

CITY
UN
SEEN

2024-25

The logo consists of a bright orange square with rounded corners, containing the word "snap!" in a white, lowercase, sans-serif font.

snap!

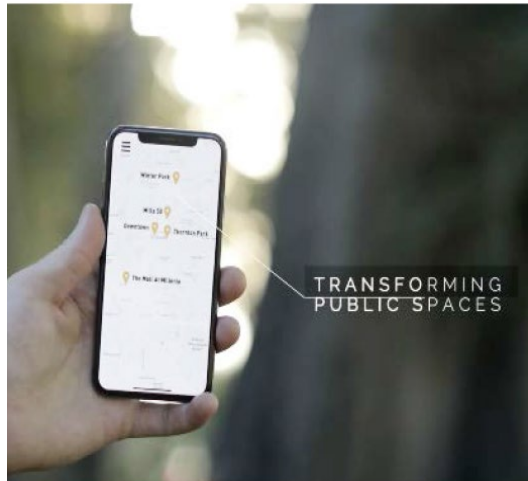
Purpose *To our present and future partners ...*

Snap! Orlando is a versatile collaborator for organizations and individuals who wish to showcase contemporary art of an international caliber that intersects public art with innovation and economic development.

As a sponsor, you will help Snap! further realize our mission to scout outstanding talent, and discover the next generation of multidisciplinary artists, while elevating the cultural vibrancy of Orlando and the Central Florida region.

With every CITY UNSEEN project sponsorship, we are happy to deploy our creativity to formulate a custom proposal with tailor-made benefits for our valued partners.

CITY UNSEEN - A New [AR]t Experience

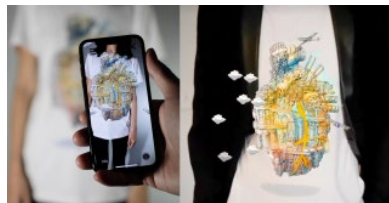


Snap! Orlando presents 'CITY UNSEEN,' an evolving public art program employed to broaden patrons' perspectives on art, dimensional reality, and perception; immersing viewers in Augmented Reality [AR] virtual experiences that fuse the work of renowned artists with cutting-edge digital technology. CITY UNSEEN is rooted in Downtown Orlando, but always expanding to connect a network of installations and mural activations which are viewed perennially using the proprietary CITY UNSEEN app available for both iOS and Android devices.

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



Installations include murals coming to life, projection mapping on community buildings, and immersive 360 degree tours of distant locales.



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

View video:

CITY UNSEEN [AR]T PROJECT EXPLAINED



Recognition

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."

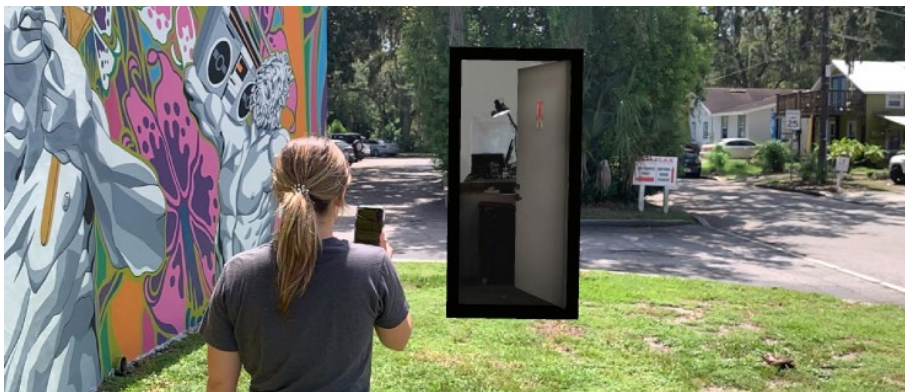
NPR

"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 in 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.
- + Customized interactive social media campaign and outreach.
- + Recognition in direct email marketing and e-newsletters.

Starting at \$ 7,500

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

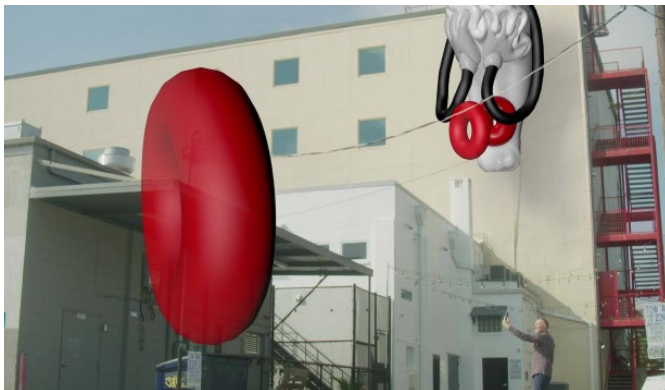
*Contact us to learn about shorter terms and pricing options.

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*

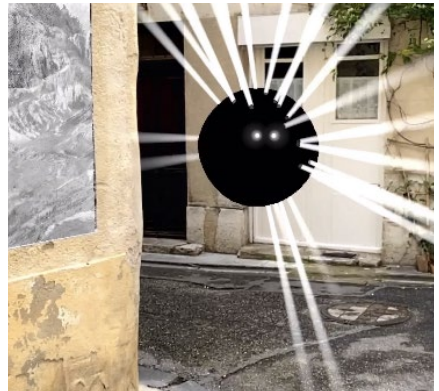


[AR]t 3-D animated mural - *Snap! Space* - Mills 50.



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





[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 \$40,000-\$150,000. This demographic likes to support independent film, music, publications, and local businesses. They show strong participation in our exhibitions of world-class photography and guest speaker 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 group has a significant presence at our headlining artist receptions, VIP preview hours, special fundraising events with the artists, and guided tours.
- + **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 and artist talks.
- + **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



CALENDAR

Orlando Sentinel

Friday, November 9, 2018 Section D



'Like having a museum throughout the city'

Interactive art installation guides smartphone users around Orlando

By Richard Rees
 An interactive art installation that guides smartphone users around Orlando is being hailed as a new way to experience the city. The project, called 'City Unseen,' is a collaboration between Snap Inc. and local artists. It uses augmented reality to overlay digital content onto the real world, allowing users to see hidden stories and art pieces as they walk through the city. The installation is designed to be accessible to anyone with a smartphone and the Snap app. It features a variety of content, including virtual art pieces, historical information, and interactive experiences. The project is part of a larger effort to promote digital art and interactive experiences in the city. It is expected to run for several months, with updates and new content added regularly. The installation is a testament to the power of technology to create new and engaging ways to experience the world around us.



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

By Richard Rees
 The NPR quiz show 'Wait Wait... Hits' is celebrating its 20th anniversary. The show, which has been a staple of NPR's programming since 1998, is a fast-paced, humorous quiz show that tests contestants' knowledge of current events, pop culture, and general trivia. The show is hosted by NPR's own comedians and is known for its witty banter and clever questions. It has become a beloved part of NPR's lineup and has inspired a dedicated fan base. The 20th anniversary celebration includes a special episode and a retrospective of the show's history. The show's success is a testament to the power of NPR's programming and the enduring appeal of a good quiz show. It is expected to continue for many more years, bringing joy and challenge to its audience.



Inside Out/Dreamcast 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



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GALLERY

Snap! Downtown Gallery

420 E Church Street

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 ADA compliant

snaporlando.com

[AR]t

3-D animated mural with sound

Discover Orlando, Downtown