



ArtWorks

We transform people and places through investments in creativity



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INTRODUCTION

Background & Mission

Background

ArtWorks is an award-winning Greater Cincinnati nonprofit that creates community-based public art that provides career opportunities for artists of all ages. The organization collaborates with community organizations and residents, businesses, governments, foundations and nonprofits to build creative works of art that bolster the region's global reputation as an arts destination. ArtWorks employs professional artists who inspire and mentor diverse teams of youth, ages 14-21, helping them build 21st century career-readiness skills. These teams have completed more than 14,000 public and private art projects in its 26 years, including more than 230 permanent outdoor murals.



Mission

ArtWorks creates community-based public art that provides career opportunities for artists of all ages.

Core Values

BOLD: It's not easy changing the world, we band together and fight fearlessly and unapologetically for the betterment of our communities.

HUMAN: Our city comes alive when everyone gets a chance. We believe in people, not perfection.

CURIOUS: What's new? What's next? What can we learn? We see boundless opportunity for creative potential.

Accomplishment

Prior 2020

- + Non Discrimination policy approved by board
- + Diversity of seasonal staff is embraced with emphases in BIPOC.

2020

- + 38% of public art projects created with and for BIPOC communities
- + Launched Artist Conversation Series, Viva Voce to give voice to BIPOC artists and social justice

2021

- + New recruiting and hiring practices established to attract diverse talent
- + New hires onboarded with EDIA training, assessed and coached on individual cultural profiles by outside DEI consultant

Problem Statement

Environmental Topics

This organization has numerous paintings or murals on buildings walls in the city with different insightful meanings about social issues, background of Cincinnati, etc. However, there is lack of artwork or activities about environmental issues that raise the awareness of each people about the importance of environment and our mission to protect it. The organization should open events that allows artists in different ages, especially children, to participate in order to educate people about the current situation of environment and the solutions to preserve it effectively.

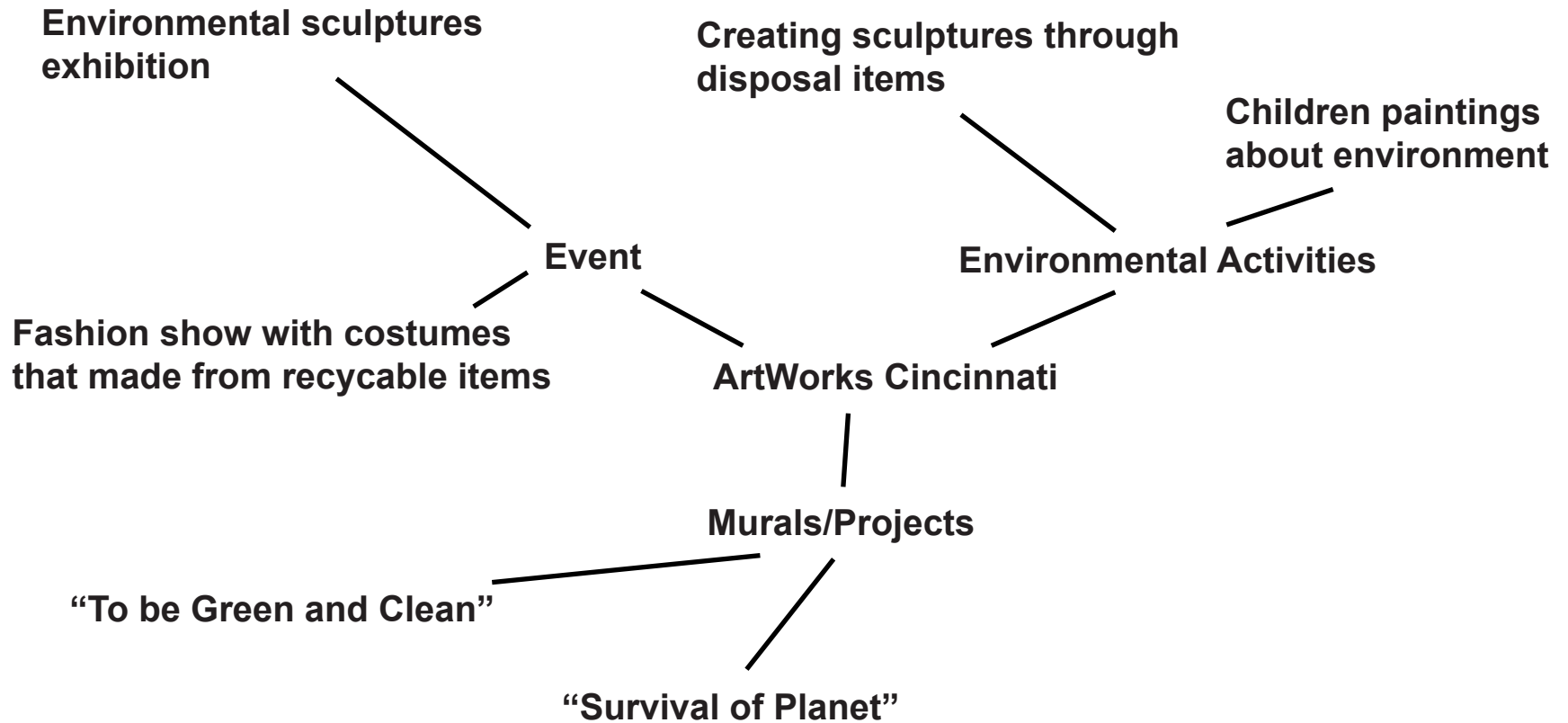
YouTube Platform

In the recent year, social media is one of the best ways to promote the organizations. ArtWorks has done the perfect job by engaging people through Facebook, Instagram. However, they don't do too much videos about the organization, artworks, valuable missions, etc. Therefore, YouTube is the remarkable key to open the door of reputation, engagement, and unity.



GUILD TO MAKE CHANGE

Mind Map



Mood Board



Persona

This event allows people in different ages to participate. However, it mainly focuses on raising the awareness of children by educating them about the importance of environment for human survival.



Name: Alex

Age: 11

Gender: Male

Personality: He's really open with others. He's intelligent and diligent.

Intrests: He has strong interest in learning about environment. Besides, he loves going to the zoo.

Logo Digital



Logo Final



ArtWork
To be **Green & Clean**

Logo Applications

