

News Release

Sun Valley to Feature Artist-Designed Gondola Car on Baldy

Gondola Car to be Unveiled in Town Square on Aug. 12

KETCHUM, Idaho — A Sun Valley Resort gondola car will soon feature artwork by long-time ski instructor and artist Ralph Harris, who has been an illustrator for skiing magazines as well as the creator of posters for anniversaries of the Sawtooth National Recreation Area and Ketchum's annual Wagon Days celebration.

The gondola car will be unveiled on Tuesday, Aug. 12, at 12:30 in Ketchum Town Square, located on East Avenue between Sun Valley Road and Fourth Street. It will remain on display there until this fall, when it will be moved to Bald Mountain and installed on the gondola line for the upcoming ski season.

The project is an extension of the Ketchum Arts Commission's popular *Cover Art* project, in which downtown utility boxes have been wrapped with original artwork. An image created by Harris will be applied to the gondola car as a vinyl "wrap" using the same process applied to utility boxes throughout Ketchum.

The arts commission spearheaded the project, which also has involved Sun Valley Resort, the U.S. Forest Service, the Bureau of Land Management and the city of Ketchum. The cost of the project is funded by donations to the Ketchum Arts Commission.

"To our knowledge, showcasing original art wrapped around an entire gondola car is a first in the U.S. ski world," Jack Sibbach, Sun Valley Resort's director of marketing and public relations said. "We are excited to feature the work of a local artist, as it represents for our guests how important arts and culture are to this community." He noted that Art Place recently named Ketchum was one of the top 12 small towns for art in the U.S.

Sibbach also pointed out that Harris has a long history in the Wood River Valley and worked as a Sun Valley ski instructor for approximately 40 years.

Harris has been an illustrator for *Ski*, *Skiing* and *Ski Racing* magazines, as well as for the U.S. Ski Team. He has won 10 Idaho Fish and Game stamp design competitions, as well as the Idaho Upland Game Bird Stamp competition. He collaborated with the Stained Glass Studio in Ketchum to design windows for Our Lady of the Snows Catholic Church on Sun Valley Road. His work has been exhibited in the Pierce Museum in Corsicana, Texas, and the Western Heritage Museum in Billings, Mont. Additional information is available at www.ralphharris.net.

Claudia McCain, KAC chair, added, "This project would not have come together if not for efforts of all the partners involved. The KAC developed the concept but the execution required notable time, effort and goodwill by Sun Valley Resort, the Forest Service and the BLM."



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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 KAC's initiative, the city recently increased its Percent for Art Ordinance 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.

Contact:

Lisa Enourato

(208) 720-9766

lenourato@ketchumidaho.org

Jo Murray

(208) 726-5869

jo@jomurray.com