

THE YELLOWSTONE CREATIVE

An initiative that aims to introduce park visitors to the arts, their many benefits, and their unique ability to help us understand and represent the diverse world around us.



WHY ART?

"Art is not an elective;
it's an essential part of
the human spirit."

-Professor Johanna Keller



creating and experiencing art is a

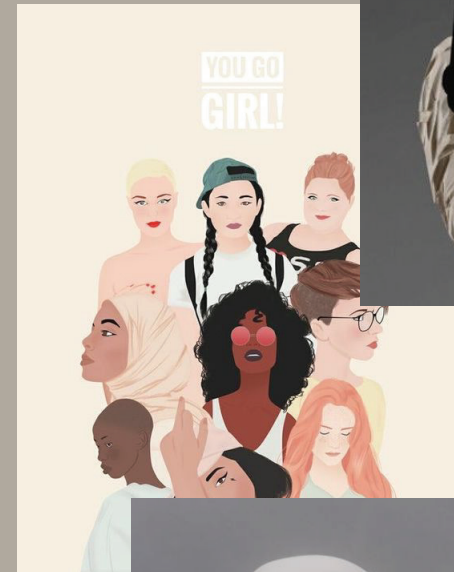
HUMAN RIGHT

Art was the first form of expression and communication. It is raw, real, messy, and significant. It is a way to understand our place in the world and within the communities around us. It is a way to influence these communities in beautiful, abstract ways. It is crucial to our cognitive development and imagination. It gives us a way to understand, evaluate, and communicate our existence with one another, in ways that can lead purpose and change.

though we treat it as a

PRIVILEGE

Diversity around the world, in every context, is crucial. One could argue that representation in the art world is getting better, but the majority of the market is still made up mostly of upper-class, white men. The concept of identity is crucial to arts effectiveness, it is at its very core of purpose, and with really only one identity being portrayed, the rest of us (those who observe and experience art) suffer.



ART HAS DEFINED US

**“Art was man’s first
form of expression
and communication.”**

The very concept of ‘art’ begins with humanity as humans are artists by nature. Our artistic ability as a species is one of the characteristics for favorable selection and evolution of the human species.

**CHANGE
EDUCATE**

INSPIRE

REPRESENT

CREATE

ACCESSIBILITY

Both the arts and Nation Parks are severely lacking in their accessibility to their benefits. The art world is heavily guarded by privilege and precedent, while the parks are inaccessible due to physical distance and expenses.

INSPIRATION

Millions of people all around the globe flock to our National Parks to experience their splendor and beauty. These natural phenomenons help provide a source of inspiration that touches all of us at our core. Art can help communicate and inspire ideas that may otherwise have gone unknown.

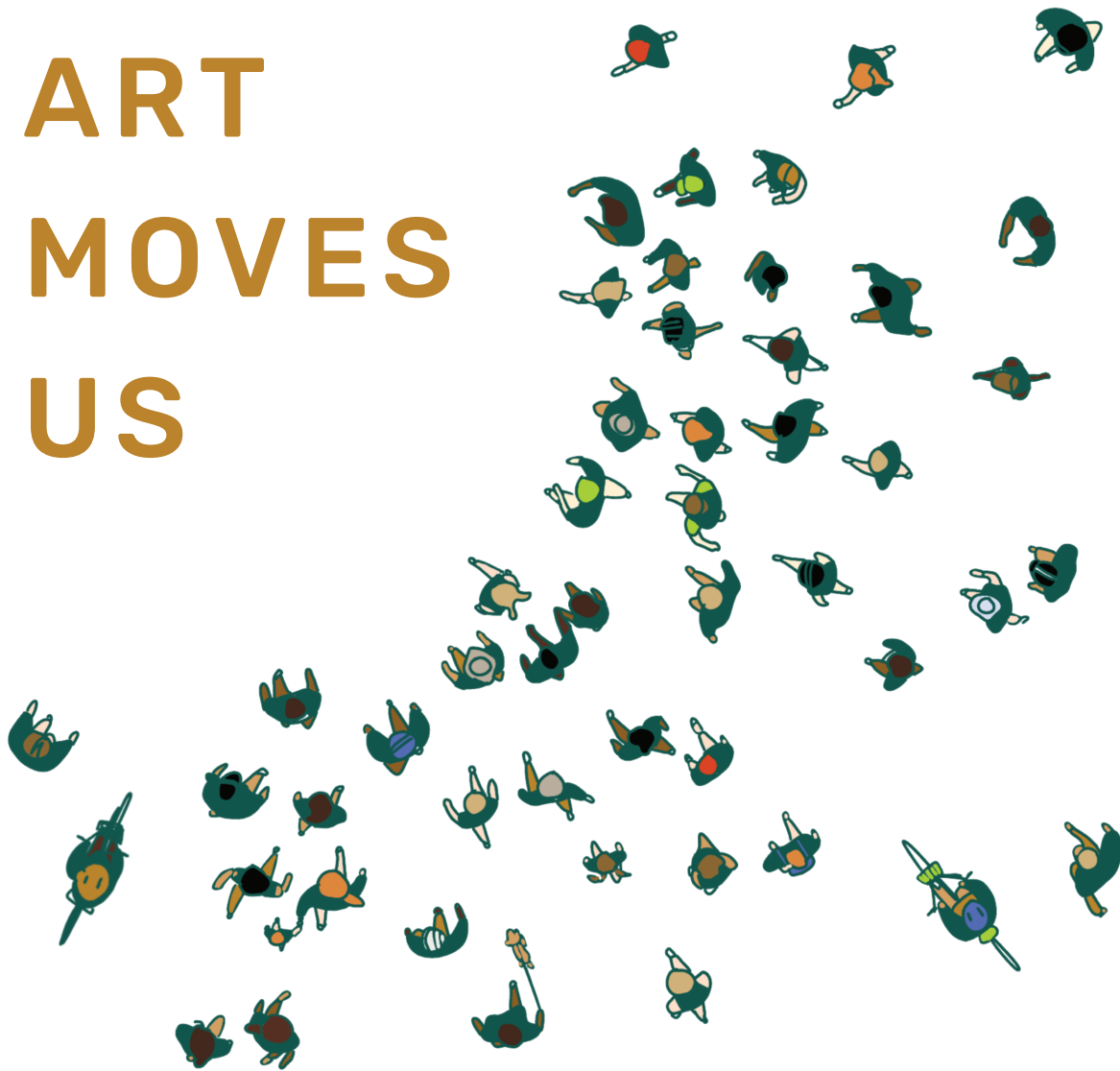
OWNERSHIP

The arts are a basic human right that has been practiced since even the beginning of our very existence. Public lands were designated because it was believed that everyone claimed ownership over the land through respect and preservation, rather than consumption.

ADVANCEMENT

The more we experience the world around us, the better we come to understand and recognize connections. These connections can be found through experiencing art and nature and can be utilized to make informed decisions, form new ideas, and contribute to our advancement as a whole.

ART MOVES US

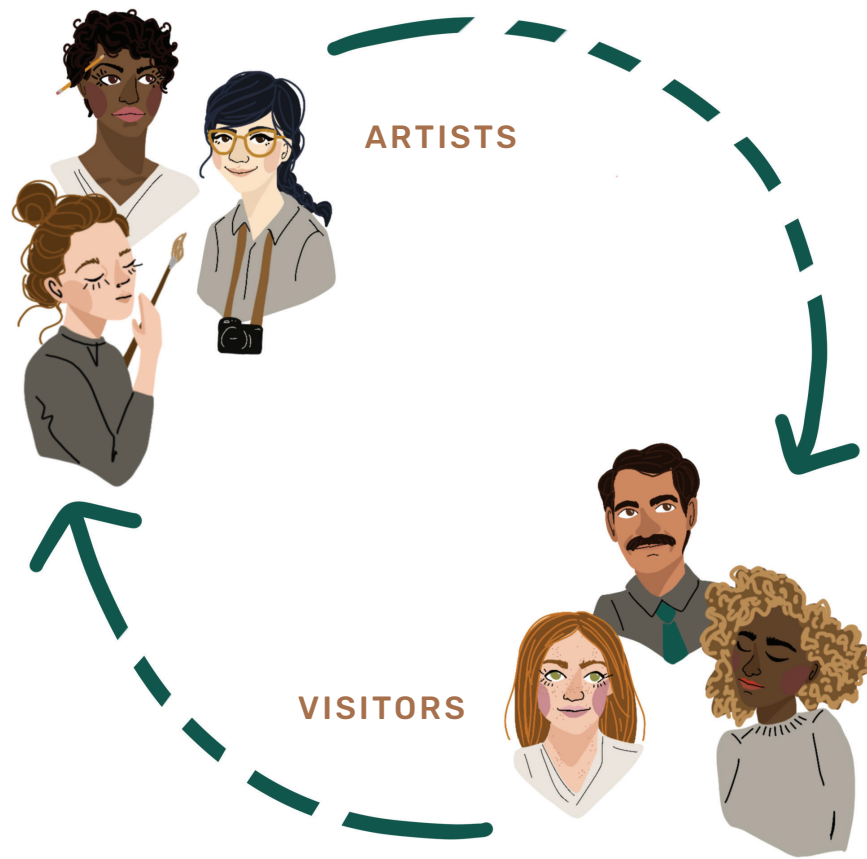


"Art is another human being's attempt to make sense of the world."

-Katy Kline

Art makes considerable and necessary contributions to the well-being of our communities. It is a powerful tool with which to engage communities in various levels of change. They are a means to public dialogue, contribute to the development of creative learning, create healthy communities capable of action, provide a powerful tool for society's mobilization and activism, and help build local community capacity and leadership.

The arts have been used throughout history to bring people together, convince them of ideas, and create communities and sense of belonging. Art gives us visual cues that evoke many emotional responses, which is why it is so effective in communication and persuasion. It reaches us at our core, bringing groups of people together by utilizing one specific trait or value that all of these otherwise vastly different people share.



ARTISTS IN RESIDENCY

Artists in the park do not have the space or resources to hold demonstrations or have public galleries and installations, making it hard to interact with park visitors and engage them in the arts.

YELLOWSTONE VISITORS

Visitors are not exposed or educated to the Artists in Residency program, and therefore have to seek out artists and experiences on their own, which is difficult and intimidating for visitors unfamiliar with the arts.

Artists-in-Residence for Yellowstone Forever live and work in Yellowstone and engage with the park visitors and gateway communities. They enjoy the opportunity to creatively explore the natural resources of one of America's most awe-inspiring landscapes and inspire the next generation of artists in and around Yellowstone National Park. Artists of all disciplines are included and encouraged to participate. In this way, we ensure that new art is being created, new perspectives are being made known.

ART HELPS PRESERVE WILD PLACES

“For the benefit and enjoyment of the people.”

Art makes considerable and necessary contributions to the well-being of our communities. It is a powerful tool with which to engage communities in various levels of change. They are a means to public dialogue, contribute to the development of creative learning, create healthy communities capable of action, provide a powerful tool for society's mobilization and activism, and help build local community capacity and leadership.

The arts have been used throughout history to bring people together, convince them of ideas, and create communities and sense of belonging. Art gives us visual cues that evoke many emotional responses, which is why it is so effective in communication and persuasion. It reaches us at our core, bringing groups of people together by utilizing one specific trait or value that all of these otherwise vastly different people share.



“The art of healing comes from nature, not from the physician and therefore, must start from nature, with an open mind.”

-Paracelsus

“The arts empower. The arts give a voice to the voiceless. The arts can help transform our communities.”

-Robert L. Lynch



ART BRINGS US TOGETHER

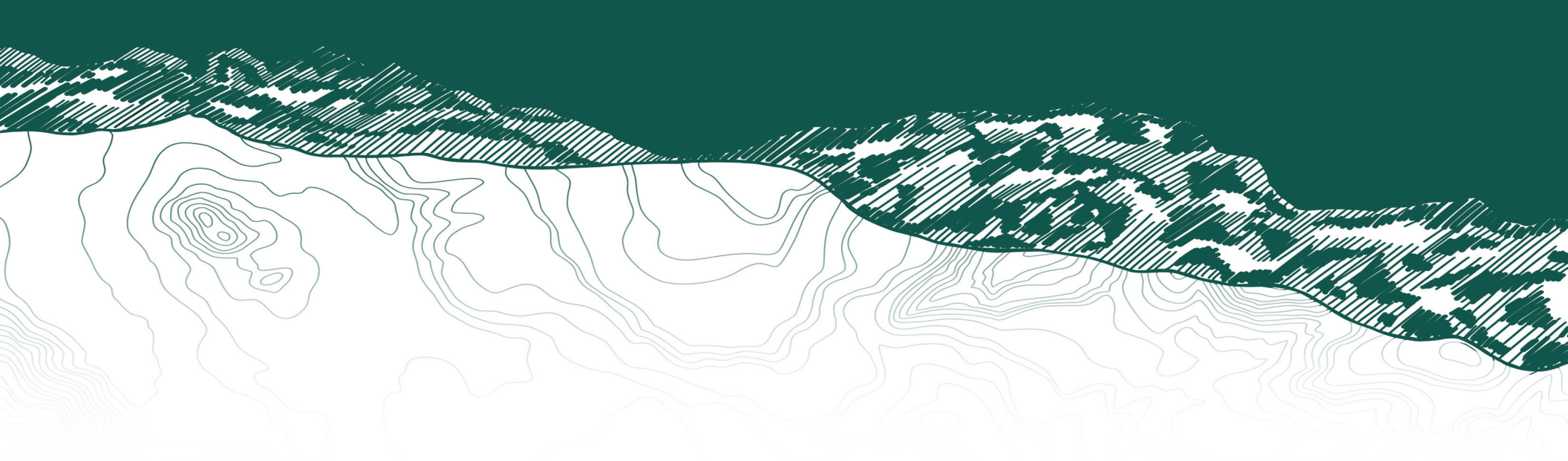
The National Parks and the arts draw more parallels than would initially be perceived. Art has always been founded in human expression, and human expression is often based in nature and our relationship to it. Similarly to the arts, nature helps us understand our place in the world and our proximity to these wild things and a bigger picture. Since 2012, interest in public displays and accessible art has increased by 19% and continues to rise. We live in an age of constant consumption and growing accessibility to media, ideas, and entertainment. National Parks were founded on the idea of accessibility and the basic human right to aesthetic pleasure, soul-enriching places and experiences. Why then, are we cutting public funding for arts education and public land preservation? Our society and government are slowly reverting back to our old way of thinking- that places and experiences are only valuable if we can consume them to receive greater economic gain and progress.

Where along the way did we lose our sense of place and value in emotional and spiritual achievement? When did our society shift to a body of consumers and destroyers? As a country, we have lost sight of the power behind our basic human instincts and the qualities that initially guaranteed our advancement and evolution over other species.

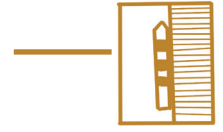
When we are in touch with our mental health as a whole, our society improves and is better off. The arts and nature work together to provide unique experiences that help shape our perspective, goals, and understanding of other people and the bigger picture that affects us all.

THE YELLOWSTONE CREATIVE

- exposing park visitors to the arts through prompted creative expression
- educating visitors about art's relationship to nature, humanity, and our own unique existences within and outside of the park



VISITOR ENTERS THE PARK



VISITOR RECEIVES GUIDEBOOK



IDENTIFY SITES ON THE MAP

REFLECT + INTERACT IN SKETCHBOOK



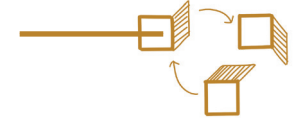
VISIT INSTALLATION / STUDIO SITES

SITE INTERACTION + CREATION



ARTISTS IN RESIDENCY HOLD DEMOS AND INSTALLATIONS

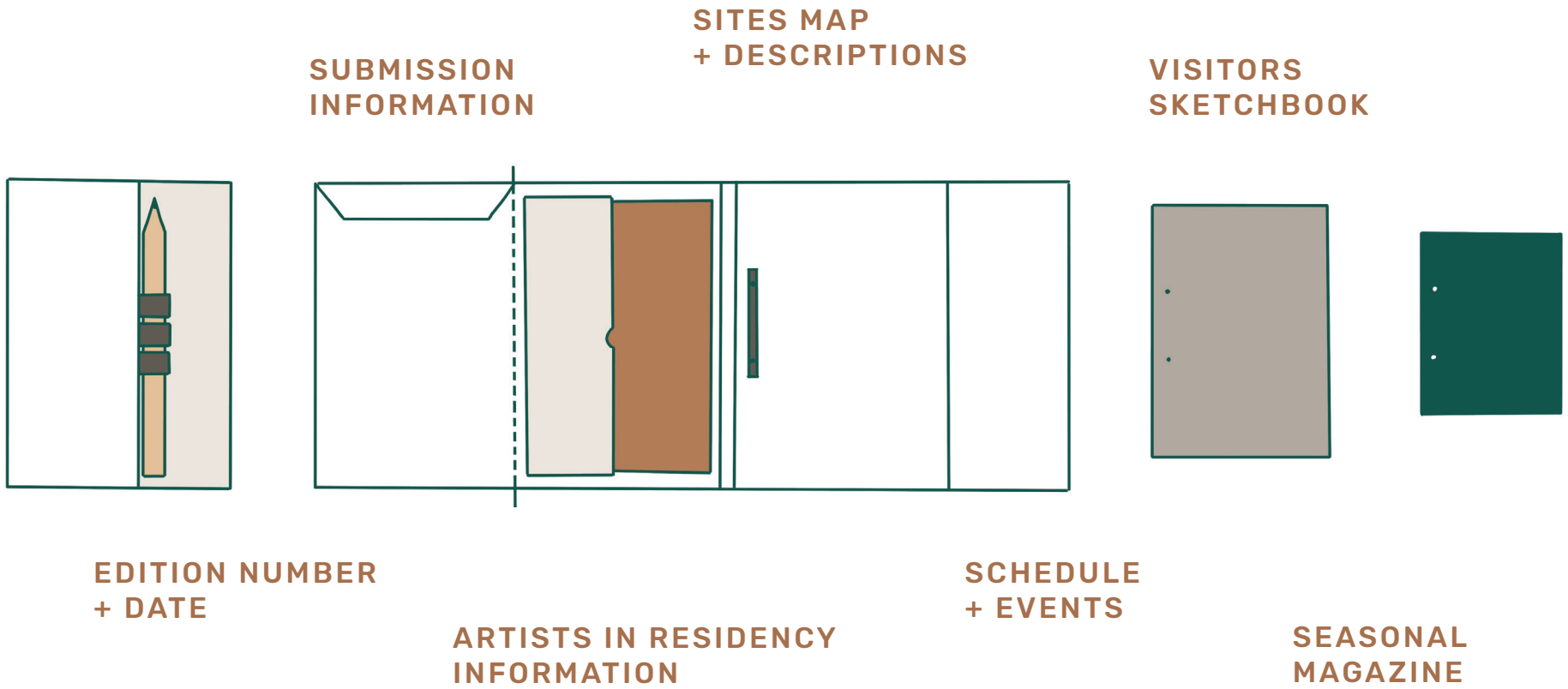
SUBMIT CREATIVE WORK AT DROP OFF POINTS



VISITOR RETURNS HOME

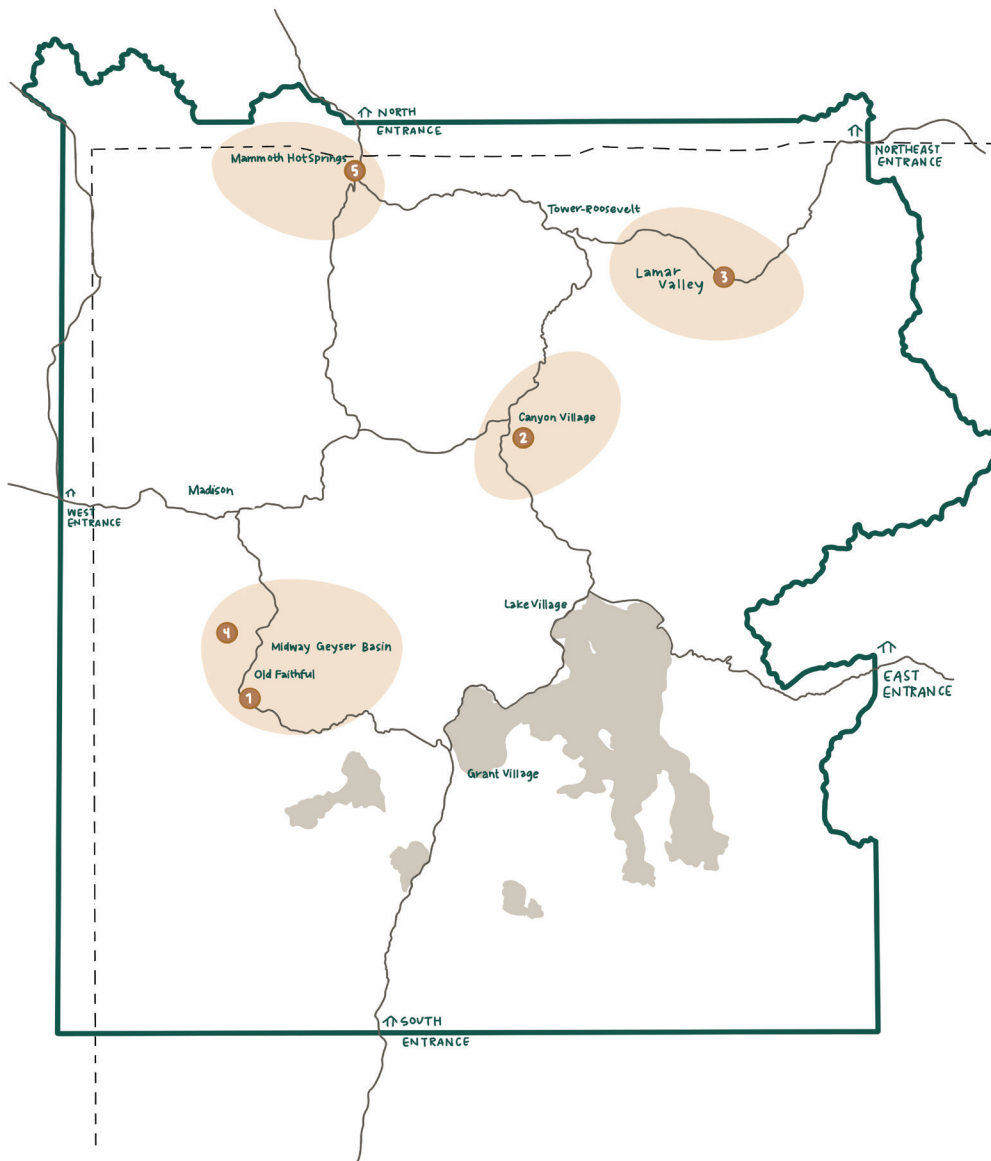
RECEIVES SEASONAL SUBSCRIPTION OF MAGAZINE

VISITOR INTERACTION TIMELINE



STUDIO SITES + INSTALLATIONS

Sites located near high-traffic attractions around the park that encourage creativity, expression, and collaboration through interactive installations, Artist in Residency demonstrations, and submission opportunities for visitors.



SITE #1

ART & PHOTOGRAPHY
CENTER

SITE #2

ARTIST POINT &
GRAND CANYON

SITE #3

YELLOWSTONE RIVER
PICNIC AREA

SITE #4

FAIRY FALLS &
IMPERIAL GEYSERS

SITE #5

MAMMOTH HOT
SPRINGS

GUIDEBOOK COMPONENTS

An overview and guide of the overall mission, components, and events that make up The Yellowstone Creative. To be used as the visitor's guide through the park and their journey of creative discovery and exploration.

CONNECT VISITORS WITH ARTISTS IN THE PARK + LIVE DEMONSTRATIONS

GIVES VISITORS SUPPLIES AND SPACE FOR CREATIVE EXPRESSION + OPPORTUNITY TO EXCHANGE WITH OTHER VISITORS

CREATIVITY SEASONAL MAGAZINE SUBMISSION INFORMATION

The Yellowstone Creative aims to introduce park visitors to a variety of creative outlets and build curiosity for one's own creative process. During your journey, you'll be prompted to document your own reflections and impressions of this magical place.

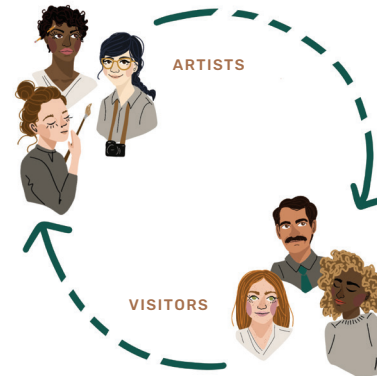
We encourage you to share some of your creations with us, so that it may be shared with future park visitors in order to spark imagination, draw connections, and represent the diverse voices, not only in Yellowstone National Park, but around the world.

Your submission also doubles as a subscription to receive a year's worth of our Creativity Seasonal Magazine, which shares a curated collection of the previous season's submissions from a wide variety of park visitors. Let their work inspire you in your day to day life and allow you to reflect on your own visit here.

1. INSERT SELECTED CREATIONS + PLACE IN ENVELOPE
2. SEAL ENVELOPE FLAP
3. FILL OUT NAME + RETURN ADDRESS INFORMATION ON FRONT OF ENVELOPE
4. TEAR ENVELOPE OUT OF GUIDEBOOK
5. DROP OFF ENVELOPE AT ANY SITE OR PARK ENTRANCE AS YOU LEAVE.

/tear along this edge / tear along this edge / tear along this edge / tear along this edge / tear along this edge

THE YELLOWSTONE CREATIVE STUDIO SITES + INSTALLATIONS



The Yellowstone Creative aims to strengthen the relationship between our very own artists in residency and our park visitors. Please refer to this season's schedule to get to know our artists and find out when events are occurring!

Want to sponsor an artist? Find out how to help at: www.theyellowstonecreative.org/donate

Artists-in-Residence for Yellowstone Forever live and work in Yellowstone and engage with park visitors and gateway communities. They will enjoy the opportunity to creatively explore the natural and cultural resources of one of America's most awe-inspiring landscapes—and inspire the next generation of artists in and around Yellowstone National Park.

Interested in becoming an artist in residency? Find details at: www.theyellowstonecreative.org/artists-in-residency

THE YELLOWSTONE CREATIVE

ARTISTS IN RESIDENCY 2019

PHYLLIS AND VICTOR MERRIAM
postdigital printmaking

ERIKA PERLOFF
plein air traditional pastels

AGNES MA
sculpture and ceramics

ANDREW STEIGER
wildlife multimedia pieces

SCHEDULE + EVENTS spring 2019

MARCH 3-6 / all day
Annual Yellowstone Plein Air Festival

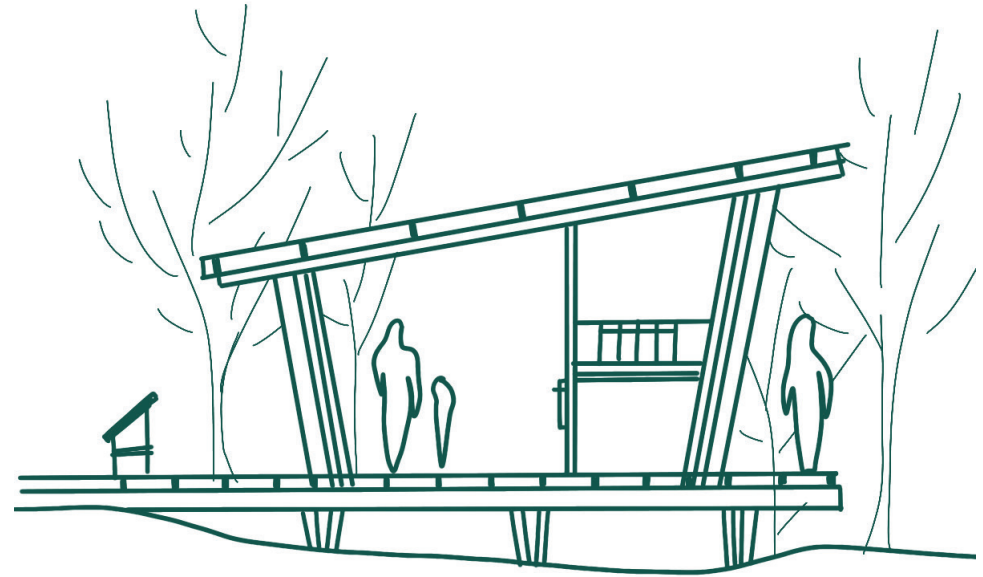
APRIL 4 / 2:00pm - 5:00pm
Agnes Ma live ceramics demonstration
at Site #4

MAY 19 / installation
Guest artist, Ai Wei Wei, installation
switch out at Site #1

MAY 31 / 6:00am - 9:00am
Early morning plein air demonstration
at Site #3

The Yellowstone sites located near high-traffic attractions around the park would give encourage creativity, expression, and collaboration through various interactive installations, potential Artist in Residency demonstrations, and submission opportunities for visitors.

POP-UP STUDIO SITES



SITE #3

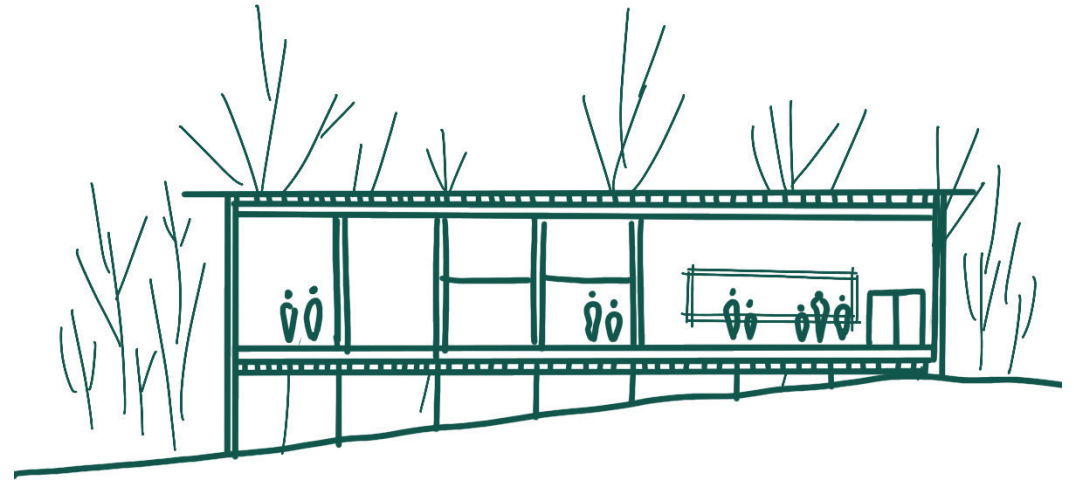


SITE #2



SITE #4

INSTALLATION SITES





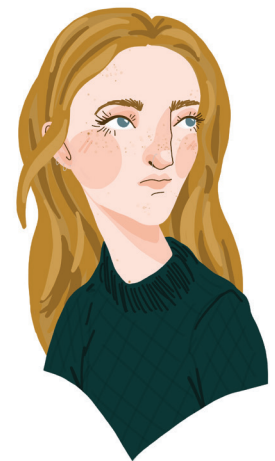
"Telling America's whole story, with all of its imperfections and beauty, is not only a gift to ourselves, but to future generations."

-Carolyn Finney

Kirtly Maxfield

des 3525 fall 2018

Yellowstone Forever Research Studio



- 1 "How Art Led to the Creation of Yellowstone National Park." Yellowstone National Park Lodges, 12 Sept. 2018, www.yellowstonenationalparklodges.com/connect/yellowstone-hot-spot/how-art-led-to-the-creation-of-yellowstone-national-park/. Jackson, William Henry.
- 2 "We Have a Painter to Thank for Yellowstone." A Guide to Kentucky's Mammoth Cave National Park, 27 Apr. 2016, www.nationalgeographic.com/magazine/2016/05/explore-thomas-moran-yellowstone-paintings/.
- 3 "National Park Service Treasured Landscapes: Art Collections Tell America's Stories." National Parks Service, U.S. Department of the Interior, www.nps.gov/museum/exhibits/landscape_art/american_west.html.
- 4 "Painting 1000 Words." National Parks Service, U.S. Department of the Interior, www.nps.gov/yell/learn/education/classrooms/painting.htm. Staff.
- 5 "The History of West Yellowstone." My Yellowstone Park, My Yellowstone Park, 19 Oct. 2013, www.yellowstonepark.com/park/the-history-of-west-yellowstone.
- 6 "Then and Now." National Parks Conservation Association, www.npca.org/articles/1157-then-and-now. VOA.
- 7 "Supporting National Parks Through the Arts." VOA, VOA, 13 July 2018, learningenglish.voanews.com/a/supporting-national-parks-through-the-arts/4460605.html.
- 8 "Be an Artist-in-Residence." National Parks Service, U.S. Department of the Interior, www.nps.gov/subjects/arts/air.htm.
- 9 Barnes, Susan B. "The National Park Service Celebrates Its 100th Anniversary." USA Today, Gannett Satellite Information Network, 25 Aug. 2016, www.usatoday.com/story/travel/experience/america/national-parks/2016/08/24/national-park-service-100-years-anniversary-centennial/89274734/.
- 10 Dauray, Mary Lou, and Mary Lou DaurayMary Lou Dauray. "Home." The Healing Power of ART ARTISTS, www.healing-power-of-art.org/artist-diane-burko-raises-awareness-about-climate-destruction/. Eliasson, Olafur, and Olafur Eliasson GmbH.
- 11 "Why Art Has the Power to Change the World." World Economic Forum, www.weforum.org/agenda/2016/01/why-art-has-the-power-to-change-the-world/. James Clear.
- 12 "Make More Art: The Health Benefits of Creativity." James Clear, 30 July 2018, jamesclear.com/make-more-art. McClimon, Timothy J.
- 13 "Changing The Mindset From Old Power To New Power In The Arts." Forbes, Forbes Magazine, 31 July 2018, www.forbes.com/sites/timothyjmclimon/2018/07/31/changing-the-mindset-from-old-power-to-new-power-in-the-arts/#65dfdf67215. Milillo, Patrice.
- 14 "Enhancing Life Through the Arts November 24, 2015." Creativity Is the Currency of the Future, 13 Apr. 2017, www.artispower.org/2015/enhancing-life-through-the-arts/. Milillo, Patrice.
- 15 "Cultivating Consciousness Through the Arts December 5, 2015." Creativity Is the Currency of the Future, 13 Apr. 2017, www.artispower.org/2015/cultivating-consciousness-through-the-arts/. Phillips, Renee, et al.
- 16 "Home." The Healing Power of ART ARTISTS, www.healing-power-of-art.org/positive-art-news-creativity-is-good-for-your-health/. Stuckey, Heather L., and Jeremy Nobel. Current Neurology and Neuroscience Reports., U.S. National Library of Medicine, Feb. 2010, www.ncbi.nlm.nih.gov/pmc/articles/PMC2804629/.