



**CONTACT:**

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**SEPTEMBER 9, 2016**

## **Pop Up Downtown 2016**

Pop Up Downtown is a yearly public-art series that installs original art works into storefront windows and unused spaces throughout Regina's downtown core. 2016 marks the project's fourth season and is presented in partnership between Regina Downtown Business Improvement District (RDBID) and the Creative City Centre (CCC).

Pop Up Downtown creates a dynamic, walkable, cultural experience in downtown Regina. The project encourages entrepreneurship and public engagement through artistic intervention. The continuing success of this initiative builds and strengthens existing partnerships between artists and the business community of Regina's downtown core. Pop Up Downtown aims to activate public space, enliven downtown and promote the arts in Saskatchewan. Pop Up Downtown works will be included on a map and audio-based walking tour, available to audiences throughout the duration of the installation.

**The thematic focus of this year's Pop Up Downtown is: *Walking - Bodies in Urban Space: The meditative and physiological impacts of the act of walking; the relationship between walking and thinking within an urban space; references to body within the language of architecture and the urban landscape; the subversive potential of bodies in public spaces; the social hierarchies of the urban landscape.***

Guided walking tour, project launch and reception will be taking place on the evening of **Saturday, September 17th**. Project curator and artists will be present to speak about the work, answer questions and have a walk through downtown Regina with whomever wants to join in!

**Project artists include:**

Laura Hale — [www.laurahale.net](http://www.laurahale.net)  
Belinda Harrow — [www.belindaharrow.com](http://www.belindaharrow.com)  
Eric Hill  
Jeff Meldrum  
Keith Moulding  
Zoe Schneider — [www.zoeschneider.net](http://www.zoeschneider.net)  
Janet Wang — [www.janetwang.com](http://www.janetwang.com)  
Workparty — [www.workparty.work](http://www.workparty.work)

**Walking tour:**

7pm Meet @ Salt Studio — #160-2002 Victoria Ave (ground level of Avord tower, next to Atlantis Coffee)  
Tour will last approximately 1.5 hours and will end at the Creative City Centre.  
Free, all ages, accessible

**Reception/After Party:** 9pm — Creative City Centre - 1843 Hamilton St.

Free, all ages, non-accessible

**Reception to feature music by:**

Natural Sympathies: [naturalsympathies.bandcamp.com](http://naturalsympathies.bandcamp.com)  
The Garry's: [thegarrys.bandcamp.com](http://thegarrys.bandcamp.com)  
DJ Sid

