Today successful cities, old or young, attract smart entrepreneurial people, in part, by being urban theme parks.

EDWARD GLAESER
AUTHOR
TRIUMPH OF THE CITY: HOW OUR GREATEST INVENTION MAKES US RICHER, SMARTER, GREENER, HEALTHIER AND HAPPIER
BIG PHILANTHROPY
GRAND CIVIC PROJECT

BY THE NUMBERS:

– 498,000 DOLLARS
– 383,106 VOTES CAST
– 1,582 ARTISTS
– 164 VENUES
– 44 STATES / 36 COUNTRIES
– 19 DAYS
– 322,000 VISITORS
ArtPrize is an international art competition. Open to anyone, it catalyzes creative expression and risk taking in Grand Rapids, Mich.

We design tools to enable a radically open, relentlessly democratic platform, which results in lively debate and vibrant cities; we share these tools to foster action in other communities.
You want to invent new ideas, not new rules.
DESIGN

• RADICALLY SIMPLE RULES
  – Anyone can be an artist
  – Any space can create an exhibition venue
  – Everyone has a voice

• RADICALLY LARGE CATALYST
## AWARDS

<table>
<thead>
<tr>
<th>Public Vote</th>
<th>Professional Judges</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1st</strong></td>
<td></td>
</tr>
<tr>
<td>$200,000</td>
<td>$100,000</td>
</tr>
<tr>
<td><strong>2nd</strong></td>
<td></td>
</tr>
<tr>
<td>$75,000</td>
<td>$20,000</td>
</tr>
<tr>
<td><strong>3rd</strong></td>
<td></td>
</tr>
<tr>
<td>$50,000</td>
<td>$20,000</td>
</tr>
<tr>
<td><strong>4th-10th</strong></td>
<td></td>
</tr>
<tr>
<td>$5,000</td>
<td>$20,000</td>
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</tbody>
</table>

ArtPrize Juried Prize

- 2D: $20,000
- 3D: $20,000
- Time: $20,000
- Urban: $20,000
- Venue: $20,000

- 2nd: $75,000
- 3rd: $50,000
- 4th-10th: $5,000
ECONOMIC IMPACT

$15.4 MILLION ECONOMIC IMPACT

$4.6 million net household income
$531,600 in net new spending/day
200+ new jobs
ECONOMIC IMPACT

322,000 PEOPLE
- 25.5% OUTSIDE WEST MICHIGAN
- 5.5% OUTSTATE
COMPARISON

<table>
<thead>
<tr>
<th>ATTENDANCE</th>
<th>DURATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>370,000</td>
<td>5 mos.</td>
</tr>
<tr>
<td>40,000</td>
<td>5 days</td>
</tr>
<tr>
<td>20,000</td>
<td>10 days</td>
</tr>
</tbody>
</table>

SXSW
KEY LEARNINGS

MAKE THE CITY A PLAYGROUND
KEY LEARNINGS

REMOVE THE BARRIERS
KEY LEARNINGS

LEAD but INVOLVE EVERYONE
KEY LEARNINGS

INVEST IN IDEAS
DEBATE IS GOOD
KEY LEARNINGS

Populist  Professional

TENSION = GOOD
KEY LEARNINGS

MAKE IT IMPOSSIBLE TO IGNORE
ARTPRIZE 2012

SEPTEMBER 19 – OCTOBER 7, 2012
ARTPRIZE BRAND

• Constant, simple framework
• User engagement
• Value simplicity
• Big, unexpected (even for us)
• Transforming how people look at GR and Michigan
WHAT’S NEXT

• Help communities engage and activate public conversation
• Understand social behaviors through data and experience
• Catalyze conversations
• Do it everywhere