



NORTHERN SPARK

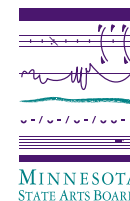
Northern Spark is a unique, free, annual, multidisciplinary, multi-venue, multiple partner, dusk-to-dawn, public arts festival.

Northern Spark is a one-night event. Its impact endures throughout the year. We serve as a platform for artists and our partners to dream of and plan projects that use the city as a stage and screen. And for all who attend, it's impossible to see familiar places the same way after a night spent viewing, making, doing, being, participating in art with companionable strangers.

No other event in the Twin Cities and few in the nation shows off the range of talent and creates the opportunity for engagement with innovative ideas from artists emerging and world-renowned from organizations scrappy and world-class as does Northern Spark.

Art all night. Community all year.

This activity is made possible by the voters of Minnesota through a grant from the Minnesota State Arts Board, thanks to a legislative appropriation from the arts and cultural heritage fund and by a grant from the National Endowment for the Arts.





Piotr Szyhalski, *Permanent Labor*, Union Depot JH

NORTHERN LIGHTS.MN

Northern Spark is produced and presented by Northern Lights.mn

The mission of Northern Lights.mn is to support emerging and established artists in the creation and presentation of art in the public sphere, focusing on innovative uses of technology, old and new, to imagine new interactions between audience, artwork and place, explore expanded possibilities for civic engagement, and encourage pluralistic community.

Since 2007, Northern Lights.mn has launched Northern Spark; Art(ists) On the Verge, an annual, year-long, mentorship program and exhibition for 5 emerging Minnesota artists; the UnConvention, a festival of participatory media and participatory democracy; two symposia on the intersection of art and the public sphere; and the Giant Sing Along at the Minnesota State Fair.

Northern Lights.mn has presented more than 50 world premieres in all media by more than 100 Minnesota and international artists, which address a broad public and dozens of self-defined communities; and collaborated with more than 80 different organizations to create our programming, which has been attended by over 150,000 individuals.



NORTHERN SPARK BY THE NUMBERS

*Website data spans the dates between February 1st and the day the festival ends.

2011 MINNEAPOLIS & SAINT PAUL

100 artist projects in 34 venues

25,000 attendees

Over 200 local and national
artists and performers

43 cultural organization
partners

17 sponsors

Extensive media coverage

39,330 website visits by 26,111
unique visitors*

1,391 mobile website visits*

20,000 print brochures
distributed

2012 MINNEAPOLIS

118 artist projects in 28 venues

40,000 attendees

Over 250 local and national
artists and performers

52 cultural organization partners

22 sponsors

Over 43 million media
impressions

46,750 website visits by 33,652
unique visitors*

159,563 website page views*

Northern Spark's Facebook
page generated 732,675
impressions in the month
leading up to June 8

4,058 downloads of the
Northern Spark mobile app in
12 days

20,000 print brochures
distributed

2013 SAINT PAUL

76 artist projects in 9 venues

45,000 attendees

Over 300 local and national
artists and performers

42 cultural organization
partners

27 sponsors

At least 50 articles written in
local and national media

72,926 website visits by 49,245
unique visitors*

240,442 website page views*

Northern Spark's Facebook
page generated 570,942
impressions in the month
leading up to June 8

2,654 downloads of the
Northern Spark mobile app

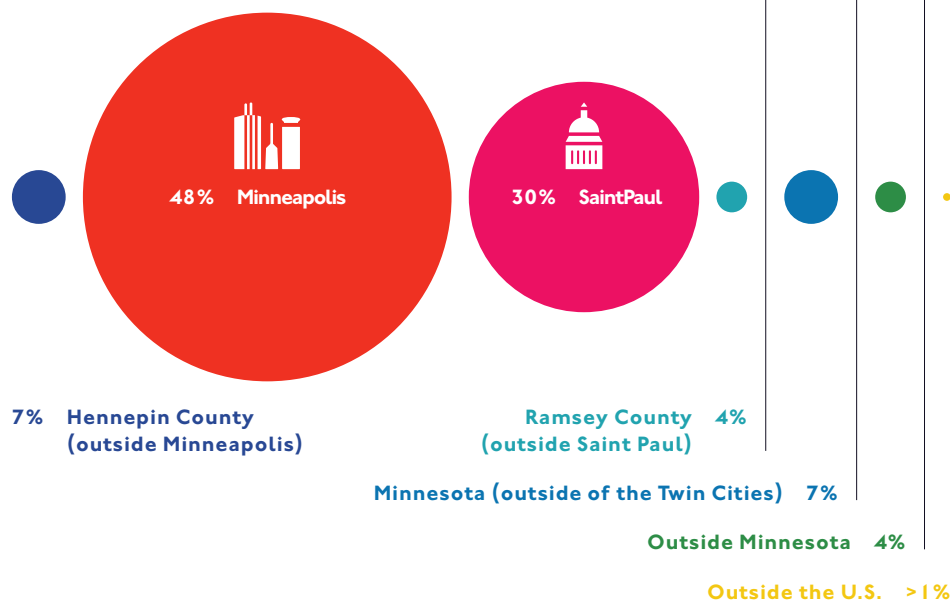
20,000 print brochures
distributed



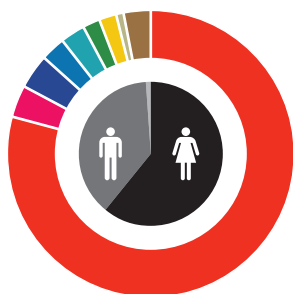
NORTHERN SPARK DEMOGRAPHICS

WHERE DO YOU LIVE?

TWIN CITIES
MINNESOTA
US
WORLD



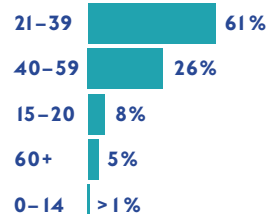
WITH WHICH GROUP(S) DO YOU SELF IDENTIFY?



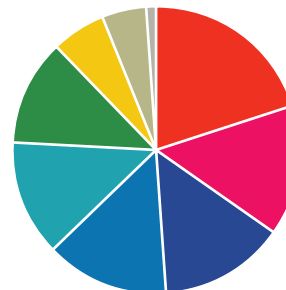
84% White
4% Multi-ethnic
3% Hispanic
3% Asian
2% African-American
1% Native American
>1% African
>1% Southeast Asian
>1% Other

61% Female
39% Male
>1% Transgender

YOUR AGE ... ?

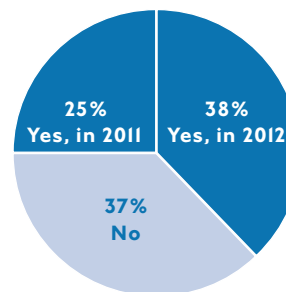


TELL US ABOUT YOURSELF. ARE YOU A ... ?



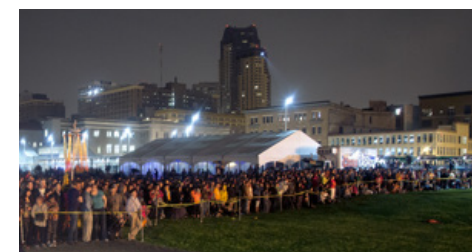
20% city-lover
15% museum-goer
14% festival-goer
14% artist
13% general public
12% night owl
6% maker
5% techie
1% partner in Northern Spark

HAVE YOU ATTENDED NORTHERN SPARK BEFORE?



HOW OFTEN DO YOU ATTEND A MUSEUM, A NON-SCHOOL PERFORMANCE OR AN ARTS FESTIVAL DURING THE YEAR?

More than five times a year	55%
3-5 times a year	25%
A couple times a year	16%
Once a year	3%
Never	1%



HOW LIKELY ARE YOU TO ATTEND NORTHERN SPARK NEXT YEAR?

Planning to already	41%
Very likely	32%
Likely	18%
Probably not	8%
No way	1%

HOW MUCH MONEY DID YOU SPEND AT THE FESTIVAL, NOT INCLUDING ANY DONATIONS TO NORTHERN SPARK?



Welcome to Union Depot
June 9, 2019
5:30 PM

Survey: What was most memorable part of Northern Spark?

“ For me, a lot of the magic of this evening was getting to see the spaces I see every day transformed into an exuberant playground of creativity, joy, community, and celebration. I will carry those happy images and memories with me every day now when I am in Lowertown. 4th Street is no longer just the path I walk down to get to my office, it’s a giant board game! . . . as an artist myself, it was so uplifting to see so many people in one place making art, enjoying art, participating in art, interacting with art, and being art. . . . ”





Mayda, Union Depot ^{JH}



The Schubert Club, Moonlight Sonata, Union Depot ^{JH}



Northern Spark Kazoo Band ^{ES}



Minnesota State Sacred Harp Singing Convention, Singing from the Sacred Harp, Union Depot ^{DH}



Pritika Chowdhry, *Empty Time*, Union Depot ^{DH}



Roger Nieboer and lesser mortals, *Existential*, Union Depot ^{DH}

“ Whether you’re at a dance party or a river meditation at this festival, you have to let go of your self-conscious apprehensions about engaging in life and in art while in public. It’s a welcome and important reinvention of public space.”



Ananya Dance Theatre, *Dance of a Thousand Water Dreams*, Sibley Avenue ^{DH}

“ My son and I made a drawing together at the community table. We designed a food mobile together, discussed design and drew it, then hung it on a clothes line. Hosts then invited him to hold his first sparkler as the sun was setting. He was so delighted, I was so proud, it was a moment we will not forget.”



Seitu Jones, Amanda Lovelee, Colin Harris, and Emily Stover, Create: The Community Meal, Farmers' Market ^{ES}



Alicia Dvorak and Mitchell Dose, Hover, Fourth Street ^{ES}



Clarence White, Love Letters in Lowertown, Black Dog Coffee & Wine Bar ^{ES}



Bob Lunning and Jack Becker, *Forecast Labyrinth*, Union Depot ^{DH}



Lea Sorrentino, *Forever Young Dance Installation*, Union Depot ^{DH}



“It’s true art. It’s not ‘a piece’ or something you can buy and hang on the wall. It’s experiencing what creativity is. It’s completely original and feels like no one could duplicate it.”

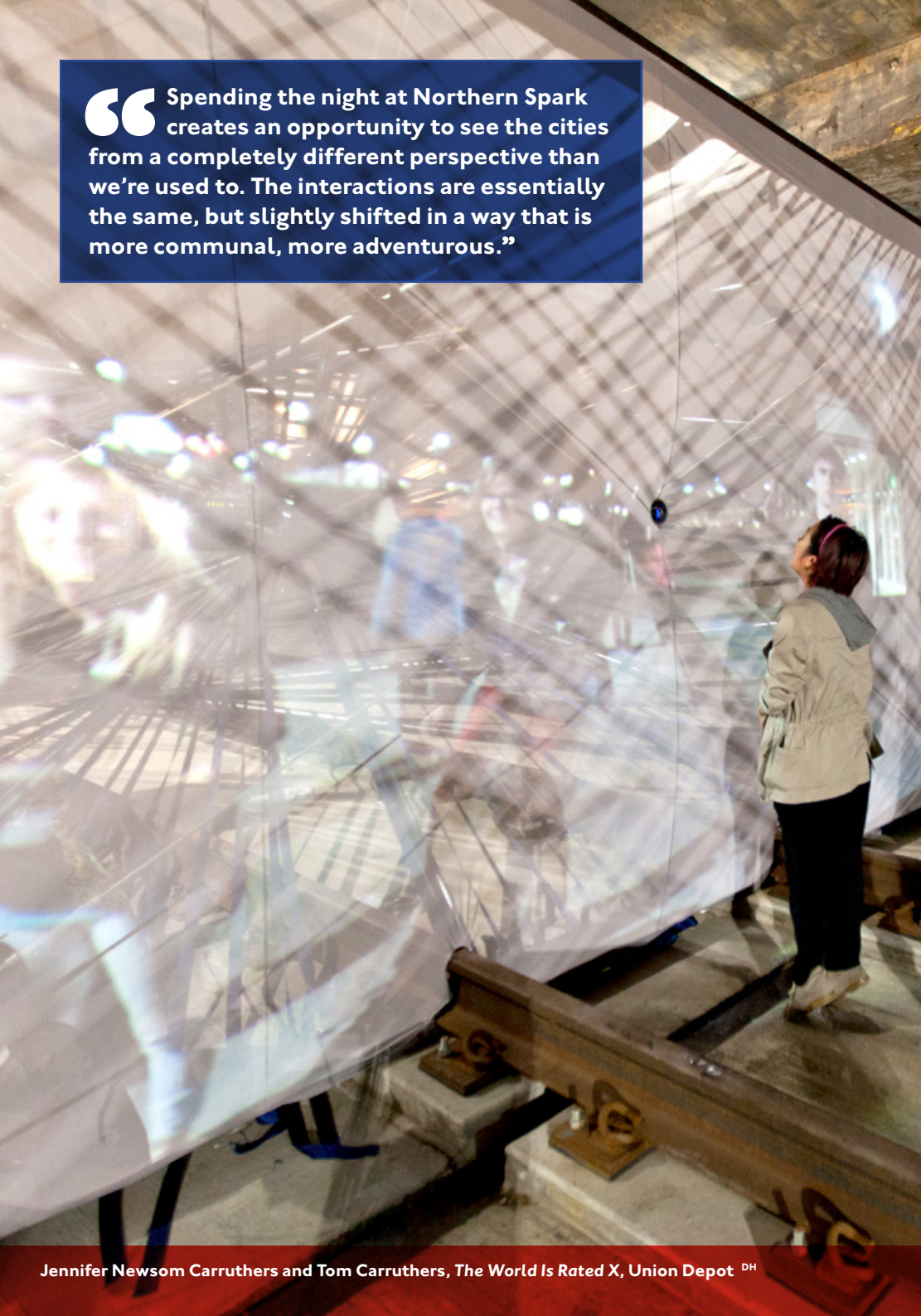


John Keston, *Instant Cinema: Teleportation Platform X*, Union Depot ^{JH}

“An inclusive, come-as-you-are, expressive, emotional, passionate community of all ages and backgrounds coming for an experience. There is a ton of anticipation for what you are actually going to encounter, who you are going to see, what you are going to be able to feel, smell, touch, witness. That is what I thought made this so special, so unique.”



“ Spending the night at Northern Spark creates an opportunity to see the cities from a completely different perspective than we’re used to. The interactions are essentially the same, but slightly shifted in a way that is more communal, more adventurous.”



Jennifer Newsom Carruthers and Tom Carruthers, *The World Is Rated X*, Union Depot ^{PH}

Jennifer Newsom Carruthers and Tom Carruthers, *The World Is Rated X*, Union Depot ^{JH}



Daniel Dean and Ben Moren, Secret City ⁰¹



Daniel Dean and Ben Moren, Secret City ⁰¹

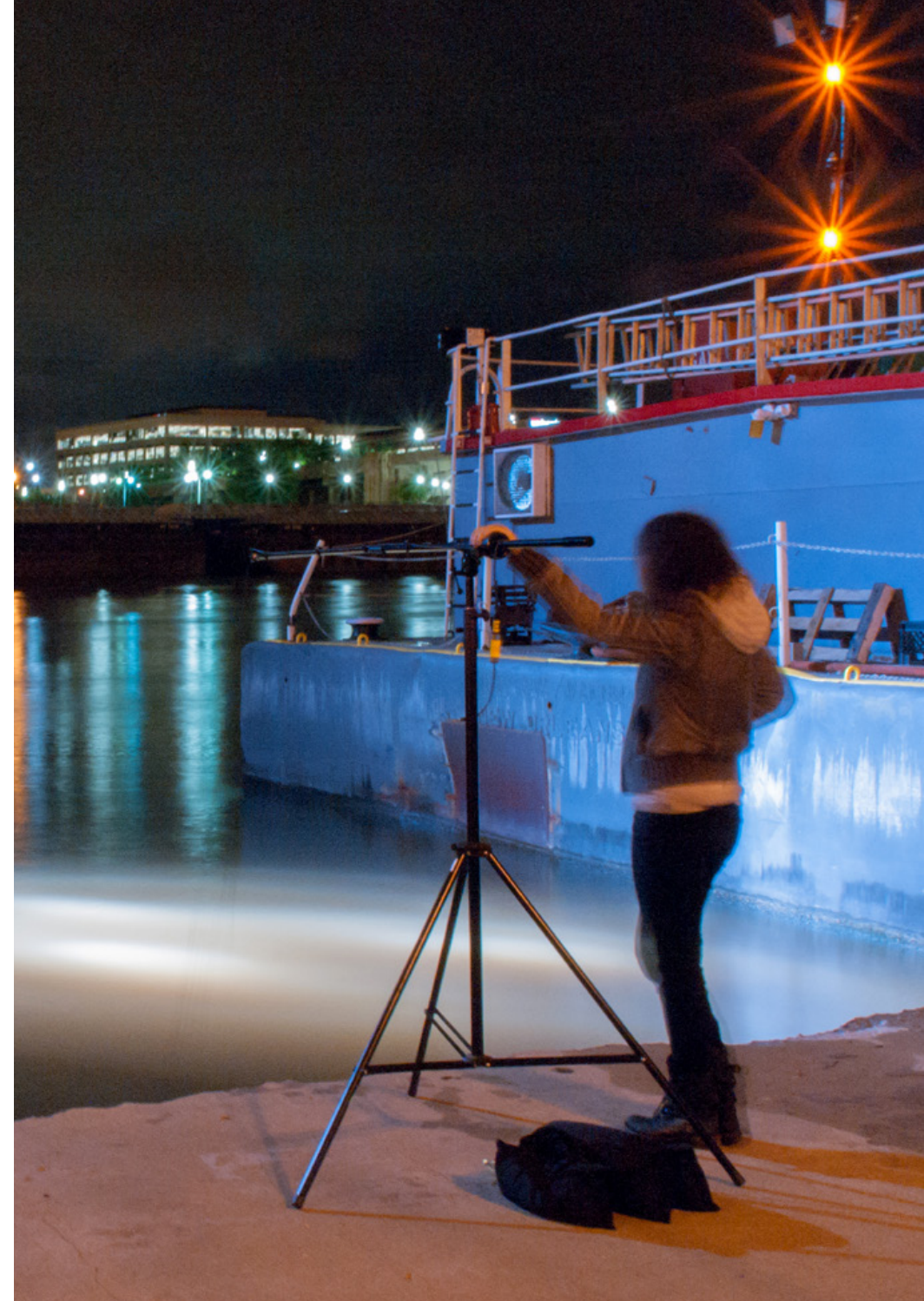


Hamza Salim, Dunya Alwan, Islam Shabana, and Hend Kheera, Underpass of the Eyes of Freedom ⁰¹



Daniel Green, Mark La Venture, Amber Sausen, and Jessie McClurg, Pushing Light 2, Sibley Avenue ⁰¹

“ I sat and listened to the Mississippi River flow by at midnight using a microphone underwater mixed with other soundscapes. It was an incredible sound experience and unlike any experience I have had before. And I saw Minnesotans out en masse like it was the State Fair three months early.”





Big Table Studio, Lunalux, and Printland Press, Print Central Station, Union Depot ^{JH}



Christopher Field and Sarah West, Give Me a Setting Sun, Union Depot



Randy Walker, Liz Miller, and Andrea Stanislav, Connect | Repeat | Reflect, Fourth Street ^{ES}



Center for Hmong Arts and Talent, Fresh Traditions Fashion Show Rewind, Union Depot ^{JH}



“ This year’s Northern Spark was truly a transformative experience, being with thousands of others in the newly accessible historic space of Union Depot, all interacting in a friendly, open, exploratory manner to discover new things about our minds, our lives, and our world.”

Prairie Fire Lady Choir, Fiery Songs in the Night, Union Depot ^{DH}



Noah Keesecker, Andrew MacGuffie, Peter Haakon Thompson, Union Table, Union Depot ^{DH}



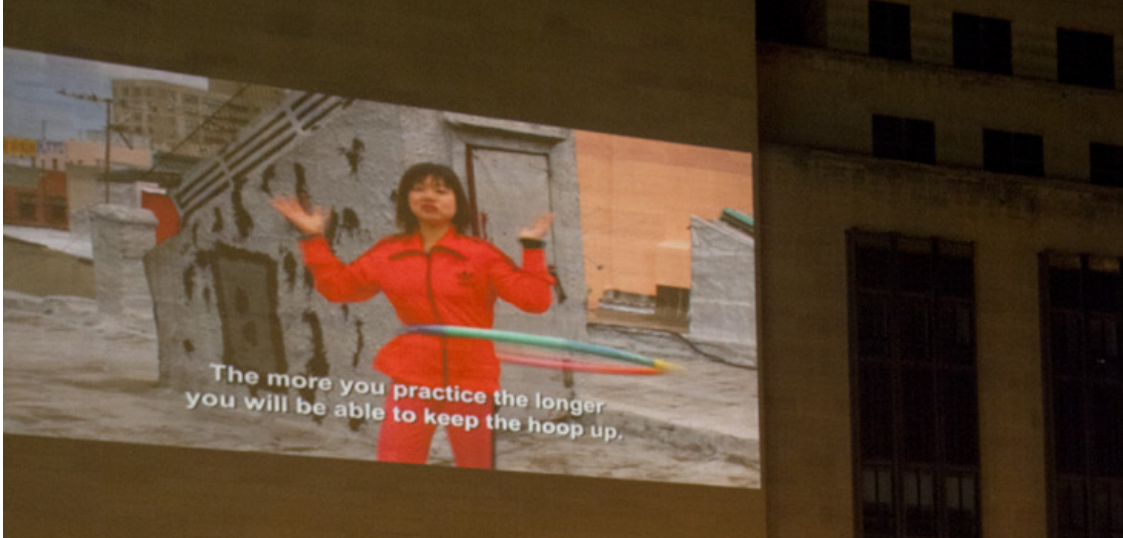
Minnesota Children's Museum, Go Fish!, Union Depot ^{ES}



air sweet air and Real Engineers' Club, astronaut spirit academy, Union Depot ^{JH}



MNKINO, MNKINO38: Arrivals and Departures, Union Depot ^{DH}



“ The connection, the building of awareness of work of artists and organizations, the blitz of energy and creativity, and then the falling back into the bunkers, to keep creating, to prepare for next year. There is mystery to it.”



Christian Jankowski, Rooftop Routine, Union Depot ^{OH}



Angela Olson and Gilberto Vázquez Valle, *Who Is That Masked Stranger?*, Union Depot ⁰¹



David Bryan, *Steel, Exquisite Corpse of*, Union Depot ⁰²



Vickie Burgett, *Urban Aurora*, Black Dog Coffee & Wine Bar ⁰³

“ The anticipation of Chris Larson’s event was immense. I was one among a growing crowd of thousands, waiting for a flame and for a friend to show up. I wanted to experience this with someone close to me, someone who knew the story behind the burning of the house. Suddenly, without any prior cell phone communication, my friend emerged from the crowd in front of me. Five minutes later, we got to experience not only the glow of the successful reincarnation, but the warmth of feeling like our world was in tune with the night.”



Chris Larson, *Celebration/Love/Loss*, Union Depot ⁰¹



Chris Larson, *Celebration/Love/Loss*, artist's studio COURTESY THE ARTIST



Chris Larson, *Celebration/Love/Loss*, Union Depot ^{0H}



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Landmark Center

Lowertown Bike Shop

Minneapolis College of Art and Design

Minnesota Children's Museum

Minnesota Historical Society

Minnesota Museum of American Art

Minnesota State Sacred Harp Singing Convention

Mizna

mnartists.org

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Ordway Center for the Performing Arts

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Videos from the 2011, 2012, and 2013 Northern Spark festivals are available for viewing online at vimeo.com/northernspark



northern.lights.mn



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DESIGN

Matthew Rezac and Erica Bech

PHOTOGRAPHY

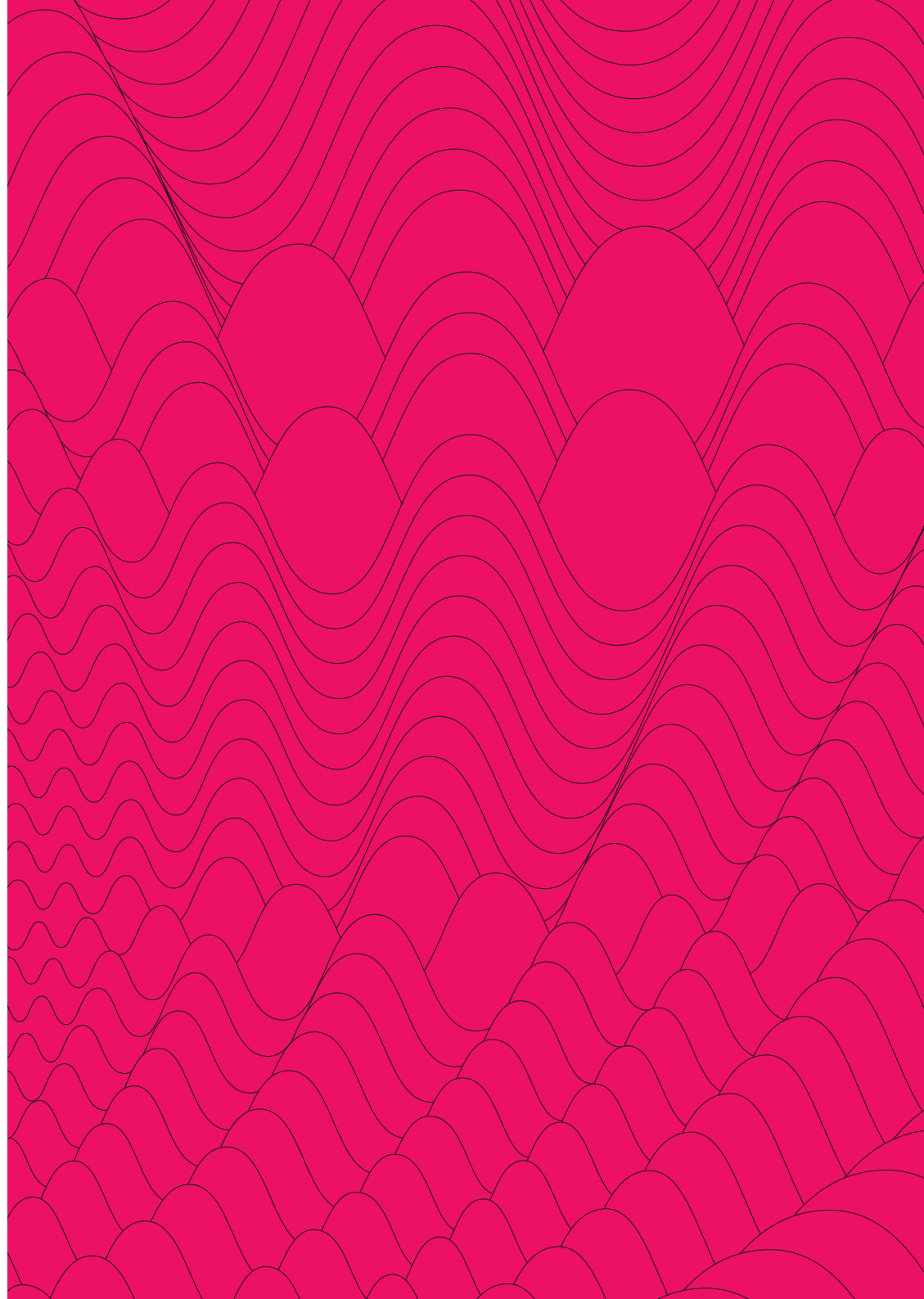
JH: Jayme Halbritter

DH: Dusty Hoskovec

Ol: Olga Ivanova

NK: Nick Knouf

ES: Erin Smith



Art all night. Community all year.

northernspark.org