

The Meta Art Project

Fostering community engagement and connection by bridging the gap of artistic separation and unifying creativity

BEGINNING STAGE

Meta begins as a short documentary which celebrates cultural diversity by capturing the murals painted in over 13 neighborhoods throughout Louisville KY. This project highlights both the visual artist and mural creators as well as local performing artists. Interview clips, photography, and movement pieces transform what started as one piece of art and gives birth to META art (art within art).

LEVERAGING OPPORTUNITIES

META offers numerous leveraging outcomes by engaging community partners and local businesses.

Cosmic Flow Art introduces THE META Project.

Citizens of Louisville and curious global tourists are offered an opportunity to explore and potentially engage in an artistic experience or a financial incentive upon visiting each mural. My desire is to see this begin as a project and evolve into a movement which expand cross country and then globally! The META project helps to revitalize the local art scene and provides needed exposure for struggling artists and small businesses.

DESIRED OUTCOME

I anticipate a growing number of investors and expect other cities to recognize this collective embodiment and celebration of art culture.

INCENTIVE PROGRAM

1. META offers incentive by visiting each mural on a map or passport details would be completed after the documentary was created.
2. Each Mural location also shares space with surrounding businesses. These businesses are encouraged to support the META program by offering discounted offerings to META visitors.
3. Social Media hashtags # and other links and tags can offer the mural artist and local businesses advertising and brand awareness.
4. The guest or visitor of each site is challenged to submit an interesting photo or short social media video acknowledging the META movement by interacting with the mural in an engaging and socially responsible manner.
5. Personal financial leveraging opportunities involve a marketing team to encourage businesses to buy into the project by allowing future income opportunities.