

Santa Fe Art Institute

For immediate release
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Santa Fe Art Institute's *Art in Transit* Project Hits the Streets!



Santa Fe Trails city bus wrapped with work by former SFAI artist-in-residence Rachel Perry Welty

SFAI's ***Art in Transit*** places contemporary art on Santa Fe Trails bus stops and busses throughout the city of Santa Fe. *Art in Transit* features art and writing created by over 50 artists from SFAI's Residency Program and Santa Fe public school students participating in SFAI's Youth Art Programs. Work is installed at over 60 bus shelters, in over 20 buses, and on postcards in the brochure racks of busses throughout the greater Santa Fe area. SFAI has even wrapped an entire bus in the work of former artist-in-residence Rachel Perry Welty (see image above).

SFAI has been awarded a grant of \$40,000 from Sappi Fine Paper Company to implement *Art in Transit*. Sappi Fine Paper's "Ideas that Matter" is a world-wide competition that supports design for the public good. Each year \$1 million is awarded to designers from around the globe to create projects that serve a variety of purposes. The award to SFAI is one of Sappi's largest.

The initial proposal was made on behalf of SFAI by Minelli, Inc. of Boston, serving as a consultant to create greater awareness of the many diverse programs offered by the SFAI. "We are so excited to be able create to the opportunity for SFAI to receive this grant," said Mark Minelli, President of Minelli Inc. "Our work is all about connecting the dots for our clients in ways that extend their ability to make the world a better place. We were so inspired by Diane's passion to have an impact on society and knew *Art In Transit* was a perfect fit for the 'Ideas that Matter' grant competition."

Diane Karp, Executive Director of SFAI said, "All art is about communication and has the power to bridge barriers and borders that might otherwise remain impermeable. With the partnership of Minelli Inc and collaboration of the City of Santa Fe Art in Public Places program and the Santa Fe Trails public transit system, we can bring art out of the studios and galleries and into the fabric of the city and the lives of all its residents. We feel enormously fortunate to have Minelli Inc as our partner in expanding the reach of our institution."

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About Santa Fe Art Institute: SFAI takes as its mission an exploration of the intersections of contemporary art and society. By bringing together prominent individuals and institutions in the arts, sciences, and humanities, SFAI enlivens local, national, and international discourse through residencies, lectures, workshops, publications, exhibitions, and educational and outreach programming. For more information please visit SFAI online at www.sfai.org.

About Minelli Inc: Minelli provides brand consulting for clients including the Museum of Science, The Trustees of Reservations, Peabody Essex Museum, and WBUR. With capabilities in research, strategy, design, and production, Minelli balances sound business thinking with creative design to develop branding systems that are smart, evocative, and above all, successful. For more information, please visit Minelli online at www.minelli.com or call (617) 426-5343.