

Organization Name: The Woodlands Arts Council, Inc.

Area Serviced: Montgomery County

Year Founded: 2005

Number of Paid Staff: 3

Project Contact Names: Jenny Carattini-Wright, James Stilwell & Brittany Sloan

Mission/Vision of your Organization: The mission of The Woodlands Waterway Arts Council, Inc. is to provide regional cultural and educational enrichment opportunities that encourage, support, and promote the performing and visual arts. Our primary goal is to create a strong and vital arts presence in the area. We believe the arts can open the doors of our minds, strengthen character, heal the body and foster an appreciation of other cultures.

Proposed Project(s) Description: We are presenting three possible projects to the class: (1) My Crayon Gallery Project; (2) Public Art Design Challenge; and (3) Window Display Design Challenge. Each project offers the class the opportunity to be involved with smaller groups and can be safely accomplished with COVID safety measures (social distancing) in place. See attached project descriptions.

Proposed Project(s) Budget: Each of the three possible projects should be able to be completed for \$2,500 or less – and there are great opportunities for creative use of in-kind donations.

Any Constraints keeping the project(s) from being fully completed by April 2021: None

Ways for 45 class members to be involved: TWAC believes that the three ideas can be tackled as a collective class of 46, or alternatively as three distinct projects in separate groups of 15-16 people. Possibilities for involvement are identified in bullet points on the attached pages; however, the class would have the flexibility to modify the scope early in the project and add its input, ideas, and creativity!

How this will benefit the community:

Art matters! Each of these programs is designed to encourage young members of our community to explore art, grow in skill, express creativity, create beauty, and enrich others. TWAC believes the projects will also foster collaborations and partnership as they are carried out and bring happiness and joy in a time of negativity. We also think it provides good opportunities for LMC's class members to build their hands-on leadership skills.

Project#1 “My Crayon Gallery”

During COVID-19 we started a new outreach project called “My Crayon Gallery.” We leveraged our relationships with artists and with their permission and approval, created a “coloring book” using black and white line drawings created from some of our Festival’s past “featured artist” works. We were able to source and package 10,000 loose crayons (basically free!!) into 1,000 pouches of 10 crayons each and collaborated with CISD to distribute the items to less-advantaged children throughout Montgomery County through CISD’s ongoing food programs.

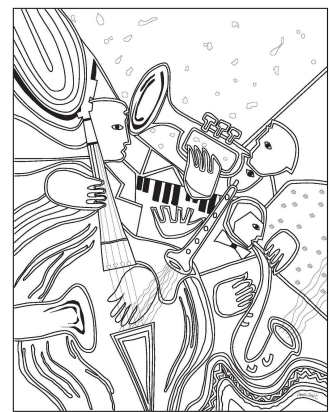
The project was wonderful, and we have also made the “coloring book” available for free downloads through our website and did our best to share it on social media. We think there are many possibilities to take this project to the next level, that (with our April 2020 Festival having been cancelled due to COVID-19 shut-downs) we have not been able to do.

Possibilities:

- (1) Expand to additional Montgomery County ISDs (Magnolia, Willis, Splendora etc)
- (2) Expand the project to supply local restaurants (would require developing both restaurant recipients and a supply of sources to provide copies/crayons as needed)
- (3) Create and promote a social media campaign for general public download/usage
- (4) Determine additional sources for crayons or contact our past source for more crayons and purchase pouches (and sort and pouch the crayons) for use with these expansions or to keep for future use.
- (5) Develop a list of copying volunteer contacts who would be willing to provide copying for future quantities of coloring books.



The Woodlands
ARTS COUNCIL
Because Art Matters
www.TheWoodlandsArtsCouncil.org
#mycrayongallery #becauseartmatters #wwaf2020



“All That Jazz” by Arnon Ansh is a basic. Back to the art of decorating fabric using hot wax and dyes. Can you find the musicians and instruments? Arnon grew up in Galilee in Israel, but now lives in California. ©2020 Arnon

Project#2 “Public Art Design Challenge”

We usually have a summer art outreach program for children in 5th & 6th grades in conjunction with The Woodlands Mall. It was also cancelled this year due to COVID-19. We would like to create a design challenge for students (age to be determined) that might be to encourage students to use everyday materials to replicate a piece of local public art and perhaps display at The Woodlands Mall or Market Street.

Possibilities:

1. Create the contest concept and rules
2. Promote the contest with marketing, TWAC website and social media.
3. Collaborate with TWAC partners like the mall, and work with students (age tbd).
4. Recruit jurors to judge the submission and determine winners.
5. Provide prizes.



Project#3 “Window Display Design Challenge”

Another possible opportunity involving the mall, would be to create a design challenge for students (age to be determined) that might be to encourage students to design a Spring or back-to-school fall 2021 **window display**.

Possibilities:

1. Create the contest concept and rules
2. Promote the contest with marketing, TWAC website and social media.
3. Collaborate with TWAC partners like the mall, and work with students (age tbd).
4. Recruit jurors to judge the submission and determine winners.
5. Provide prizes.