

Happy Snails



ART TO SHARE

table of contents

letter from the director
about spartanburg art museum
about cracking art
cracking art select installations
spartanburg snail locations
community partnerships
sponsorship perks
pledge form



letter from the director.....

Dear Friend of Public Art,

In 2016, Spartanburg Art Museum launched its first large-scale public art project, **Lighten Up Spartanburg!**, in which 28 six-foot-tall fiberglass artbulbs were painted and sculpted by local and regional artists. The success of this downtown project grew our awareness that residents and tourists alike loved the artbulbs, so we have decided that bringing more public art to the City of Spartanburg will be a permanent part of our contemporary art programming.

This year, we're bringing the internationally renowned artist group **Cracking Art** all the way from Milan, Italy to Spartanburg, SC! 39 brightly-colored snails ranging from 3 feet to 10.5 feet tall, will grace our thriving downtown from February - August 2020.

Why snails? We chose the snail for its symbolism of regeneration, rebirth, and improvement. Snails, called "chioccioline" in Italian, have a special place in the heart of Cracking Art:

“The snail moves slowly and patiently, representing the importance of moving gradually and safely toward a target.”

We feel this philosophy is a perfect fit for Spartanburg, heralding in a new chapter of upward movement and steady expansion.

Be one of the first sponsors of **Happy Snails: Art to Share** public art program! As such, you demonstrate your commitment to the growth and development of our dynamic community, as well as support public programming from the only contemporary art museum in the Upstate.

Enclosed please find our sponsorship packet, which outlines benefits and opportunities. For any questions, please feel free to contact me via email at egoddard@spartanarts.org or by phone at 864.582.7616 x 236. **We look forward to hearing from you!**

E. Goddard

Elizabeth Goddard
executive director



about spartanburg art museum



2019

began our **multimedia educator resource pilot project**

2018

COLORs youth outreach program served **over 600 children** in Spartanburg County

2017

launched SAM's first public art project **Lighten Up Spartanburg!**

2016

graduated from the **Small Museum Accreditation Academy**

2015

graduated from the **Healthy Organizations Institute**

Elizabeth Goddard awarded **Museum Educator of the Year**

2014

completed the **Museum Assessment Program** from the **American Alliance of Museums**

#SMALLMUSEUMBIGART

Spartanburg Art Museum is a regional museum promoting contemporary visual arts by inspiring and engaging people of all ages through exhibitions and education.

Since 1907, Spartanburg Art Museum has served and impacted our Spartanburg community through visual arts and art education.

We're the only contemporary art museum in the Upstate and one of only 3 institutions in the entire state of South Carolina devoted to the art of our time, curating exhibitions that reflect the deep considerations of the issues and concerns within contemporary culture.

PUBLIC ART BY SAM

Lighten Up Spartanburg! was a large-scale public art program launched by Spartanburg Art Museum in 2016. Consisting of 28 six-foot-tall fiberglass light bulbs encompassing 300 square feet of public art, this project bolstered the cultural vitality of our downtown, expanded the local economy through tourism, provided opportunity to local and regional artists, and fostered connections between local businesses and the arts.



about cracking art

2019

Venice Biennale | Italy
Comune di Ascona | Switzerland

2018

Santiago + Viña del Mar | Chile
Cheekwood, TN | USA
Indianapolis, IN | USA
Palazzo Leoni Montanari | Italy

2017

Gallerie d'Italia, Milano | Italy
La Roca Village, Barcelona | Spain
Burj Plaza | United Arab Emirates

2016

Xintiandi, Shanghai | China
Calais | France
Cleveland, OH | USA
United Nations HQ | USA

2015

Bangkok | Thailand
Moscow Biennale | Russia

The Cracking Art movement was born in 1993 with the intention to radically change the history of art through a strong social and environmental commitment. The revolutionary use of plastic materials investigates the close relationship between natural and artificial reality.

CRACKING ART'S PHILOSOPHY

The name "Cracking Art" comes from the English verb "to crack", which expresses the state of being split, broken, cracked, or crashed. This catalytic cracking, as the name suggests, is also the term for the chemical reaction that occurs when converting raw crude oil into plastic. For the Cracking Art artists, it represents the instant when something natural becomes artificial, and is the reason why they seek to seize that very moment in their art form.

The choice of recyclable plastic for its aesthetic appeal shows acceptance of the inevitability of our world becoming increasingly artificial. The artworks are designed to inspire a community-wide conversation about the importance of environmental impact of recycling while leaving a potent artistic trace in the communities we live in. Recycling plastic removes it from its toxic role in nature, and communicates, through an unconventional language, the importance of paying strong attention to our planet.



cracking art select installations



RUSSIA

St. Petersburg | 2019

New Holland Cultural Center



chile

Santiago | 2018

Viña del Mar



england

Southampton | 2017

Westquay Esplanade



united states

Ohio | 2016

Regeneration Cleveland



france

Calais | 2016

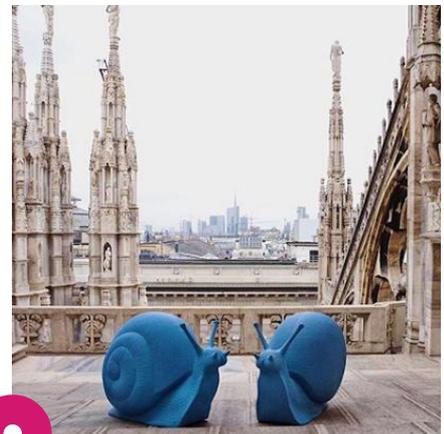
Calais REgénération



italy

Palazzo sull'Oglio | 2014

Regeneration Bridge



italy

Milan | 2012

Milan Cathedral

SNAIL locations



downtown clock tower

1 W Main Street

photo courtesy of Abigail Hoffman



spartanburg art museum

200 E Saint John Street



wall street

W Main + Wall Street

photo courtesy of City of Spartanburg



morgan square

1 E Main Street

photo courtesy of City of Spartanburg



barnet park

248 E Saint John Street



sponsorship perks

- exclusive sponsor reception (date TBA)
- business name in 6 monthly e-newsletters
- business name on website for the duration of the exhibition
- business name on all public art signage for the duration of the exhibition
- business name on program collateral (including lesson plans for Spartanburg County Public Schools, family activity guides, and community partner programs)
- verbal and written recognition in the OnCell audio tour
- two (2) tickets to OddBall Gala on 1.30.2020





community partnership opportunities

Spartanburg Art Museum
will partner with a group of
diverse organizations to engage
the community with STEAM
programming and events based on
Happy Snails: Art to Share.

- the Bethlehem Center
- Children's Museum of the Upstate
- Converse College
- Hatcher Garden
- Hub-Bub
- Hub City Writers Project
- Spartanburg Area Conservancy
- Spartanburg County Public Schools
- Spartanburg County Public Library
- Spartanburg Parks & Recreation
- Spartanburg Science Center
- Partners for Active Living
- USC Upstate
- Wofford College
- YMCA - Spartanburg
- YOGAlicious Yoga Studio

pledge form

Thank you for supporting
contemporary art in Spartanburg!

Your generous contribution of **\$5000** helps to bring 39 colorful
snails to Spartanburg! #snailburg

business name

contact name

mailing address

city

state

zip

email address (please print clearly)

telephone number

