



Community Planning and Economic Development Department

News Release

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WBC | West Broadway Business
and Area Coalition

Minneapolis City Goals: A Safe Place to Call Home ▫ Jobs & Economic Vitality ▫ Eco-Focused ▫ Livable Communities, Healthy Lives ▫ Many People, One Minneapolis ▫ A City That Works

1001 West Broadway to Receive 3-Story Vinyl-Wrap Displaying Neighborhood Images To be featured as Largest Public Art Installation at FLOW-Northside Arts Crawl Event

July 19, (MINNEAPOLIS) – On Saturday, July 20 the two sides of 1001 West Broadway facing Broadway and Dupont Streets will be wrapped in vinyl three stories high. The building, purchased by the City in 2008, has been vacant and boarded since 2006. The vinyl wrap will display high quality photographs of the business owners and artists, and iconic architectural elements of the avenue.

“The project is much more than creating a three story high piece of art,” said **Cathy Polasky, City of Minneapolis Director of Economic Development and Policy**. “It’s a visual example of how effective partnerships like the one between the City and West Broadway Business and Area Coalition can work together to solve problems creatively. Our mutual goal is to make the neighborhood more attractive to new businesses and create more jobs.”

The installation builds on the momentum of the façade improvement work the City has been doing in partnership with the West Broadway Business and Area Coalition (WBC) and businesses along the avenue. The project also serves as the launch pad for WBC’s work on business recruitment, corridor marketing, and creative place-making. The images featured on 1001 West Broadway will weave together a visual representation of the Coalition’s efforts.

“This business community is uniquely enthusiastic and engaged, and the wrap captures that perfectly,” said **Erin Jerabek, Executive Director of the West Broadway Business and Area Coalition**. “The vinyl installation is just one of the many dynamic and interesting projects you will see happening on West Broadway this year. The 1001 building is a great redevelopment opportunity. We are excited to attract a new investor.”

The images for the vinyl wrap were taken by Northside commercial photography firm Armour Photography. Owner Jake Armour had been looking for the right opportunity to partner with the WBC and specifically ways to market the FLOW Northside Arts Crawl for some time when the idea was presented to him to take photographs that would be used for the WBC’s rebranding

campaign as well as turn 1001 into the largest public art installation at the 2013 FLOW Arts Crawl. The photographs along the avenue were taken over a two day period in June.

The vinyl wrap featuring the avenue photos will be installed throughout the day on Saturday, July 20, 2013 starting at 5:30 am. Throughout the process, Armour will be taking still photographs to create a time-lapse slide show of the wrap installation which will be available online at northmpls.org in the days following.

1001 West Broadway will be the largest public art installation featured at the FLOW Northside Arts Crawl, a self-guided art tour featuring visual and performing artists at businesses, studios, and organizations along West Broadway in North Minneapolis July 26-28. The event anticipates attracting 5,000 spectators.

Photographer Jake Armour, WBC business community members, City of Minneapolis representatives, and WBC representatives will be available for interviews during the vinyl wrap installation. Contact City of Minneapolis Communications Specialist Rose Lindsay at 612.763.5015 for further information.

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