

# KNOXVILLE HISTORY PROJECT

## DOWNTOWN ART WRAPS FAQ

### **What are Downtown Art Wraps?**

Downtown Art Wraps is a collection of traffic engineering boxes graphically wrapped on three sides showcasing locally significant artwork from Knoxville's past. Traffic boxes are found on one corner of an intersection wherever there is a traffic light. Cities elsewhere, including Oak Ridge, have successfully implemented similar programs. Art Wraps also include an interpretive panel featuring a photograph of the artist (if one is available), a short biography describing the artist's connection to Knoxville, plus sponsor and project partner recognition.

### **Why support this initiative?**

Art Wraps are designed to increase historical and cultural awareness and enhance the vibrancy of downtown. Over the past 25 years, the rediscovery of Knoxville's sometimes secret history has proven to be a key to the city's revitalization. National press coverage strongly suggests that Knoxville's history and historic preservation have been major factors in raising the city's profile, both in the boom of tourism and in the community's own re-discovery of itself, expressed through downtown re-development, as well as popular festivals, compelling exhibits, and new books and documentaries - all features of a healthy city. History can also be a source of inspiration for creativity.

### **Which artists are available?**

Downtown Art Wraps celebrate artists from Knoxville's past largely selected from the Knoxville Museum of Art's ongoing exhibition, *Higher Ground: A Century of the Visual Arts in East Tennessee*. Artists include: Catherine Wiley, Charles Krutch, Carl Sublett, Robert Birdwell, Albert Milani, and others. Art work has been selected in cooperation with KMA based on artwork that we have permission to reproduce in this program. Several other selections of artwork are from other sources such as McClung Historical Collection or private sources.

### **Where can I sponsor a Downtown Art Wrap?**

There are approximately 30 traffic boxes locations to choose from. Locations include intersections along Gay Street, Summit Hill Drive, Walnut Street, Locust Street, Main Street, Hill Avenue, Henley Street, and more. Sponsorships are available on a first-come-first-served basis. However, certain paintings are a better fit at a certain location where the artist has a connection to a certain spot. Please see the separate Downtown Art Wraps Gallery for further information.

### **How much do sponsorships cost?**

Downtown Art Wraps are available to sponsor for \$1,500 or \$1,750 depending on the size of the traffic box each.

**Who produces and installs the art wraps?**

Knoxville History Project (KHP) is working with a local company, Graphic Creations, to layout and install the art wraps. Many of the traffic boxes differ in size and dimension so not all boxes will look alike.

**How long are they expected to last?**

The estimated lifespan of each Art Wrap is approximately 3 years.

**Are the Art Wraps graffiti proof?**

No graphic wrap is 100% graffiti proof but the installer incorporates a special coating to increase graffiti resistance.

**Project Partners**

This project is approved by the City Public Arts Committee and supported by City Engineering Department, Visit Knoxville and Knoxville Museum of Art. Funding for the first two boxes was provided by a special grant from City People, a nonprofit organization that works to “connect the downtown community.”

**About the Knoxville History Project**

The Knoxville History Project (KHP) is an educational nonprofit with a mission to research and promote the history and culture of Knoxville. KHP is the only city-centered historical organization covering downtown and all points north, south, east, and west throughout the suburbs. Our educational articles and publications feature colorful characters, bizarre tales, interesting buildings, curious traditions, as well as seriously influential local events.

KHP conducts research using public and private archives to produce compelling educational articles and publications which fill gaps in the historic record; leads walking tours and history talks showcasing Knoxville’s unique heritage; conducts research for fee-for-service clients; and highlights our local history through diverse and engaging community-wide projects.

**Sponsor a Downtown Art Wrap today by contacting:**

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Learn more about our work at [knoxvillehistoryproject.org](http://knoxvillehistoryproject.org)

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