

G A R L A N D

ART-WORKS™

e l e v a t i n g t h e p a l e t t e



Title: Plaza Signal
By: George Frederick Nash

THE BREADTH OF ART

Empowering Garland's
Multifaceted Creative
Community

**Introductory Guide
to Garland's Newest
Media Platform**

About Garland Artworks

the Breadth of Art

Empowering Garland's Multifaceted
Creative Community



Photo by Everton Nobrega:

Garland, Texas, is a city bursting with artistic diversity, where creativity knows no boundaries. In our mission to empower and celebrate the artistic beauty of Garland, we introduce a platform dedicated to showcasing the rich tapestry of talent in not only the traditional arts but also culinary arts, media arts, literature, applied arts, decorative arts, and fashion. Welcome to a holistic journey through Garland's multifaceted artistic soul.

Our platform recognizes that art takes on many forms, and Garland's creative community is a testament to this diversity. From painters and musicians to chefs, filmmakers, writers, and fashion designers, we celebrate the city's multi-dimensional artistic expression. Through an array of digital galleries, virtual exhibitions, and featured artist profiles, we aim to create an inclusive online space where all forms of art are given their deserved spotlight.

■
Art knows no
boundaries – from
canvas to cuisine, film
to fashion, Garland's
artistic tapestry
weaves a diverse and
vibrant community
together.
■

By showcasing these various artistic disciplines, we not only celebrate the uniqueness of each but also highlight the interconnectedness that exists within Garland's artistic ecosystem. The city's artistic beauty is a mosaic, with each piece contributing to the overall masterpiece.

Community engagement is at the core of our platform, and it extends across the entire spectrum of art disciplines. We believe that artistic experiences should be shared, enjoyed, and created collectively. Our platform facilitates interactive engagements, from culinary events and media arts showcases to literature readings, applied arts workshops, decorative arts exhibitions, and fashion events.

By encouraging cross-disciplinary collaborations and providing opportunities for the community to actively participate in artistic endeavors, we foster a sense of unity and shared creativity that makes Garland's art scene truly unique.

We believe that empowering the arts is not limited to one field; it's about ensuring that Garland's artistic community as a whole has the tools and encouragement needed to flourish. This empowerment extends to all ages, from nurturing young talent to inspiring experienced artists to reach new heights.

In our mission to empower and celebrate the artistic beauty of Garland, Texas, we embrace the city's full artistic spectrum. From the traditional arts to culinary arts, media arts, literature, applied arts, decorative arts, and fashion, our platform provides a comprehensive showcase of the city's creative brilliance.

By engaging the community across all art forms and empowering artists to explore their creative potential, we contribute to a cultural renaissance that enriches Garland's identity. Together, we will create a vibrant, inclusive, and interconnected artistic ecosystem that not only celebrates individual talents but also fosters a sense of unity and collaboration that sets Garland apart as a city where artistic beauty knows no bounds. Join us in this remarkable journey, as we empower and celebrate Garland's multifaceted artistic talent and community like never before.



G A R L A N D ART-WORKS™ Content

On our platform, we curate a rich tapestry of content that celebrates, showcases, engages, and empowers the diverse and thriving art community of Garland. Our virtual galleries and exhibitions feature fine art that ranges from classical to contemporary, painting to sculpture, and everything in between. We capture the magic of live performances in the performing arts, from theater and dance to music and beyond, providing a front-row seat to the talent that graces Garland's stages. The culinary arts come alive through immersive culinary experiences, recipes, and profiles of local chefs, while media arts are celebrated through thought-provoking films, videos, and digital creations. Literature enthusiasts can dive into the written word through author interviews, book reviews, and poetry readings, while applied arts and decorative arts shine in featured artisan profiles and workshops. Finally, we embrace the world of fashion, spotlighting designers, trends, and local fashion events, empowering artists to share their unique visions and stories with our engaged and appreciative audience.

WHAT WE DO:

- **Celebrate** the artistic beauty of Garland
- **Showcase** Garland's Artistic Talent
- **Engage** the community of Garland
- **Empower** the arts

ART-WORKS CONTENT:

Fine Art | Performing Arts | Culinary Arts | Media Arts |
Literature Arts | Applied Arts | Decorative Arts | Fashion Arts

ELEVATING CONTENT:

1. **Landmark Commissions:** Artwork inspired by landmarks in Garland and surrounding areas. Garland has a vibrant landscape. Why not celebrate it?
2. **Art-Works Feature:** Articles showcasing artistic talent in Garland. They feature fine artists, chefs, actors, interior designers, graphic designers, florists, and other professionals who make up the city's vibrant cultural landscape. Each feature provides an in-depth look at their creative process, motivations, and inspirations. Readers gain a unique insight into the people who make the city come alive.
3. **Creative Art-Works:** Articles showcasing art projects, exhibits and events that empower the art community. It includes stories of entrepreneurs, companies, collectors, organizations and professionals that make an impact on the art community.
4. **Who's Working:** A video clip of an artist working on a work. This short video is a chance for artists to share their creative approach. It is an intimate look at the artist's process and gives viewers a chance to connect with the artist and their subject.
5. **Best of the Art-Works:** Discover Garland's Best Artistic Gems: A showcase of Creativity, Talent, and Community Empowerment.
6. **Pet Portraits:** We love our pets. Let's celebrate them by showcasing our beloved pets' portraits.

G A R L A N D ART-WORKS™ Platform Features



Our platform boasts a dynamic trio of features, comprising a user-friendly website, a captivating e-newsletter, and a visually stunning magazine. The website serves as a digital hub, where users can effortlessly navigate through our curated content, discover new artists, and engage with the community. Our e-newsletter delivers a dose of artistic inspiration directly to subscribers' inboxes,

providing a sneak peek into our latest showcases and events. Finally, our beautifully designed magazine offers a tactile experience, with in-depth artist profiles, in-depth features, and stunning visuals that bring the artistic beauty of Garland to life on the printed page. Together, these features ensure that our audience can access, engage with, and savor the arts in a variety of ways.

ELEVATING EVENTS:

1. Garland Art-Works Fair
 - Garland Art-Works Competition
2. Garland Art-Works Food and Wine Festival
 - Garland Art-Works Cooking Competition
3. Garland Art-Works Talent Competition
4. Garland Art-Works Craft Walk
5. Garland Art-Works Meet and Greet
6. Garland Art-Works Awards
7. Garland Art-Works and Sip

Photo by Patrick Black, Jr



G A R L A N D
ART-WORKS
C O M M U N I T Y

- People who live and enjoy...
- Artist who service...
- Business who provide...

Garland

Demographics:

Population	240,854
18 and under	26.6%
18 to 65	61.20%
65 and up	12.2%
Female.....	50.3%
Male.....	49.7%
Median Household Income.....	\$65,300.00
Households.....	80,000
Average Number per household	3
Households with computers	96%
Households with the internet subscription.....	92%
Total Number of business	19,734
Retail Sales.....	2.3mil

Demographic Reference: census.gov/ and biggestuscities.com/

G A R L A N D ART-WORKSTM SPONSORSHIP

Supporting our media platform in its early stages is not just an investment in art and culture; it's an investment in the growth, vibrancy, and uniqueness of Garland, Texas. By providing financial support now, you're helping us lay the foundation for a thriving artistic community, empowering local talent, and fostering a sense of pride and identity in our city. Your early support ensures that we can continue to celebrate and elevate Garland's artistic beauty, creating a legacy that will enrich our community for generations to come.

Celebration Sponsorship \$15,000.00

- 1 year sponsorship
- Ad Placement on all media platforms
- Logo Placement on all promotional advertising of signature events
- Logo Placement on Launch Sponsor banner to be displayed at every signature and promotional event
- Title sponsor of a signature event and competition
- Article feature on how your organization supports the arts

Showcase Sponsorship \$12,000.00

- 9 month sponsorship
- Ad Placement on all media platforms
- Logo Placement on all promotional advertising of signature events
- Logo Placement on Launch Sponsor banner to be displayed at every signature and promotional event
- Title sponsor of a signature event and competition
- Article feature on how your organization supports the arts

Engagement Sponsorship \$8,000.00

- 6 month sponsorship
- Ad Placement on all media platforms
- Logo Placement on all promotional advertising of signature events
- Article feature on how your organization supports the arts
- Logo Placement on Launch Sponsor banner to be displayed at every signature and promotional event

Empowerment Sponsorship \$4,000.00

- 3 month sponsorship
- Ad Placement on all media platforms
- Logo Placement on all promotional advertising of signature events
- Article feature on how your organization supports the arts
- Logo Placement on Launch Sponsor banner to be displayed at every signature and promotional event



Photo by RAJESH KUMAR VERMA:

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