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A Visually Exciting Cultural and Retail Thread for Mass Ave
IndyFringe Festival awarded a 2008 Fast Track Grant from the Indianapolis
Cultural Development Commission for Destination Mass Ave

IndyFringe, in collaboration with Mass Ave Merchants Association (MAMA) and Indianapolis Downtown Art Dealers Association (IDADA) has been awarded a grant of \$6800 specifically for the purchase of Feather Flag Poles which will create the Mass Ave "visual thread" during the IndyFringe festival, August 1 - August 31.

Mass Ave businesses have pooled their resources and contributed nearly \$3000 to the project. "Separately we have limited budgets and are only able to provide public relations and marketing on a small scale. This Fast Track grant and cash contribution to the project will allow us to market IndyFringe and Mass Ave to a large, more diverse audience that has proven it is willing to travel to arts events", explained Pauline Moffat, Executive Director of IndyFringe.

"Our aim is to draw visitors from Central Indiana and promote Mass Ave as a unique and colorful destination hosting an international theater festival in the heart of an eclectic mix of locally owned and operated bars and restaurants, retail boutiques, unique gifts, top-notch galleries and spas adjacent to Indianapolis' most beautiful and historic neighborhoods."

The 16' high sails will provide a simple, colorful way-finding resource to link the whole of Mass Ave and draw the eye and the tourist to explore all the way to the 800 block. The color coded Feather Flags will denote theatres, galleries and retail outlets. They will improve visibility for pedestrians and for auto traffic.

"This funding allows Fringe Fest to provide a distinct sense of place for those attending the festival", said Jenny Guimont, director for the Indianapolis Cultural Development Commission. Guimont added that the visual thread elements will enhance the already lively ambiance that Fringe Fest brings to the Mass Ave Cultural District.

Another visual element is canvass artworks in retail and commercial shop windows created by school and community groups including the School of Inquiry. Mass Ave will also play host to a colorful array of buskers who will create roving 'street theatre' experiences including mime, magic, music, dance and comedy.
