

CITY UN SEEN

2024-25



snap!

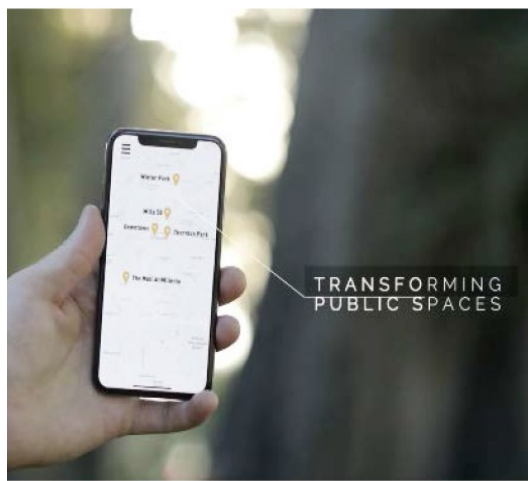
Purpose *To our present and future partners ...*

Snap! Orlando aims to be a flexible and versatile partner to companies and individuals who wish to associate with contemporary art of the highest international level, entrepreneurship, and innovation.

As a sponsor, you will help us further realize our ambition as an outstanding talent scout, discovering the new generation of multidisciplinary artists, while contributing to elevate the cultural vibrancy of the City of Orlando and the Central Florida region.

With our CITY UNSEEN project sponsorship, we are happy to deploy our creativity when formulating a fitting proposal with tailor-made benefits.

CITY UNSEEN - A New [AR]t Experience



Snap! Orlando presents 'CITY UNSEEN,' an ongoing public art project with site specific installations across Orlando. The project enhances viewers' perspectives on art, dimensional reality, and perception, adding another layer of cultural significance to Orlando and Central Florida region. CITY UNSEEN initially takes root in Downtown Orlando with a number of public installations and murals which are enhanced with embedded augmented reality components which can be viewed with the CITY UNSEEN app.

Winner of the DOP *Innovation and Technology* **Golden Brick Award**, CITY UNSEEN is an groundbreaking public art project which launches the city into Augmented Reality [AR] public art experiences.

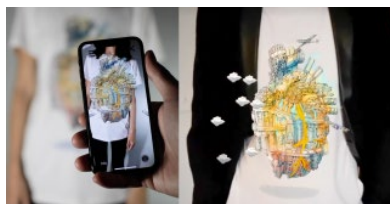
Installations include murals coming to life, a projection mapping finding permanence into the virtual world, and a teleport bringing the viewer into a 360 degree visit of an artist's studio.

CITY UNSEEN positions Orlando as a pioneer with a new vision for the fusion of art and technology in the 21st century.

View video:

CITY UNSEEN [AR]T PROJECT EXPLAINED

<https://tinyurl.com/2b2atth2>



Words

Mayor Buddy Dyer, City of Orlando

"The City of Orlando remains committed to supporting fresh and innovative experiences such as Snap! Orlando that recognize and expand the culture of our community."

Orlando Weekly

"Snap! Orlando's success and momentum is a hallmark of the new Orlando. An emerging sensibility supports art, and is starting to play in a larger arena, thanks to cultural risk-takers like Kahn."

Orlando Sentinel

"'CITY UNSEEN' is a new [AR]t installation, merging traditional art forms with modern augmented reality technology to create a public, always-accessible installation throughout Orlando."

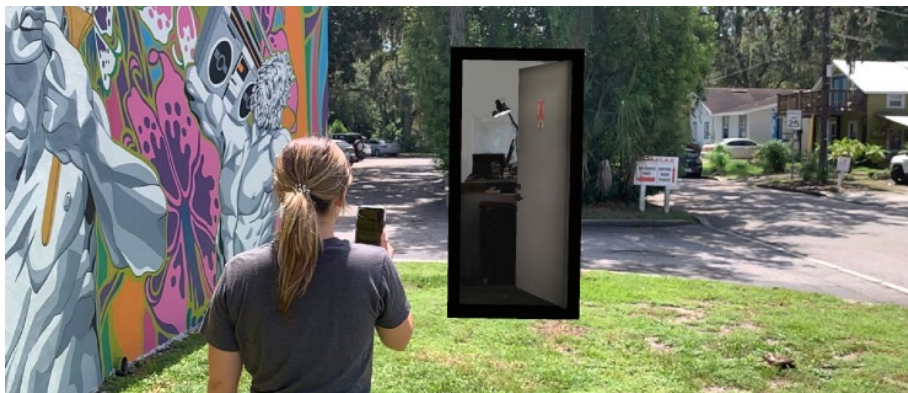
NPR

"The idea of using augmented reality has spilled over into the art world, and now Orlando residents can experience it for themselves with a new project called CITY UNSEEN."



[AR]t - Animated floating 'Silver Clouds' with music - Thornton Park

[AR]t - Door portal to 360 degree immersive studio experience - Sam Flax storefront



CITY UNSEEN - Public [AR]t Partner | Ongoing

benefits

- + Customized 3D audio-visual [AR]t, and location placement.
- + Opportunity to work with Snap! for customized marketing plan.
- + Invitation to private VIP events (4 guests).
- + Subscription to Snap! 'Insider' email newsletter.

marketing exposure

- + Recognition on printed materials.
(invitations and press release)
- + Public recognition at opening and related events.
- + Featured in printed ads.

online exposure

- + Website recognition with logo and link on sponsors page.
- + Mention in social pages (with link) with customized exposure.
- + Customized interactive social media campaign.
- + Recognition in direct email marketing and e-newsletters.

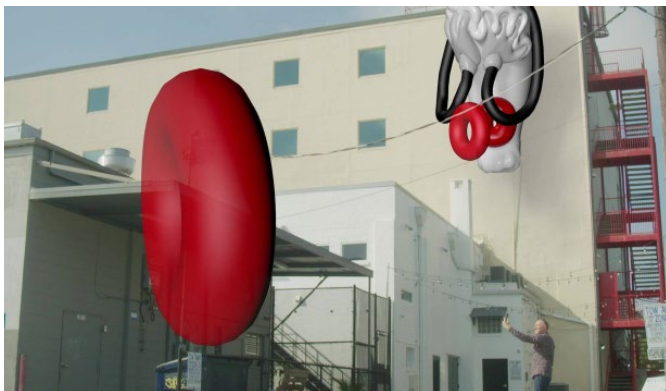
Sarting at \$ 7,500

*Become a sponsor
of the award-winning
Augmented Reality
Public Art installation
for a 12-month term*.*

*Contact us to learn
about shorter terms
and pricing options.

Sponsorship packages
can be customized to
fit your specific need
and desired level of
participation.

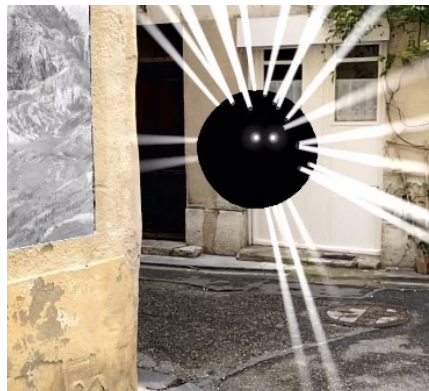
Social media reach:
FB: 20 K followers
IG: 10 K followers



[AR]t - 3-D animated mural - *Snap! Space mural* revived after destruction.

[AR]t - 3-D animated mural - *UNITY mural* - Parramore District





[AR]t 2024- In collaboration with French artists **Adrien M. & Claire B.**, CITY UNSEEN presents the **U.S.**
Premiere of FAUNE, a series of large Augmented Reality posters installed throughout the city,



Demographics

- + **ART ENTHUSIASTS:** Ages 25-65, well educated, diverse (undergraduate and/or advanced degrees) with an income range of \$50,000-\$150,000. This demographic likes to support all things independent: film, music, and local businesses. This demographic are a strong presence at our world-class openings and guest artist receptions.
- + **ART & CULTURE CONNOISSEURS:** Ages 35-65, highly educated (undergraduate and/or advanced degrees), with affluent incomes of \$90,000-\$250,000 and above. This demographic is involved in corporate business and enjoys fine dining, travel, and sophisticated arts and culture events. Their choices are influenced by newspaper articles and high-end travel and lifestyle magazines. This demographic has significant presence at our headlining artist receptions, VIP preview receptions, special events with the artists, and docent tour.
- + **FAMILIES WITH CHILDREN:** Ages 25-50, educated (at least undergraduate degrees) with combined incomes of \$60,000-\$150,000. These families are fond of frequent outings with an educational or cultural focus (e.g. museums, science centers, community gatherings/festivals). We engage this demographic via educational guided tours.
- + **STUDENTS & YOUNG ADULTS:** Ages 18-25, educated (at least some college/university with many already working on advanced degrees) with incomes \$20,000 or higher for those in the workforce. They gravitate toward careers in the arts, education, history, technology, and entertainment media. They are influenced by blogs and social media. We attract this demographic with our website, and social media campaigns.



[AR]t - Large scale under water stalactites - Dr Phillips Center for the Performing Arts

[AR]t - Pompeii' lava and ruins, with sound and motion - Orlando Science Center lawn



Media



INTERIOR
DESIGN



Orlando Sentinel

Orlando[®]
The City's Magazine





'Like having a museum throughout the city'

Interactive art installation guides smartphone users around Orlando

By Christine Eversmeyer
Orlando, Fla. — If you're looking for a new way to explore the city, there's a new interactive art installation called "City Unseen" that's currently on display at the Orlando Museum of Art. The installation is a large-scale, interactive art project that uses a combination of physical and digital media to create a new way of seeing the city. The installation is designed to be a "museum throughout the city," allowing visitors to explore the city's history and culture in a new and exciting way. The installation is a collaboration between the Orlando Museum of Art and the City of Orlando, and it's a great way to learn more about the city and its people.



NPR quiz show 'Wait Wait... Hits 20 years

By Christine Eversmeyer
Orlando, Fla. — The NPR quiz show "Wait Wait... Hit the Road" is celebrating its 20th anniversary. The show has been a popular fixture on NPR since it first aired in 1998. It's a fast-paced, humorous quiz show that tests the knowledge of its contestants. The show is hosted by NPR's own quiz show host, and it's a great way to learn more about the world around us. The show is a collaboration between NPR and the City of Orlando, and it's a great way to learn more about the city and its people.



Inside Out/Ornament's mural

Augmented reality artists add a new layer to your world in Snap's ambitious 'City Unseen' exhibition

Seen and not seen

By Richard Rees



CONTACT

Patrick Kahn

Snap! Orlando/ CITY UNSEEN

2014 Edgewater Dr, #337

Orlando, FL 32804

patrick.kahn@snaporlando.com

(323) 646-8947

GALLERY

Snap! Downtown Gallery

420 E Church Street

Orlando, FL 32801



ADA compliant

snaporlando.com

[AR]t

3-D animated mural with sound

Discover Orlando, Downtown