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# THE SAN DIEGO VISUAL ARTS NETWORK

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**The Looking Glass Project: Fusing the energies of Art and Business to promote understanding and new ways to view the world.**

The Looking Glass Project is a very unique way to shine more light on the visual artists of San Diego. We will be involving corporations with glass windows on major thoroughfares using new technologies to project moving images in our **Looking Glass** presentations.

Collaborations between the cultural community and the business community that creates visual place making opportunities is one of our goals. We will be using state of the art equipment including projectors, installation tripods, special film projection surfaces, and timers. Over 50 artists including students will be contributing their creativity for a yearly rotating visual exhibition slide shows in a number of venues which changes monthly. We are hoping to extend this project in future years, when successful, with little cost and low matching funds.

This is public art project for corporations with low cost and enormous variety. It is minimally invasive physically, easy to install and infinitely programmable. We have investigated the legality of moving images near freeways and main streets, and are pinpointing locations, negotiating installations and showings, programming and curating selections, creating PR and social networking campaigns and finally documenting this project for leveraging purposes.

This is a joint project between the non-profit **San Diego Visual Arts Network (SDVAN)** [www.SDVAN.net](http://www.SDVAN.net) and **North County Art Network (NCAN)** [www.sdncan.org](http://www.sdncan.org)

**SDVAN** is database of information produced to improve the clarity, accuracy and sophistication of disclosure about San Diego's artistic and cultural life and which is dedicated to reinforcing the idea that the visual arts are a necessary and vital part of the health of our city. We list 2500 visual arts resources and in the last 13 years over 10,000 events on our calendar which is county wide. The San Diego Art Prize, a project of SDVAN, is in its tenth year and award artist of excellence with a cash prize and showing opportunities.

**NCAN** is on the move to develop an innovative vision, plan, and collaborative effort to strengthen the arts in North County and the Greater San Diego region. NCAN invigorates the arts community, enhances quality of life, and encourages prosperity in our region. By using the power of collective impact, they are leveraging the creative community in the North County San Diego region to maximize support for the arts.

We aim with the **Looking Glass** project to enhance the viewing public's perception of creativity and its role in our lives as thriving, positive, empowered and fun. We also encourage appreciation of excellence in the fields of art and its associated prestige for the business community.

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