



# PROJECT apART //

Sparking Creativity & Connection  
during Quarantine.



## Launch

April 15 // World Art Day

## Calling all Creatives

An innovative platform and a campaign of weekly prompts spark makers of all kinds to create, upload their work, and connect.

## Connect

The gallery and community forum will initially be housed online. A physical exhibit will be erected during the 2021 Winter Innovation Summit in Salt Lake City, Utah.

## THE URGENT CHALLENGE

The Covid-19 outbreak has heightened fear and anxiety across the globe. While social isolation measures are a critical tool for combating the contagion, they can also make us feel disconnected from ourselves and others.

## THE SOLUTION

Experts urge that pursuing meaningful activities and connecting virtually are both critical coping mechanisms during social isolation.

## THE CAMPAIGN

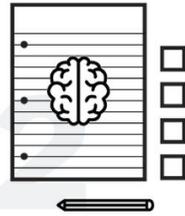
PROJECT apART is a community-engaged art campaign powered by the Sorenson Impact Center—and partner(s)—to spark creativity and connection even amid quarantine. Now, more than ever, we must band together to celebrate our shared humanity and resiliency.

## How it Works



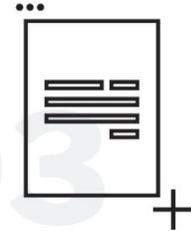
### **get inspired.**

Weekly visual prompts will be posted each week on the campaign's website and Instagram.



### **create something.**

Creatives of all kinds—and ages—are invited to make something in response to the weekly prompt.



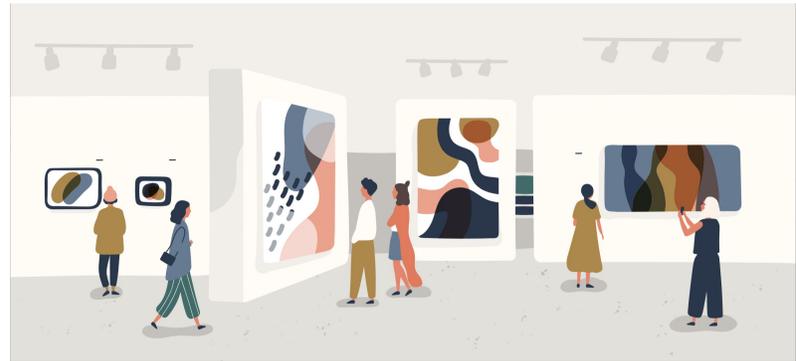
### **upload & connect.**

Participants have a week to upload their art to the online gallery. A committee will then select the #apARTIST of the week—and their work will become the next visual prompt.



## The Research

A study highlighted by Harvard Medical School looked at almost 200 people hospitalized for a medical issue or surgery. The researchers found that participating in art therapy for an average of 50 minutes significantly improved their moods, and lowered levels of pain and anxiety.\*



## Who Can Participate

We believe that the longing to create and connect is innate to our very humanity.

- |                   |                   |                        |
|-------------------|-------------------|------------------------|
| + Artists         | + Dancers         | + Experiential Artists |
| + Designers       | + Performers      | + Animators            |
| + Sculptors       | + Videographers   | + Typographers         |
| + Finger painters | + Photographers   | + Carpenters           |
| + Writers         | + Composers / DJs | + Musicians            |
| + Printmakers     | + Poets / Rappers | + Culinary Artists     |
| + Storytellers    | + Textile Artists | + Floral arrangers     |

*and more...*

## Desired Outcomes

- + Connecting vulnerable/underserved populations with an engaged community
- + Help alleviate mental health strain for individuals and families during social isolation by providing them with a sense of increased agency and possibility
- + Create a positive platform for participants and the public to view amid a bleak news cycle
- + Celebrate human resiliency with an online, and eventual in-person, exhibit
- + Elevate the power of art for social impact

**PROJECT**  
**apART**

POWERED BY

**SORENSEN**  
**IMPACT**

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