



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Christa Graff
Graff Public Relations, LLC
435.640.7921
christa@graffpr.com

Painting a Picture of Historic Park City’s Art & Culture Scene

Park City, Utah - The Historic District is a central hub for art aficionados living or visiting in Park City, and the Historic Park City Alliance proudly supports the development of visual and performing arts in the District. Sculptures, statues and public art displays are scattered through the Historic District, which is also home to almost two-dozen art galleries, and many of Park City’s art events take place in this iconic area of town. Performing art centers and festivals are equally as important to the Historic District.

Kimball Art Center

The Kimball Art Center has been integral in supporting Park City’s visual art scene since its foundation in 1976. As the recipient of Nickelodeon’s 2009 “Parent’s Pick” Award for Best Art Class, the Kimball Art Center is nationally recognized as a must-see destination for any art maven. The Kimball Art Center offers regular classes, workshops and discussions for children as young as 18 months and adults as old as their creativity. While many of the instructional classes last six- to eight-weeks, the Kimball Art Center provides “classes on demand” for visitors with limited time in Park City. These “classes on demand” require a minimum of six participants and provides instruction, supplies and studio space for almost anyone’s artistic needs.

Park City Gallery Association

A major supporter of the local visual art community includes the Park City Gallery Association, a 22-member collective of art galleries throughout Park City that represents hundreds of regional and national fine artists altogether. Though a few of the 22 galleries are located outside of the Historic District, the entire association rallies together to encourage cultural education and knowledge. On the last Friday of every month (except January), the Park City Gallery Association offers a unique showcase of artists, special exhibits and events that the public can enjoy. This Last Friday Gallery Stroll is a free community event from 6-9 p.m. that welcomes locals and visitors to explore Park City's progressive art scene.

Festivals

Main Street is more than a convenient gathering spot for Park City's modern community: it's the original commerce hub from Park City's history. It's no wonder that so many of Park City's festivals revolve around the Historic District. More than 200 artists in 12 different categories attend the annual Kimball Arts Festival, the West's longest-running art festival since 1969, that takes place the first weekend in August. The festival is a three-day event that brings talented artists, musicians and curious minds to Main Street for a cultural smorgasbord of visual and performing arts. The Park Silly Sunday Market is another cultural staple in Park City that occurs every week during the summer. Touted as an eco-friendly market, the Silly Market is located on Lower Main Street and features local and regional vendors in a festive setting.

Sundance Film Festival

The Historic District is also the core gathering spot during the internationally recognized Sundance Film Festival, which brings together independent filmmakers, actors and movie-goers for 10 days in a celebration of visual and motion arts. In 1981, actor and director Robert Redford founded the Sundance Film Festival in an effort to foster emerging artists and independent filmmakers. The film festival continues to cultivate some of the film industry's best undiscovered talent with many of the events taking place in and around Main Street.

Egyptian Theatre Company

One of the most notable venues during the Sundance Film Festival is the Egyptian Theatre Company, but its history as a performing art venue stems from the 1880s – an era when Park City residents were striking it rich with silver mining. The popular cultural center hosted live theatre, grand ballroom dances and prize fighting until live theatre and films became the primary mainstay. The Egyptian Theatre Company's celebrated architecture reflects the very culture for which it's named after: the venue underwent a remodel in 1922, which coincided with the discovery of King Tut's tomb, and sports scarabs, hieroglyphics, lotus leaves and Egyptian symbols of life and happiness throughout the building. The Egyptian Theatre continues to showcase the area's finest performance acts and is one of the most recognized landmarks on Main Street.

Public and Street Art

Additional landmarks are dotted along Main Street, as public street art displays have become a monumental and interactive part of the Historic District experience. Public art displays like the bronze statue of Franz the Bear or a street-art image by world-renowned graffiti artist Banksy are proudly displayed in public settings – ideal for unique and fun photo opportunities. In 2003, a fundraiser and art campaign called Moose on the Loose sent a call to local artists to decorate life-size statues of moose. The moose were auctioned off, and a few of the antlered statues found a home on Main Street, encouraging visitors to get a close view of these native Park City animals.

Live Music Venues

Historic Park City is the home of live music in town. From the restaurants, clubs and coffee shops, it's easy to find local and national musicians entertaining patrons as they enjoy their time in the Historic District.

For more information on the Historic Park City Alliance (HPCA) please contact Christa Graff at 435.640.7921 or christa@graffpr.com or visit www.historicparkcityutah.com.

HISTORIC PARK CITY: 'THE MAIN ATTRACTION'

With a thriving business district that boasts more than 250 shops, restaurants, resort and cultural activities, art galleries and signature events, it's no doubt that Historic Park City is "The Main Attraction." The Historic Park City Alliance (HPCA) is dedicated to promoting Park City's Main Street and surrounding area as a viable, vital and dynamic place to live, work and play while also encouraging business development and enhancing activities that benefit the district.

Nestled in the valley bordered by Park City Mountain Resort on one side and Deer Valley Resort on the other, it is the heart and soul of our mountain town and the epicenter of all that is fun and spontaneous. Historic Park City serves as the backdrop to Park City's annual marquee events including the Sundance Film Festival, Park City Arts Festival, Park City Food & Wine Classic and Savor the Summit. Favorite locals' activities on Main Street include the Park Silly Sunday Market and Friday Night Gallery Stroll.

For more information on Historic Park City Business Alliance, visit the web at www.historicparkcityutah.com.

###