



PLEIN AIR PIANO PROJECT

A PROGRAM BY THE

york
ART
ASSOCIATION



ABOUT US YORK ART ASSOCIATION



mission statement:

To encourage and develop an interest in the visual arts; to provide opportunities for education through classroom instruction, workshops, lectures and publications; to support interaction within the community and to provide a venue for members and non-members to exhibit their work in a gallery setting.

about:

- Established in 1905, YAA is one of the oldest arts organizations in the country
- YAA stages 14 exhibitions each year, including seven major events in our main space the Nancy Woodward Gallery
- YAA maintains a mailing list of 1850, distributing our materials to our members and to other art and community venues in York County and beyond
- 1,500 - 2,000 visitors view our exhibits annually, including families, individuals, classes, and community groups
- 650 participants attended our classes, with skills levels from beginner to professional (data from 2019)
- Our 400 + members include both professional and non-professional artists as well as arts supporters and patrons
- We are a member driven organization with 125 volunteers contributing 3500 service hours annually
- YAA offers classes in a wide variety of art media and related subjects taught by professional artists
- York Art Association is classified as a non-profit 501(c)3 organization.





ABOUT PLEIN AIR PIANO PROJECT

The Plein Air Piano Project, was inspired by the French term "En plein air", for the act of painting outdoors. Plein Air Piano Project will feature custom-designed pianos displayed throughout the city at various different locations, accessible to the public 24/7.

The custom-designed and painted pianos will feature local York County artists throughout the city of York. This initiative's mission is to showcase our creative community, provide access to cultural assets, and to further build a sense of community among the public while raising awareness for visual arts and music education initiatives.

In 2024, we are aiming to introduce 10 pianos throughout the City of York from May until October. The pianos that are acquired are at the end of their lifespans, upcycled and given one more "hooray!" before being reused or if needed, properly disposed of.

ARTS IN THE COMMUNITY



Research by Social Impact of the Arts Project (SIAP) reviewed neighborhoods in New York and found that *“in lower-income neighborhoods, cultural resources are “significantly” linked to better health, schooling, and security. The research, which was controlled for economic wellbeing, race, and ethnicity, found the presence of cultural resources is associated with a 14% decrease in cases of child abuse and neglect, a 5% decrease in obesity, an 18% increase in kids scoring in the top stratum on English and math exam and a 18% decrease in the serious crime rate”*

Open Spaces

Create opportunities for public art, engagement, and community beautification.

Creative Community

Highlights YoCo's artistic community and promotes local artists

Increased Tourism

Entice more individuals to visit York. Increasing foot traffic in downtown and to businesses.

Public Art

These pianos will act as a public art installation in York City.

DESIGN APPROACHES

- YAA will coordinate and contract artists through a "call for art"
- Artists will select a sponsor organization's logo and mission and submit designs based on that logo. Organizations will provide a sentence or two to guide of the piano design
- A panel of community judges will be created to vet these designs
- Designs will then be curated and the artists will be selected and paired with the sponsoring organization

LOCATIONS (Subject to Change)

- 1.Appell Center for the Performing Arts
- 2.York County Community Foundation & Wolf Organization
- 3.Central Market
- 4.Penn Street Market
- 5.Gift Horse
- 6.Aviano's Corner Trattoria
- 7.Prince Street Cafe
- 8.Colonial Court House
- 9.Market Street Garage
- 10.King Street Garage



TIMELINE OF ACTIVITIES



February:

- Pianos are prepped for painting
- Sponsorships confirmed for 2024

March:

- Call for art opens to the public

April:

- Artists selection is complete; final designs are curated
- Painting begins by the selected artists
- Painting of the community piano

May:

- Pianos are set in their locations

June:

- Pianos are utilized for Make Music Day (June 21)

August:

- Pianos are utilized for York Arts Week/Yorkfest

SPONSORSHIP OPPORTUNITIES

\$10,000 Presenting Sponsor

As the top promotional partner of YAA's Plein Air Piano Project, our Presenting Sponsor will receive exclusive, integrated brand exposure at all 2024 Plein Air Piano Project events and top-level exposure in all marketing, advertising and PR promotions including traditional media, social, online and digital channels. Also, YAA will host an event for general community members to participate in the painting of the community piano.

\$3,000 Full Piano Sponsor/ Nonprofit Price \$2,000

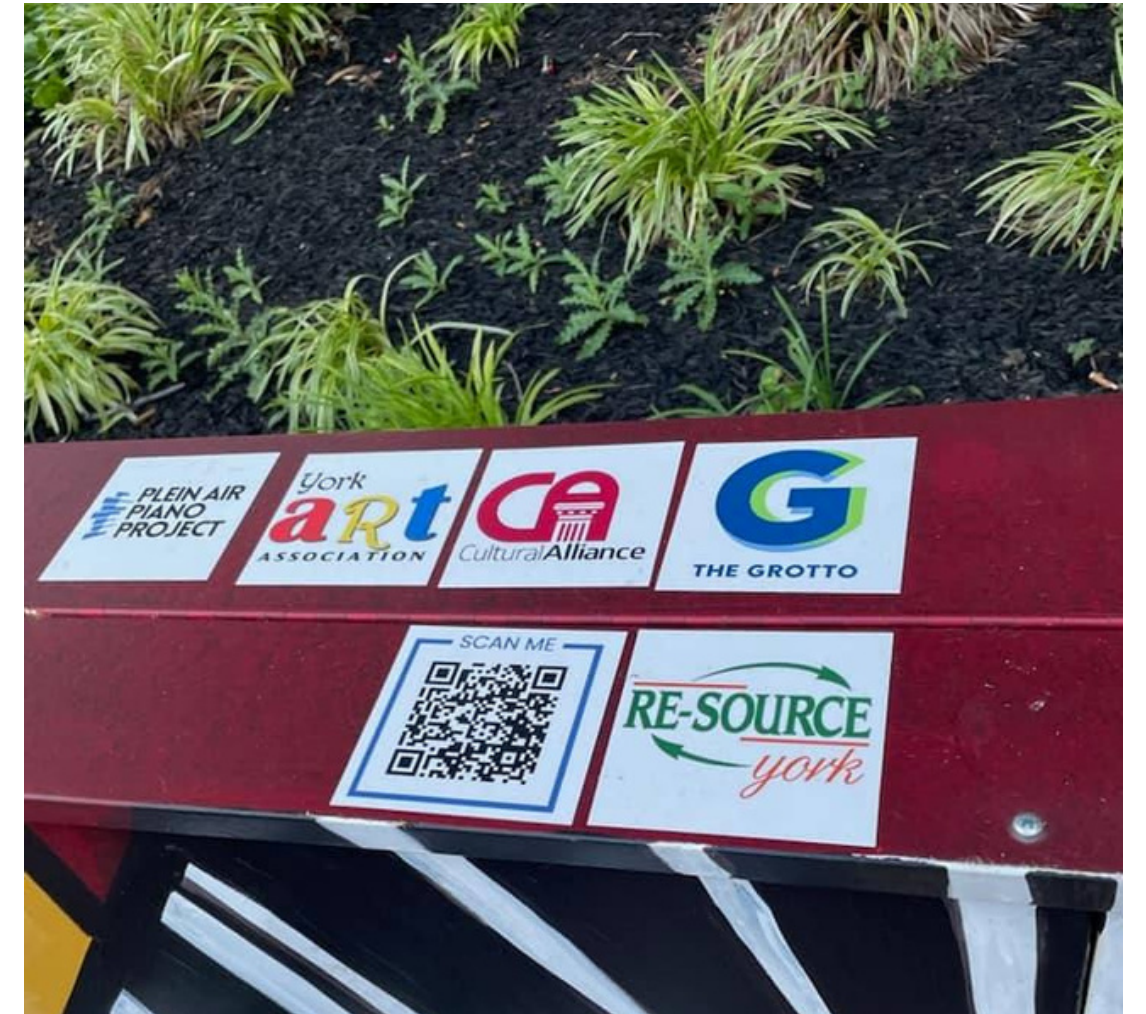
Full piano sponsors are exclusive sponsors of a piano location. YAA will make the arrangements on your behalf and create a design that incorporates your logo, colors and brand. In addition to owning one of a limited number of piano locations, Full Piano sponsors also receive integrated brand exposure in through campaign marketing and advertising and through social media and digital channels.

\$1,500 Half Piano Sponsor/ Nonprofit Price \$1,000

Half piano sponsors share a sponsorship of a summer piano location. Two sponsors are partnered together and their piano design will incorporate logos, colors and branding from each partner. Half Piano sponsors also receive integrated brand exposure in through campaign marketing and advertising and through social media and digital channels.

2023 STATISTICS

- Reached over 15,400 people through social media. This does not include reach from partner postings
- 300+ people engaged with Plein Air Piano Project post(s)
- Over 2,400 views on YAA webpages
- Covered on ABC27, YDR, WGAL and the York Dispatch
- Two mailings with sponsor info distributed to 1,800 people
- Information and sponsor info shared through YAA Friday Update Emails through May and October, each email reaching 2,300 people with a 60% open rate



"The York Art Association is a great organization to work with as an artist. In the past year they have noticeably upped their community outreach to encompass York City by making an effort to pair with other community organizations and provide public art installations throughout the city....I was happy to participate in their first year providing an outlet for community involvement when they took on the project of having local artists design pianos that were stationed throughout the city for anyone to play. The Art Association was easy to work with regarding schedule, provided materials and a space to work, provided a ton of media outlet publicity for the artists, and paid artists in a timely fashion. I would absolutely work with them again on future projects."

-Annelise Vuono, Muralist and Piano Project Artists

pledge form

thanks for supporting fine arts in York

Your generous contribution to our exhibitions support local and regional emerging and professional artists make visual art accessible to York County and beyond.

business name

sponsor level (presenting, full or half):

contact name

address

city

state

zip

email address

phone number

Make all checks out to the York Art Association and mail the directly to our address at **220 S. Marshall St. York PA, 17402.**

To request an invoice, please contact us by calling **717.755.0028.**



"I hope people come to play. I hope they love it just as much as I did when I was playing it. It's got a beautiful tone to it. I love it. I mean, it's great." said Ben N.

Contact Us!

Roth J. Preap, Executive Director

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