural ArtWORKS PHX Creative City Symposium on November 2, 2017, at Renaissance Phoenix Downtown Hotel. The event will focus on the connection between arts, culture, innovation, placemaking and economic development highlighting effective partnerships among businesses and local artists to create competitive advantage. The event is supported by Artlink Inc., a 501c3 nonprofit whose mission is to keep the arts integral to the development of greater Phoenix.

The symposium is scheduled from 1 p.m. to 7:30 p.m. and will feature speakers and panels spotlighting how greater Phoenix businesses are integrating arts into the workplace, and how these initiatives are helping to attract and retain companies, lure talent, inspire innovation, and foster more collaborative work environments.

Emily Peck, Vice President of Private Sector Initiatives for Americans for the Arts will serve as the afternoon and evening keynote speaker. Panelists include business, economic development, and arts leaders from more than a dozen organizations including Artlink, Greater Phoenix Leadership, Greater Phoenix Economic Council, Greater Phoenix Chamber of Commerce, Arizona Citizens for the Arts, and City of Phoenix Office of Arts and Culture.

“Local business-arts partnerships are greatly supporting Phoenix economic development,” noted Carol Poore, Phoenix Community Alliance Board member and chairman of the Arts, Culture and Public Life committee. “The program will emphasize how Phoenix-based businesses can benefit from engaging local arts and culture into the business model, as well as how artists can make new connections with local business leaders.”

As many as 300 participants are expected to join the conversation and gain a better understanding of how business-arts partnerships are good for business, good for employees, and are contributing to a vibrant and competitive city, including brand reputation for Phoenix.

“ArtWORKS PHX is a business-driven initiative championed by PCA Members who serve on our Arts, Culture and Public Life Committee,” said PCA Executive Director Devney Preuss. “Our business leaders have seen the value of arts partnerships firsthand and can attest to the economic impact. This momentum is igniting an

exciting and timely movement in Greater Phoenix, and we're pleased to welcome our city's major business leadership, arts/culture, and economic development organizations to the table to explore new opportunities for supporting Phoenix as a creative city."

Phoenix Community Alliance's [ArtWORKSPHX.ORG](http://ArtWORKSPHX.ORG) features dozens of examples of local organizations in the for-profit and nonprofit sectors that are benefiting from arts partnerships. Examples range from Renaissance Phoenix Downtown Hotel to an auto repair shop, a locally-owned produce company, healthcare providers, banks and restaurants.

Information about the ArtWORKS PHX Creative City Symposium hosted at Renaissance Phoenix Downtown Hotel and registration is available on the [Phoenix Community Alliance website](http://www.phoenixcommunityalliance.com/event/artworks-phx-creative-city-symposium/). RSVP at <http://www.phoenixcommunityalliance.com/event/artworks-phx-creative-city-symposium/>

***The ArtWORKS PHX Creative City Symposium is sponsored by Phoenix Community Alliance.***

***Program partners include:***

Artlink  
Americans for the Arts and ArtWORKS / Partnership Movement.org  
City of Phoenix Office of Arts and Culture  
Greater Phoenix Economic Council  
Greater Phoenix Leadership  
Greater Phoenix Chamber of Commerce  
Arizona Business Committee for the Arts  
Arizona State University  
Arizona School for the Arts  
Arizona Citizens for the Arts  
Arizona Consortium for the Arts  
Phoenix Business Journal  
Phoenix Center for the Arts

## PROGRAM PARTNERS



### About ArtWORKS PHX

ArtWORKS PHX is an initiative of the Phoenix Community Alliance to spotlight how business partnerships with the arts is a good for commerce, good for employees, and good for building a vibrant arts and culture scene in greater Phoenix. ArtWORKS PHX is collaborating with the national [pARTnership Movement](#), an initiative of the Americans for the Art to reach business leaders with the message that partnering with the arts can build competitive advantage. For more information, visit [www.ArtWORKSPHX.org](http://www.ArtWORKSPHX.org).

### About Phoenix Community Alliance

Phoenix Community Alliance (PCA) is an affiliate of Downtown Phoenix, Inc. and the premier membership organization for downtown leaders. Through the alliance of a strong and diverse membership, PCA fulfills its mission to activate, advocate, and build the Phoenix we want. [Visit phoenixcommunityalliance.com](http://www.phoenixcommunityalliance.com).

### About Artlink

Artlink keeps the arts integral to the development of our city by connecting artists, business and community. Artlink supports a variety of community-based art events, including complimentary Trolley Tours during the monthly First Friday Art Walk, one of the nation's largest self-guided art walks; The Artist Forward Fund (TAFF); a pop-up gallery program; the Infusion arts initiative; and the Artlink Juried Exhibition, Art Detour, and Art d'Core Gala. Artlink was formed a 501(c)(3) nonprofit organization in 1989 and is supported by City of Phoenix Office of Arts and Culture, Downtown Phoenix Inc., Arizona Commission on the Arts, Phoenix Art Museum, The Arizona Republic, Dunn Transportation, Roosevelt Row CDC, Phoenix Warehouse District, Central Arts District and Historic Grand Avenue. Visit [www.artlinkphx.org](http://www.artlinkphx.org) to sign up for the Artlink newsletter or connect socially on Facebook, Twitter and Instagram.

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***(Sidebar)***

## **ArtWORKS PHX case study: Gould Evans + Canary**

### ***Differentiating the brand through arts and culture***

When Gould Evans + Canary first moved to the downtown Phoenix Warehouse District in 2015, revitalizing the historic paper distribution warehouse into an office environment was an act of love to preserve the history and character of the building.

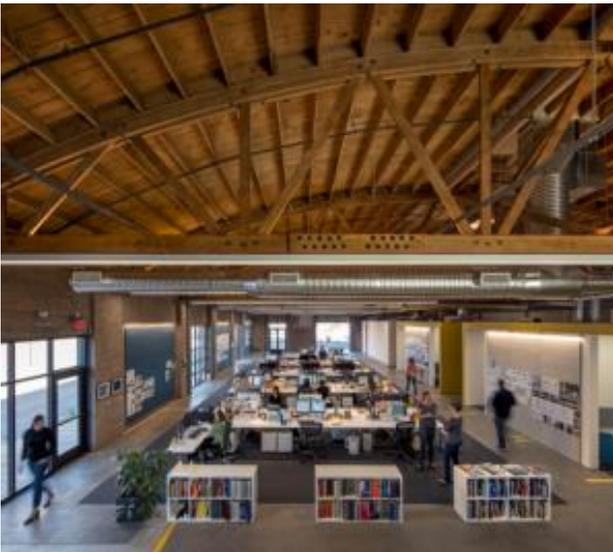
The firm specializes in architecture, urban planning and design, interior design, landscape architecture, branding and graphic design.

Renovation sought to maintain the historic integrity and gritty vibe while allowing for a collaborative working environment with breakout areas. Pin-up boards throughout the office allow continuous posting of provocative ideas, challenging questions and images of projects in process, inspiring our architects and designers in an ongoing dialogue.

The push for additional creative and community engagement was prompted by an emerging theme during an employee studio work session. In listening to associates, the team wanted to do more meaningful work within the community.

The Gould Evans + Canary team designed a gallery space to highlight local artwork and engage the community, complete with focused directional lighting and a flexible hanging system. To kick-off the use of the gallery space, Gould Evans + Canary partnered with The Sagrado Galleria to extend their exhibition for Art Detour 29. Curated by Sam Gomez, the exhibition featured work from three local photographers: Zee Peralta, Niba Delcastillo, and Caleb Alvarado.

**(PHOTOS PROVIDED BY GOULD EVANS + CANARY)**



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