ARTQUAKE

COMMUNITY RESILIENCE TO EARTHQUAKES THROUGH LARGE-SCALE ART & ENGAGEMENT

ARTQUAKE COLLECTIVE

The ARTquake Collective proposes a large-scale interactive mural campaign targeting prominent and diverse places across the Puget Sound region. A goal of Artquake is to create a seismic cultural shift that fosters openness, enthusiasm and political will for ideas that reduce risk and build resilience to earthquakes. Large scale interactive murals focused on social vulnerabilities, structural fragilities, and seismic neglect will engage community and encourage dialogue about every day disaster issues. People making art together will simultaneously facilitate strengthening community connection and inciting greater depth and focus on the complex issues of earthquake risk reduction, disaster preparedness, and resilience.

INTERACTIVE ART + PLACE MAKING = COMMUNITY RESILIENCY

ARTquake will convene a creative collaboration of community members, local businesses, artists, place makers, planners, innovators, decision makers, and researchers. To maximize community resilience capacity, ARTquake must be inclusive of all people and perspectives.

The campaign will consist of 10+ community-based mural designs and events across the Puget Sound. To assure the projects have vested interest, the interactive murals and events will be co-created by each target community with process and events led by the Artquake Collective.

ABOUT THE ARTQUAKE COLLECTIVE

The campaign will be facilitated by the Artquake Collective, a team with experience engaging communities with ideation around mural design, civic engagement, and community capacity building. We use creative and vibrant imagery to celebrate the unique characteristics each community in Cascadia represents. Our art projects serve as the platform for city beautification and place making with community connection. This style of interactive engagement helps connect understanding to communities with less access.

MURALS ARE JUST THE BEGINNING OF A LARGER PUBLIC EDUCATION CAMPAIGN

THE CASCADIA FAULT

Murals will be branded by a collaboratively developed logo with catch phrases to build a recognizable identity around earthquake resilience and disaster preparedness. The logo and catch phrase will also provide a continuity of campaign imagery to connect the large-scale art of the campaign with other public awareness swag. The imagery is intended to generate attention in order to raise awareness about a weighty issue in a fun, creative way.

www.artquakecollective.com