America’s Largest Free Arts Festival

Produced by

BALTIMORE OFFICE OF PROMOTION & THE ARTS
Arts • Events • Film
Artscape is America’s largest free outdoor arts festival. Artscape features three stages and 11 indoor venues, presenting 200+ live concerts and performances – including theater, dance, comedy and more! Artscape features more than 130 visual artists and craftspeople selling original artworks, plus large scale arts installations, indoor visual art exhibitions, which includes the Janet & Walter Sondheim Artscape Prize Semifinalist Exhibition! Artscape is one of the Mid-Atlantic’s favorite summertime traditions—it’s just not summer without it!

Artscape is produced by the Baltimore Office of Promotion & The Arts, a 501(c)(3) nonprofit serving as Baltimore City’s official arts council, events agency, and film office.

Cover Photo: Edwin Remsberg
BY THE NUMBERS

3 DAYS

16+ CITY BLOCKS

11 INDOOR PERFORMANCE VENUES

1 ARTISTS’ MARKET

5 TEMPORARY PUBLIC ART INSTALLATIONS

100+ ARTISTS & EXHIBITORS

200+ LIVE PERFORMANCES

350,000+ ATTENDEES ANNUALLY

$28.5 MILLION ANNUAL ECONOMIC IMPACT
ART INSTALLATIONS
Each year, artist and collaborative groups are selected by the Baltimore Office of Promotion & The Arts to create up to five large-scale public art installations. 2018 installations included Choose Your Own Adventure done by artists Becky Borlan & Graham Corell-Allen (pictured on the left). Choose Your Own Adventure transformed the intersection of Charles Street into a colorful and safe pedestrian playscape of creative crosswalks and an immersive environment of floating beach balls. Durable spray chalk lines marked the paths for Artscape participants as they approached the forest of beach balls hanging from a central, open air event tent structure. The floating inflatable balls were custom printed with energetic artwork by public artist Becky Borlan. Presenting Sponsor: MICA

How-To exhibition: How-To showcased artworks that described how to do or make just about anything. This interactive, forum-style exhibition featured artists representing a variety of mediums - from origami to cake-decorating to wiring a radio.
VISUAL ARTS EXHIBITIONS
Each year, the Baltimore Office of Promotion & The Arts is proud to award the Janet and Walter Sondheim Artscape Prize, a $25,000 grant awarded to a Baltimore-based artist. The finalists’ works are on display for the month of July in one of Baltimore’s prestigious museums, alternating each year between the Walters Art Museum and the Baltimore Museum of Art. The prize also gives semifinalist artist an opportunity to exhibit their work at the Maryland Institute College of Art during Artscape. M&T Bank provides a $2,500 M&T Bank Finalist Prize for each of the remaining finalists not selected for the top prize. The 2018 prizewinner was Erick Antonio Benitez (Baltimore, MD) with his work Esta Tierra Es Tu Tierra (This Land Is Your Land) an immersive installation focusing on the U.S.-Mexico border and its effects on human lives. Additional Finalists were: Nakayla Brown, Sutton Demlong, Nate Larson, Eunice Park, and Stephen Towns.

BOPA also annually awards the Fred Lazarus IV Artscape Prize, also known as “The Fred,” which grants $1,000 to a high school student artist living in Baltimore City. The recipient also receives a stipend to produce a solo exhibition on display during the Artscape Festival and receives mentorship from Baltimore Office of Promotion & The Arts staff. The 2018 prize winner was Kailah Foreman, a Baltimore native and visual artist, and a senior at Baltimore Polytechnic Institute. Kailah, along with five other students, worked hard to research and pioneer an AP Art studio program at Baltimore Polytechnic Institute. Her work ethic as an artist and as a student leader, alongside her artistic process and technical ability make her this year’s Fred Lazarus Art Prize recipient.

LIVE CONCERTS
Featuring three outdoor music stages, Artscape has always showcased local, regional, and international artists. In 2018, The Johns Hopkins University Station North Stage welcomed indie bands from the region, including (highlight performers-need info here). The Morgan State University Sound Off Live! Stage hosted an eclectic mix of music from the winners of the Sound Off Live! Competition, such as Dead Atlantic and Essential Vybe, along with other local performers. The MICA Main Stage remained a highlight of the festival’s musical experiences with headline acts including TLC and ZZ Ward bringing huge crowds to Mount Royal Ave.

Photos: Edwin Remsberg
Supporting Sponsor: United Way of Central Maryland

Seminfinalist exhibition at MICA
Headliner, TLC
Cardinal Shehan School Choir
GAMESCAPE
The University of Baltimore presents Gamescape, which showcases video games and the creative people who make them. Visitors can browse and interact with videogames from both local and national video game developers, as well as a few classic consoles. Gamescape always delights visitors with over a dozen games.

FILM AT ARTSCAPE
The Maryland Film Festival presents Film at Artscape, a series of free screenings in the beautifully restored Stavros Niarchos Foundation Parkway. Free programming includes both feature-length films, a variety of genre-spanning short film programs, and a showcase of student films and videos by Baltimore-area youth producers.

Photo: Mark Dennis

KIDSCAPE
Young festivalgoers can channel their creative energy by participating in youth-focused workshops, art & crafts, and live entertainment. Children of all ages enjoy having a special location geared toward their interests and their exciting artistic energy. Kids have participated in projects such as The Baltimore School of Music’s instrument petting zoo, face painting and crafting stations.
ARTSCAPE AFTER HOURS
From 9-11pm on Friday and Saturday nights, the Artscape party continues at Artscape After Hours, which showcases a variety of performances and art including LOL@Artscape, the festivals pop-up comedy club, illuminated stilt walkers, interactive large-scale art installations, and theater. In addition, Artscape After Hours pays tribute to local DJs, pop up performances and street theater. Artscape After Hours brings the community and late-night arts into the streets for a celebratory experience.

DANCE CAMP
Dance Camp, programmed by Guardian Dance Company, features a diverse range of programming, including interactive workshops, high-energy performances, classes, talent showcases, professional competitions, and nightly social dances. Through this engaging and interactive programming, participants and spectators alike can experience the transformational power of the arts—bringing together Baltimore’s diverse residents to share in the positive energy created through dance.

Photos: Edwin Remsberg
Festival Demographics

Lifestyle
Activities enjoyed by festival attendees on a regular basis

- Fitness/Health Related: 63%
- Outdoor: 59%
- Travel: 70%
- Dining Out: 79%
- Reading: 58%
- Listening to Music: 58%

Gender

- Female: 58.3%
- Male: 41.7%

Income

- Over $120,000: 10.5%
- $80,000-$99,999: 9.9%
- $40,000-$49,999: 19%
- $15,000-$39,999: 23.6%
- Less than $15,000: 16%
- $60,000-$79,999: 13.6%
- $100,000-$119,999: 7.4%

Age

- 25-34: 31.3%
- 35-49: 20.2%
- 50-64: 17.6%
- 18-24: 3.1%
- 65+: 5.1%

Marital Status

- Single: 55.9%
- Married: 28.6%
- Partnered: 9.4%

Ethnic or Cultural Background

- African American: 19.7%
- Asian: 6.1%
- Caucasian: 52.9%
- Hispanic: 4.8%

Last Year of Schooling Completed

- Some High School: 2.7%
- High School Graduate: 12.2%
- Technical or Vocational School: 22.7%
- Four-Year College: 36.4%
- Post Graduate Degree: 25.9%

Residence

- Outside of Maryland: 19.9%
- Elsewhere in Maryland: 44.3%
- Baltimore City: 35.8%

Source: FORWARD ANALYTICS, www.forwardanalytics.com
In the News

1.1K stories via broadcast, online and print coverage

2.9B total reach

$4.5M publicity value

2,721,407 Total Social Media Impressions

2,094,019 Impressions Across Facebook

307,162 Impressions Across Twitter

320,226 Impressions Across Instagram

@Artscape.Baltimore

@ArtscapeBmore

@artscapebmore

652,543 Website Page Views
Audience Engagement & Brand Promotion

Photos: Edwin Remsberg
2018 Sponsor, TastyKake
Artscape offers many sponsorship opportunities, including stages, festival program areas and high visibility zones. Sponsorships can be customized to help you accomplish your brand and marketing objectives. The Artscape Sponsorship team offers invaluable support from start to finish. And, we are open to your creative ideas and suggestions for tying into Artscape, helping you create your own unique experience for festival attendees.

“This is our 3rd year attending, it is annually one of our most successful events”  
Lasik Vision

“We have had a great experience at Artscape, the festival attendees were pleasant to work with; they also were engaged in the facts we spoke about in regards to our new 2018 Nissan Leaf! We hope to see you next year and were grateful for the opportunity to be a part of the great city and most of all Artscape!”  
Nissan

“The BOPA Staff was GREAT! They were extremely helpful! We loved our experience at Artscape! Thank you!”  
CPC Marketing
About the Sondheim Prize

For thirteen years, the Baltimore Office of Promotion & The Arts has awarded the $25,000 Janet & Walter Sondheim Prize annually to an artist or artist collective in the Baltimore region. Initiated to celebrate Artscape’s 25th anniversary in 2006, the Sondheim Prize is now one of the highest achievements in the Baltimore creative community, elevating the careers of professional artists to the next level in producing, exhibiting, and promoting their body of work. Each year, six to eight artists are typically selected for final review of the prize; they exhibit their work as a group at one of our partnering museums, the Baltimore Museum of Art or The Walters Art Museum. Finalists each receive an M&T Bank Finalist $2,500 award. Additionally, an exhibition of the semifinalists’ work is shown at the Decker & Meyerhoff galleries at the Maryland Institute College of Art in conjunction with the annual Artscape festival in July.

*Over 1,700 artists* submitted applications

*516 artists* have been selected

*85 artists* have been selected as finalists, accepting over $112,500 in prize money

*13 award winners* have received over $325,000 in prize money

Installation view of Janet & Walter Sondheim Artscape Prize exhibition, Baltimore Museum of Art.
*Photo: Mitro Hood*

Christopher Bedford of BMA, Ellie Dankert (daughter), Mayor Catherine Pugh, Erick Antonio Benitez (winner), Jack Lewin of M&T Bank sponsor of the semi-finalist prizes and Donna Drew Sawyer, BOPA CEO.
*Photo: Mark Dennis*
The Artscape Gallery Network provides art lovers with an extended opportunity to enjoy Baltimore’s talented artists before, during, and after the festival weekend. Gallery Network exhibitions highlight 2018 Janet & Walter Sondheim Prize applicants, along with artists working throughout the region. The Janet & Walter Sondheim Artscape Prize is held in conjunction with the annual Artscape juried exhibition and is produced by the Baltimore Office of Promotion & The Arts.
OUR DEEPEST APPRECIATION
The Baltimore Office of Promotion & The Arts would like to thank all of our generous philanthropic supporters, who helped keep Artscape 2018 100% FREE and open to the public!

THANK YOU!

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Compass Cyber Security • Cruise Maryland • Whiting-Turner
Join us for the 38th annual Artscape, July 19-21, 2019.

About BOPA / Other Sponsorship Opportunities
Artscape is produced by the Baltimore Office of Promotion & The Arts (BOPA), a 501(c)3 nonprofit organization serving as Baltimore City’s official arts council, events agency, and film office. Other events produced by BOPA include the Baltimore Farmers’ Market & Bazaar, Baltimore Book Festival, Light City, July Fourth & New Year’s Eve celebrations at Baltimore’s Inner Harbor. BOPA also administers several grants programs, offers youth and community-based services, and oversees public art projects across Baltimore City. For more information, visit www.promotionandarts.org.

Public Art
BOPA supports the creation or restoration of dozens of public art works annually through its Public Art, Grants, and Mural programs.

Baltimore Book Festival
November 1-3, 2019
100,000+ estimated annual attendance

Light City
November 1-10, 2019
400,000+ estimated annual attendance

Baltimore Farmers’ Market & Bazaar
Sundays, April through December
200,000+ annual attendance
(5,000-9,000 attendees/week during peak months)

INTERESTED IN PARTNERING WITH US?
CONTACT: SPONSORSHIP@PROMOTIONANDARTS.ORG