

IT'S BEAUTIFUL! IT'S INTERESTING! IT'S ART!

For hundreds of years Art has been a part of daily life for cities and towns throughout Europe, outside on fountains and statues, inside on walls and ceilings. People from all over the world come to look at the art year after year after year. The Carlsbad Village Business Association believes that art is for everyone and we want to put it in the heart of Carlsbad, in the Village, to share with the world.

WE WANT TO MAKE THE VILLAGE, SOUTHERN CALIFORNIA'S PREMIERE OUTDOOR ART SCENE, SO WE HAVE PUT FORTH THE OUTDOOR ART INITIATIVE.

HOW IT WORKS:

- Community support and donations raise at least \$200,000
- City is then engaged to partner up and contribute funds
- A democratic committee is formed consisting of City Officials, Fine Artists, and Carlsbad Citizens to select the art to use
- At least 30 pieces of significant Art are placed in the Village of Carlsbad
- Donors get plaques attached to the art depending on the size of their donation
- Walking tours of the Village are created to view the art

WHAT IT DOES:

- Enhances the Village as more of a destination for tourists and locals
- It energizes the Village
- Creates a permanent showcase for our local artists

WHAT YOU CAN DO:

- Make a pledge
- Host a fundraising party
- Tell your neighbors

Take the Plunge! Make a pledge!

If you have questions or want to help, call 760/434-2553.