



News Release

Contact: Rex A. Van Zant
317-232-1273 (voice)
317-232-5595 (fax)
rvanzant@iac.IN.gov

Date: July 21, 2010

Release: Immediate

Carmel Arts & Design Cultural District to host July 24 public celebration of State certification

(Indianapolis, Indiana) – The Indiana Arts Commission (IAC) and Carmel Arts & Design Cultural District today announced plans for an official public celebration of the community's designation as a state-certified cultural district.

Carmel Arts & Design Cultural District will host the official public launch of the program at 6:00 p.m. (EDT) on Saturday, July 24 during the community's Rock the District festival. The ceremony will take place on the Indiana Live Stage immediately prior to the 6:30 performance by The Renegades.

Carmel Mayor Jim Brainard will read a proclamation from Governor Mitch Daniels. State legislators and other community leaders are also expected to take part in the celebration. Representing the IAC at the event will be Commissioner Linda Goad of Carmel.

"The community of Carmel has embraced the spirit of the Cultural District initiative by making this public event part of their Rock the District festival," said Lewis C. Ricci, executive director of the Indiana Arts Commission. "The Cultural District designation can be a useful tool in marketing and promoting the communities as creative, energetic, and desirable places to live and work."

The Carmel Arts & Design Cultural District was among three named early this year as official state-certified Cultural Districts under a non-funded initiative passed by the Indiana General Assembly in 2008. The other communities selected during the inaugural certification were Bloomington Entertainment and Arts District (BEAD) and the Tippecanoe Arts and Cultural District in Lafayette and West Lafayette. Bloomington is expected to hold a public ceremony later this summer. Tippecanoe Arts and Cultural District held an official public celebration June 19.

(more)

Indiana Arts Commission

100 N. Senate Ave., Rm. N505

Indianapolis, IN 46204

"We are honored to be designated as a Cultural District by the Indiana Arts Commission. This symbolizes the state's support for arts and culture in our community. The arts are a proven economic development generator for communities and the redevelopment of our Arts & Design District has already brought millions in private investment. Carmel is committed to providing a high quality of life for our residents and the creation of a vibrant Arts & Design District plays a big role in accomplishing that goal," said Mayor Jim Brainard.

Indiana's cultural district development program was initiated in 2008 by legislation authorizing the IAC to develop criteria and certification process. The goal of the program is to provide communities of all sizes with a tool for marketing, promoting and potentially leveraging resources through various partnerships centered on the arts, culture and quality of life.

For more information about the Cultural Districts project, visit the IAC website at www.in.gov/arts.

On behalf of the people of Indiana, the Indiana Arts Commission advocates engagement with the arts to enrich the quality of individual and community life.

###



Indiana Arts Commission

100 N. Senate Ave., Rm. N505

Indianapolis, IN 46204