

WELLAND LEADING THE WAY

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FOR IMMEDIATE RELEASE



GRANT UNITES ARTISTS WITH YOUTH

Welland, ON – The City of Welland will bring culture and collaboration together through a grant awarded from Niagara Region. The Niagara Investment in Culture Grant is making the Sustainable Public Art Revitalizing Community (SPARC) project possible with a \$16,875 investment towards the artistically inspired youth project. The City of Welland is also contributing \$5,625 towards the project. SPARC brings individual artists or artist groups together to celebrate Welland's heritage and identity through the creation of public murals.

The murals will be completed by students, with select artists, in designated Welland elementary and secondary schools. Each mural will stay at the school for temporary display, with the purpose of exhibiting how the power of art can transform public spaces and develop a cultural identity.

Cassandra Magazzeni, Arts & Culture Coordinator for the City of Welland wants to see the community connect through the SPARC project. "Local artists have expressed a keen interest in public art lately, and what better way to do so than by collaborating with our youth. Welland has further developed its arts and cultural representation within Niagara in order to revitalize our community's heritage and legacy through recent community projects," said Magazzeni. The City staffer hopes that the SPARC project will compliment the Canoe Art Project and expand efforts to support artists and inspire them to portray Welland's historical and present narrative.

A Call for Artists and applications can now be downloaded on the City of Welland's website. Magazzeni encourages applicants to act soon because the applications close on September 25, 2015. There is a selection criteria that requires artists to be 18 or older, reside in Niagara, and most importantly to find inspiration from Welland. For more information on this project and applications visit the website at www.welland.ca.

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