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FOR IMMEDIATE RELEASE

## **The Fergus Falls Art Crawl a Different Way to View Art**

Mark your Calendars! The widely successful Fergus Falls Area Art Crawl will be back the last weekend in September, 2007 running from the 28th thru the 30th.

The Art Crawl offers the public the opportunity to view some of the best visual art in the Fergus Falls region. The Crawl features a bus to several artist studios and galleries; allowing viewers to talk with the artists, see demonstrations and their amazing artwork. Along with seeing the artwork, the public can also buy pieces of an artist's collection.

Kate Borman is working on making the 2007 Art Crawl even better than the ones in the past. Borman; a junior at the University of Minnesota - Morris is originally from Crystal MN, with a major in English and minors in both studio art and African American studies. As the Art Crawl Administrative Assistant, Borman is in charge of calling various artists in the Fergus Falls area to find participants for the up and coming Art Crawl. Another aspect of Borman's job is creating a marketing plan that determines when each promotional piece should be up and running to inform the largest number of people of the Art Crawl. Borman works in cooperation with Kent Gustafson and the University of Minnesota - Twin Cities Tourism Center. "He is helping me with the planning of the marketing idea, and pointed me in the right direction. Kent gave me a great starting place based on past participation in the Art Crawl by artists and spectators alike," stated Borman.

Borman declared, "I have really enjoyed working on this project, it has brought many of my diverse interests into one job. This project is something new to me; I haven't really done anything like this before. Experiencing this new environment will be helpful to me in the many years to come." Borman traveled to the old Fergus Falls Theatre in downtown Fergus Falls with her supervisor Jessica Beyer; Center for Small Towns Student Involvement Coordinator, to get a better idea of what her job entails. Beyer and Borman met with Rebecca Peterson; the director of "A Center for the Arts" and works also with the Lake Region Art Council. These two organizations have been involved in planning the event since the creation of the Art Crawl in 2002. "This Community Assistantship Program (CAP) has allowed us to work through the Center for Small Towns on a project that will help us better facilitate and market our Fergus Falls Area Art Crawl in 2007. Kate Borman was the perfect candidate to facilitate the project... the information she has given us has been very helpful already," stated Peterson.

"I really found the whole experience to be worthwhile, said Borman. I think it is worthwhile for Fergus Falls to host this event and I think it is even more worthwhile for people to go experience the Art Crawl," Borman stated. She went on to add that "the Art Crawl is different than an art gallery; this event

gives the public a chance to see the artists' studios and to see where the 'magic' happens. It is a great opportunity to meet with local artists; to see where they work and the processes they go through to create their art. The Art Crawl also builds relationships between the artists and potential customers, whereas a gallery simply displays the art work for the public to buy. I believe this event is a great opportunity for children to see where the artists work and to participate in demonstrations at the artists' studios; hopefully sparking some interest and creativity at a young age."

Remember to save the weekend of September 28th thru the 30th of 2007 for a great time at the Art Crawl. The Fergus Falls Area Art Crawl is a free will offering event. Come enjoy the captivating environment, the artists, and, of course, their art. This is a special opportunity; don't let it slip away!

To complete this project "A Center for the Arts" received funds from CAP out of the Center for Urban and Regional Affairs at the University of Minnesota; with additional support provided by the Center for Small Towns at the University Of Minnesota - Morris. CAP supports student research assistants to carry out community-initiated and community-guided projects that will impact their community. The students provide information or answers to questions that a group may need to better accomplish their goals or plans. The Community Assistantship Program's goals are to 1) enhance the capacity of community organizations by providing access to research and technical resources available at the University of Minnesota; and 2) provide faculty and students with increased opportunities to complete useful community-driven applied research projects.

The Center for Small Towns is a community outreach program housed at the University of Minnesota, Morris and serves as a point-of-entry to the resources of the University of Minnesota. Small towns, local units of government, K-12 schools, non-profit organizations, and other University units are able to utilize the Center's resources as they work on rural issues or make contributions to rural society. Their Mission is to focus the University's attention and marshal its resources toward assisting Minnesota's small towns with locally identified issues by creating applied learning opportunities for faculty and students. For more information about these programs, contact the Center for Small Towns at (320) 589-6451 or visit [www.centerforsmalltowns.org](http://www.centerforsmalltowns.org).

Contributed by Kristin Bennett, Center for Small Towns Student Administrative Assistant