

News Release

'Chalk Art' Installed in Ketchum's Little Park

Interactive Art Project Geared for Children

KETCHUM, Idaho—A 7,000-pound oversize chalkboard, the Ketchum Arts Commission's "Chalk Art" project, is now awaiting young artists in Little Park, located on Fifth Street between East and Walnut avenues.

The commission is sponsoring the project with the Ketchum Parks & Recreation Department, and the Sun Valley Center for the Arts is preparing questions to be written on the wall. Although the wall is primarily for children, visitors of all ages are encouraged to respond in whatever way inspires them, whether language or images or both. Chalk in a variety of colors is provided on-site. The first question is "What Does Nature Mean to You?"

"The City is excited to present an art project that encourages community participation, especially one that is bound to ignite the imagination of children," Mayor Nina Jonas said. She noted that the children in the city's summer youth program at Atkinson Park will make regular visits to "Chalk Art." Children's groups from Higher Ground, the Wood River Community YMCA and local schools also are expected to visit.

The project is a joint effort of a number of local residents. KAC board member and local contractor Adam Elias identified a section of concrete wall while on a construction project, and the owner, Robert DeGennaro, donated it to the KAC. Paul Kettleband donated the support structure for the wall and installed it in Little Park using his own crane. Gary Poole donated the chalkboard paint for the wall.

"The KAC has wanted to create an interactive art project with some of the empty walls in the city, and we think this is a great solution. We're particularly interested to see how children and others respond to this invitation to participate in a public art piece," said Claudia McCain, Ketchum Arts Commission chair.



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About Ketchum Arts Commission

The KAC was created by the City of Ketchum in 2009 with the objective of integrating arts and culture into the community's life. Among its initiatives are Cover Art, the wrapping of utility boxes in downtown Ketchum; Art on Fourth; Street Art, which features manhole covers designed by local artists; and the development of policies and plans for public art in the community. At the commission's initiative, the city recently increased its Percent for Art Ordinance governing public projects from 1.33 percent to 5 percent, which is higher than any other city in the country. The KAC is a division of the Ketchum Parks & Recreation Department and receives support from the Ketchum Community Development Corporation. The commission consists of local volunteers who are active in and passionate about the arts.

About the City of Ketchum

The City of Ketchum is located in the Wood River Valley in south central Idaho. Founded in 1880 during the mining boom, Ketchum is now regarded as one of the most popular destinations for winter and summer visitors due to its world-class skiing, fishing, hiking, mountain biking, restaurants, art galleries and shopping. The City of Ketchum hosts the famous annual Wagon Days Parade, held on Labor Day weekend, and numerous other year-round attractions. Ketchum is home to more than 10,000 full- and part-time residents. For more information about the City of Ketchum, visit www.ketchumidaho.org.

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