



#### Contacts

M. Jessica Rowe  
Public Art Foundation Director  
mjrowe@dsmpublicartfoundation.org

Kirstin Baer-Harding  
DART Marketing Director  
kbaer-harding@ridedart.com  
515-283-8132

**FOR IMMEDIATE RELEASE**  
Thursday, June 25, 2015

### Public art bus wrap unveiling at Des Moines Arts Festival

**Des Moines, IA** — The Greater Des Moines Public Art Foundation's ProjectSPACES initiative, in partnership with the Des Moines Area Regional Transit Authority (DART), will unveil the latest public art bus wrap at the 2015 Des Moines Arts Festival. The bus wrap is the second of four planned public art bus wraps featuring artists' one-of-a-kind designs. Artist Jay Vigon's design will be unveiled at this year's Festival.

#### **Public Art Bus Wrap Unveiling**

**Date:** Friday, June 26, 2015

**Time:** 11:30 a.m.

**Location:** 12<sup>th</sup> Street between Grand Avenue and Locust Street in downtown Des Moines

"In the spirit of the Public Art Foundation's mission, we are a catalyst for the active engagement of audiences with public art!" remarked M. Jessica Rowe, Director of the Greater Des Moines Public Art Foundation. "A ProjectSPACES program, this project is a great example of our temporary public art initiatives. We embrace our role as an engaged community partner with DART to help nurture the City's wider strategies for economic, social and cultural development — our aim is to enrich the lives in our community by advancing the best of public art."

"The public art bus will travel to nearly every community in Greater Des Moines," said Kirstin Baer-Harding, DART marketing director. "DART's presence within these communities lends a perfect opportunity to join with the Public Art Foundation and bring public art into areas you wouldn't normally find it."

The bus wrap is the latest in a series of projects, supported through the Public Art Foundation's ProjectSPACES initiative, and follows temporary art installations at the Iowa State Fair. Through ProjectSPACES, the Public Art Foundation places compelling, temporary works of art in highly accessible and visible public spaces.

#### **Public Art Bus Tours Scheduled for Saturday, June 27, 2015**

New to the Arts Festival this year, attendees are invited to ride the public art bus for a tour of public art in the downtown Des Moines area. The bus will pick up and drop off at the corner of 12<sup>th</sup> and High, just north of the Festival. Bus tours will begin on the hour from 1 p.m. to 4 p.m. on Saturday. The tour is free and will last approximately 40 minutes.

## ABOUT ARTIST JAY VIGON

The artist Jay Vigon is known nationally and internationally for his distinctively bold graphics to logo design, music packaging and fashion advertising. His clients include American film director George Lucas, the media company Warner Bros. Entertainment, Gotcha Sportswear and the University of California in Irvine. Vigon's pioneering style led him into broadcast graphics for television commercials with such clients as AT&T, Diet Coke and Toyota. He also directed Mercedes Benz, Estee Lauder, Seiko watches and Kaiser Permanente, as well as the Cesar Chavez documentary.

## ABOUT THE GREATER DES MOINES PUBLIC ART FOUNDATION

The Greater Des Moines Public Art Foundation, established in 2004, recognizes that art belongs not just in galleries and museums, but in streetscapes, parks, buildings and infrastructures of a thriving community. Dedicated to envisioning, developing, advancing and promoting public art projects, the Public Art Foundation collaborates with local entities and artists to engage, inspire and enrich the lives of residents and visitors to the community. The goal is to increase awareness of our community as a world-class destination for public art. For more information about the Public Art Foundation, visit [www.dsmpublicartfoundation.org](http://www.dsmpublicartfoundation.org).

## ABOUT DART

The Des Moines Area Regional Transit Authority is the public transportation provider that serves Polk County. DART operates a family of transportation services that makes getting around the Greater Des Moines area easier and more convenient. For more information about DART services, schedules, route changes or directions to the nearest DART stop, visit the website at [www.ridedart.com](http://www.ridedart.com) or call 515-283-8100. The MyDART Tools, Trip Planner and RideTime Transit app are now available at [www.ridedart.com](http://www.ridedart.com).

## RIDE DART TO THE UNVEILING

Attendees of the unveiling are encouraged to ride the D-Line Downtown Shuttle to the event. The D-Line loops through downtown on Grand Avenue and Locust Street and picks up passengers at any of the designated stops along the route. The D-Line is free to ride and departs from stops approximately every 10 minutes. Due to road closures, the route will detour the day of the unveiling. Route will turn south to Locust at 10<sup>th</sup> Street and return to regular route.

## D-Line Downtown Shuttle Detoured Route: Effective 6/24/2015 - 6/26/2015

