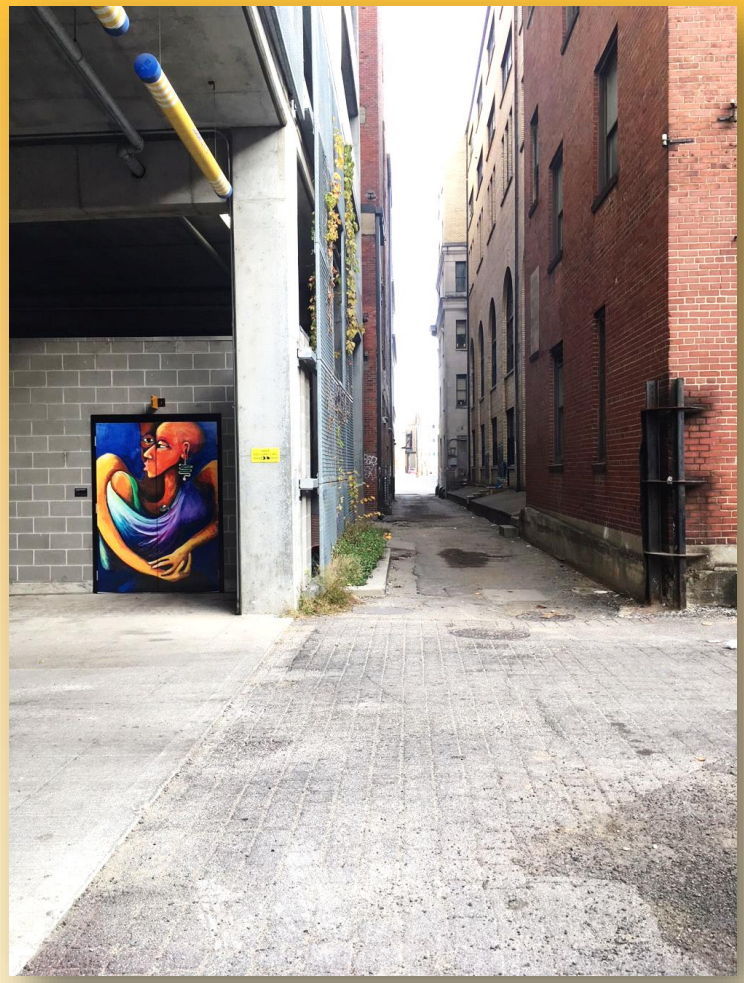
ALLEY
GALLERY

Alley Gallery is a project of the Louisville Downtown Partnership to repurpose alley and back-of-the-building metal doors and other objects into an outdoor gallery featuring the work of local artists.

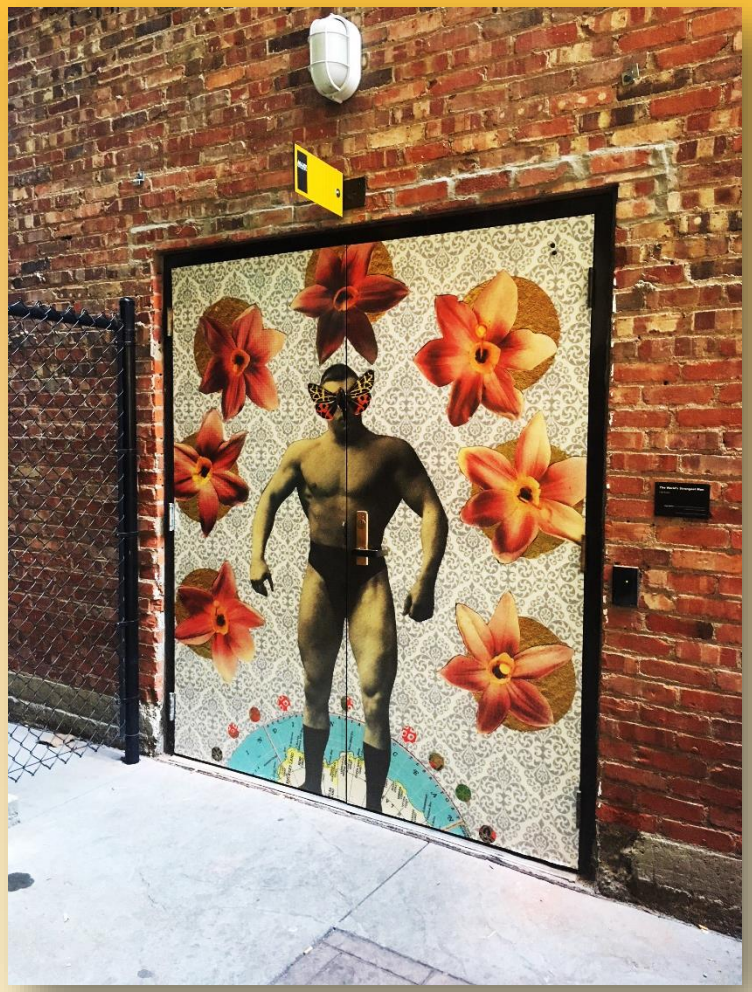
The program was introduced to the public on **May 11, 2017**.



Artists from Metro Louisville were invited to submit **existing work** from their portfolios for consideration.

Submitted pieces were placed in a Drop Box Catalog from which sponsors chose work to be placed on their property doors. Since the final product was applied in vinyl, work in any medium was encouraged.

82 artists submitted more than **550 pieces of art**.



Property owners within Louisville's Central Business District were invited to join the Louisville Downtown Partnership's effort to rejuvenate forgotten places with hidden treasures created by our talented local artists.

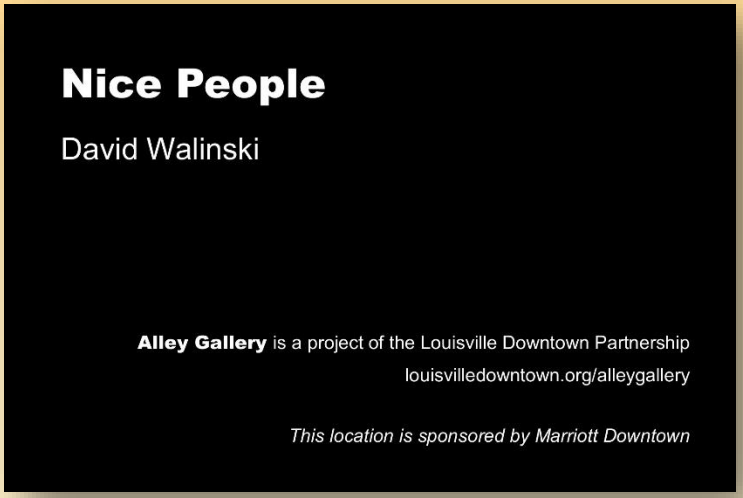
Owners were given coded access to the **Drop Box Catalog** and chose the pieces they wanted produced and applied to their doors.

Property owners funded sponsorships of:

$645 per single door

$1,200 per double door

Installation costs included $300 per location to the artist for use of their image and $300-$600 per location for preparation, application of art in vinyl plus production and installation of a Location Marker and Title Card.

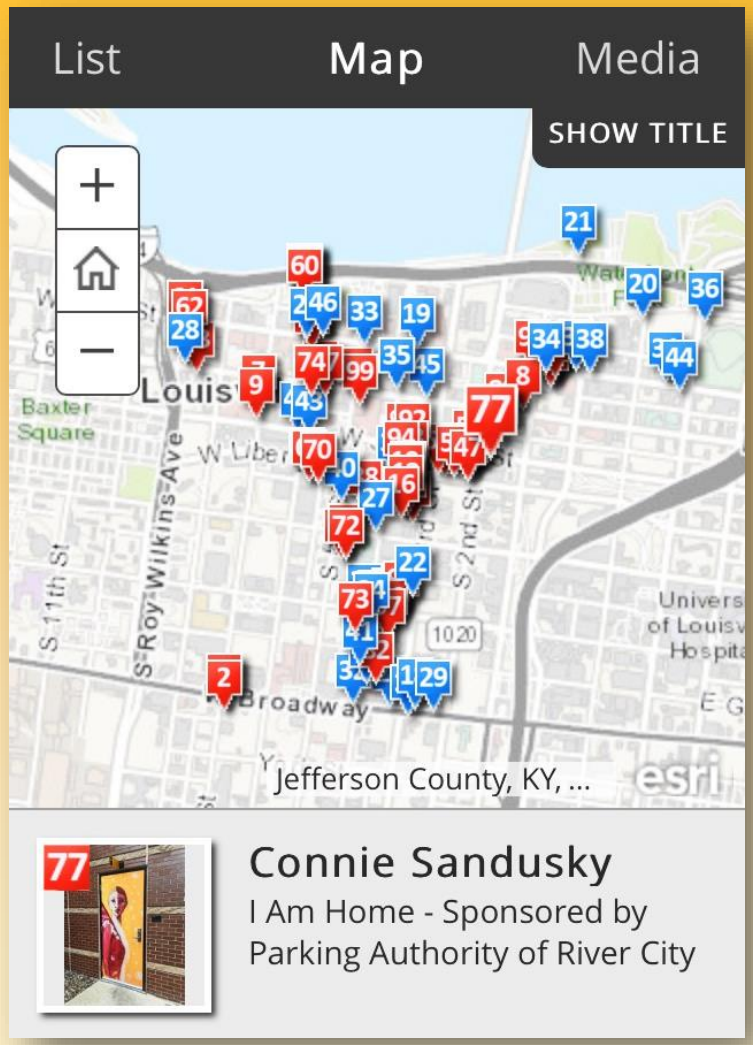


Pricing for the doors included mark-up to cover both general maintenance and spur expansion of the program to include installations on the doors of buildings owned by non-profit organizations and for application of art to objects or surfaces **other than doors**.

Since its inception, **Alley Gallery** has received extensive coverage in print, broadcast and social media and has become the third most visited page on the LDP website.

louisvilledowntown.org/alleygallery

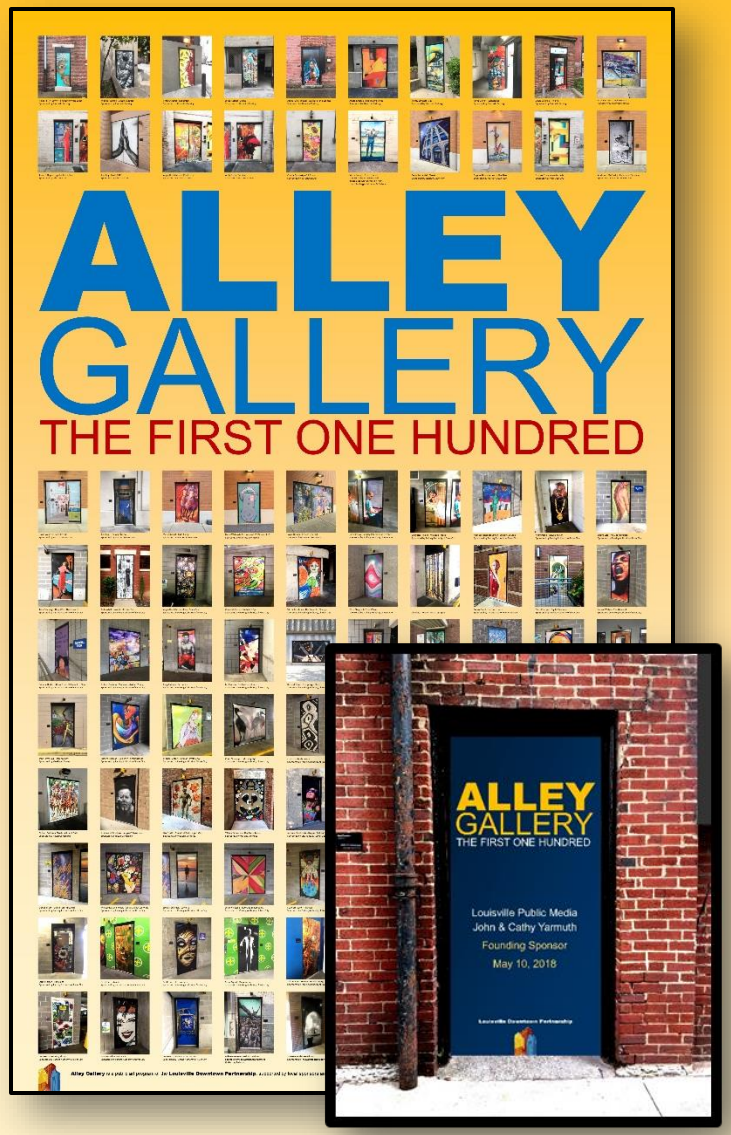
In addition to the web page, an interactive, **GPS-based map** was developed so that members of the public could plan self-guided walking or biking tours of **Alley Gallery**.

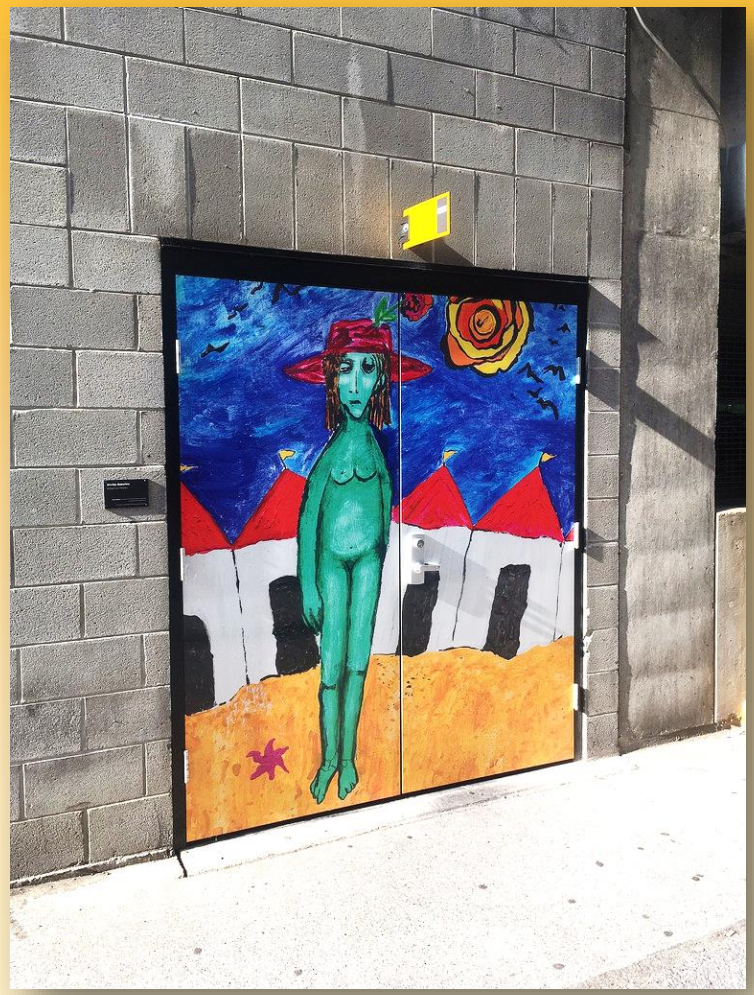


As of March, 2018, 100 doors had been funded and installed with $79,000 in sponsorships from **20 property owners**.

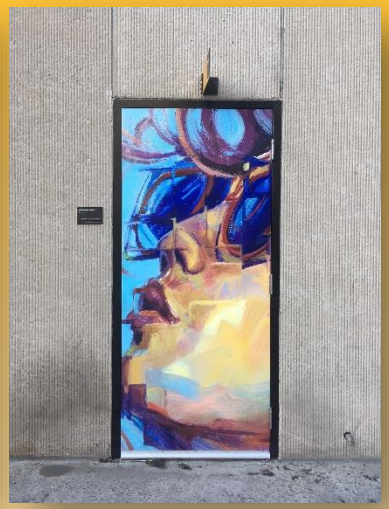
Of that total, $32,000 was remitted directly to **57 artists**.

A poster commemorating the accomplishment will be unveiled at an event on May 10, 2018. Proceeds from poster sales will also be used to continue and expand **Alley Gallery**.





Louisville Downtown Partnership



Louisville Downtown Partnership

Louisville Downtown Partnership