

CITY
UN
SEEN

2021-22

The logo consists of a bright orange square with rounded corners. Inside the square, the word "snap!" is written in a white, lowercase, sans-serif font. The exclamation point is slightly larger than the letters.

snap!

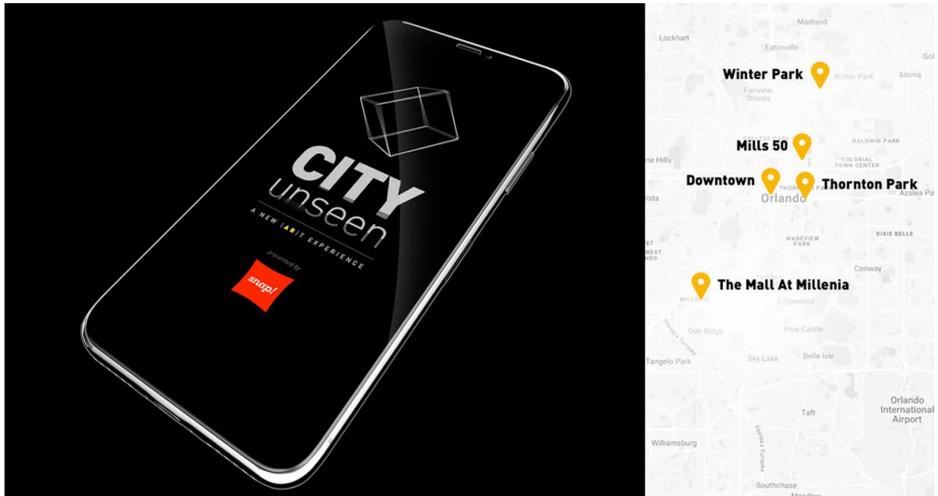
Purpose *To our present and future partners ...*

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 that 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.

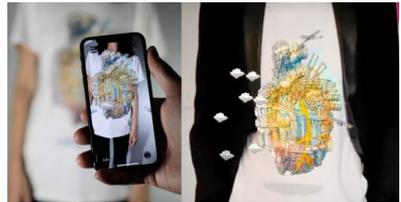
Installations include murals coming to life, a projection mapping finding permanence into the virtual world, and a teleport bringing the viewer into a 360 degree visit of an artist's studio.

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] 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 - [AR]t Installation 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 event (4 guests).
- + 25% off Snap! venue for private cocktail event (up to 50 people)
- + 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.

Starting at \$ 7,500

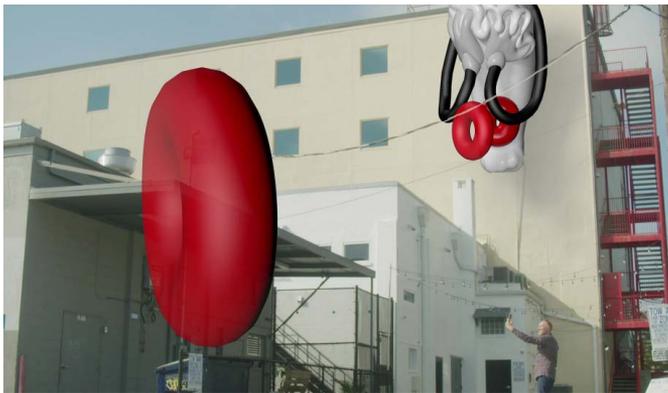
Opportunity to sponsor an Augmented Reality Public Art installation in Orlando and be part of the year-long, citywide exhibition.

Packages can be customized to fit your need and level of participation.

Social media reach:

FB: 19,300 followers

IG: 9,200 followers



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

[AR]t - Immersive Broken Glass installation- *UCF Downtown lawn*



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





'Like having a museum throughout the city'

Interactive art installation guides smartphone users around Orlando

By Patricia Coleman

ORLANDO — It's like having a museum throughout the city, says a local artist who has created an interactive art installation that guides smartphone users around Orlando. The installation, called 'City Unseen,' is a collection of art pieces that are scattered throughout the city and can be accessed via a smartphone app. The app, called 'City Unseen,' is available for free on the App Store and Google Play. The installation is a collaboration between artist Matt Berman and the Orlando Museum of Art. Berman created the art pieces, which are designed to be interactive and engaging. The app provides a guided tour of the city, highlighting the art pieces and providing information about the city's history and culture. The installation is a unique way to explore the city and its art scene.



Art installation 'City Unseen' guides smartphone users around Orlando. The installation is a collection of art pieces that are scattered throughout the city and can be accessed via a smartphone app.



Matt Berman

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

ORLANDO — The NPR quiz show 'Wait Wait... Don't Tell Me!' is celebrating its 20th anniversary. The show, which is hosted by Kuno Meyer, is a popular quiz show that has been on the air since 1998. The show is known for its fast-paced and humorous questions. The show is a weekly broadcast on NPR, and it has a large following of listeners. The show is a great way to test your knowledge and have some fun. The show is a must-listen for anyone who enjoys a good quiz show. The show is a great way to spend some time and have some fun. The show is a must-listen for anyone who enjoys a good quiz show.



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ON THE TOWN

ORLANDO: CITY UNSEEN



'Inside Our Dreams' mural

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

Seen and not seen
By Richard Reep

