



City of Ketchum

News Release

December 10, 2014

Ski Gondola 'Art Car' To Begin Service Dec. 20

Gondola Car Features Original Work by Local Artist

The "Art Car," believed to be the first of its kind on a ski gondola line in the United States, will go into service Saturday, Dec. 20, at the Sun Valley ski resort. A vinyl "wrap" depicting scenes from the nearby Boulder Mountains and created by local artist and long-time Sun Valley ski instructor Ralph Harris, covers the car.

The celebration will begin at 8:45 a.m. at River Run Plaza with special recognition of the project's financial sponsors, David and Trish Wilson and Wilson Construction LLC.

"Showcasing original art on Baldy highlights the value this community places on arts and culture, as well as outdoor recreation," Sun Valley's Director of Marketing Jack Sibbach said. "We are excited to share the work of a local artist in such a unique and visible way."

The project was spearheaded by the Ketchum Arts Commission, and is an extension of its "Cover Art" project, in which downtown area utility boxes are wrapped with original artwork. The city's Arts Commission partnered with the Sun Valley Resort, the U.S. Forest Service, and the Bureau of Land Management on the project. The "wrap" is applied in the same manner as advertising "wraps" that cover buses.

The gondola was unveiled in Ketchum Town Square last summer, and was on display there for several weeks.

Claudia McCain, chair of the arts commission, emphasized the importance of the collaboration of all the groups involved and the generosity of the Wilsons. "This community is fortunate to have civic-minded residents like the Wilsons who recognize the value of the arts and are dedicated to giving back locally."

"This is a very special project to me," Mayor Nina Jonas said. "Ralph Harris and my father are longtime friends, and I have known Ralph since I was a child. This collaboration shows the love of nature and of art that unites this community. I thank all of those who worked together to make it happen."

Harris has been an illustrator for skiing magazines and the U.S. Ski Team, and has created posters for the anniversaries of the Sawtooth National Recreation Area and Ketchum's annual Wagon Days celebration. He has worked as a Sun Valley ski instructor for approximately 40 years. Additional information is available at www.ralphharris.net.

ArtPlace recently named Ketchum as one of the top 12 small towns for art in the U.S.

Photo caption: Ketchum Mayor Nina Jonas and artist Ralph Harris celebrate the unveiling of the first “Art Car” on the Sun Valley ski resort gondola line.

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About Ketchum Arts Commission: The KAC was created by the City of Ketchum in 2007 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 for public projects from 1.33 percent to 5 percent, which is believed to be 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, mountain biking, fishing, hiking, 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.

About Sun Valley Resort: Founded in 1936 as America’s first destination ski resort, Sun Valley Resort in the Idaho mountains is a four-season resort. Perennially ranked "best of" by major international ski, golf and travel media, outdoor adventure enthusiasts enjoy championship-level skiing, snowboarding, skating, hiking, biking, golf, fishing, shooting, concerts, shopping, world-class restaurants, and conference and special event space, ranking Sun Valley above other destination resorts for its array of active pursuits. Sun Valley is a member of the Grand America Hotels and Resorts family. Sister properties include Snowbasin Ski Resort, Grand America Hotel, Little America Hotel (all Salt Lake City, UT), The Westgate Hotel, San Diego, CA, Little America Flagstaff, AZ, Little America, WY, and Little America, Cheyenne, WY.

Sun Valley is served by Hailey's Friedman Memorial Airport (SUN). The airport is located 14 miles from the resort and is easily accessed from the gateway cities of San Francisco (SFO), Seattle (SEA), Los Angeles (LAX), Salt Lake City (SLC), and Denver (DEN). All Sun Valley Resort guests receive complimentary roundtrip airport transportation.

For more information about Sun Valley Resort: www.sunvalley.com, 800.786.8259.

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