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## City of Little Rock Unveils Creative Corridor Logo

Logo Announcement Kicks Off Public Art Competition

LITTLE ROCK, Ark. (April 21, 2015) – The City of Little Rock unveiled today the Main Street Creative Corridor logo and social media sites. Located on Main Street, the Creative Corridor is an area where arts and culture will anchor a vibrant, mixed-use place in the center of the capital city's downtown.

The logo was selected by art groups who will eventually relocate to Main Street, in collaboration with representatives from the city. The new logo will be used on all promotional materials for the Creative Corridor.

The Creative Corridor now has a social media presence on the following networks:

Facebook: CreativeCorridorLittleRock
Instagram: @MainStreetLR
Twitter: @MainStreetLR
Hashtag: #creativecorridorLR

A Creative Corridor website was also launched at creativecorridorlittlerock.wordpress.com.

"Little Rock's Creative Corridor is revitalizing Main Street one block at a time, stimulated by the arts rather than a traditional retail base," said Little Rock Mayor Mark Stodola. "The Creative Corridor is rapidly becoming a mixed-use, work-live environment that is sensitive to the historical context of Main Street, while at the same time celebrating the amazing art organizations that are assembling along the area."

As one of the art initiatives of the Creative Corridor, the City of Little Rock is soliciting designers for a large-scale banner art competition. Two full-color, large rectangular banner designs will be selected. The winning designs will be installed vertically on the parking deck located in the 200 block of Main Street. Each winning design will be awarded a $1,000 cash prize. The deadline for submissions is noon on May 18, 2015. For more information on how to submit a design visit creativecorridorlittlerock.wordpress.com/art-competitions/.

**About the Creative Corridor**

Initial Planning and design for the Creative Corridor was funded by a 2011 Our Town grant from the National Endowment for the Arts. The plan, created by the University of Arkansas Community Design Center and Marlon Blackwell Architects, has received awards from the American Institute of Architects and The American Society of Landscape Architects, among many others.

Certain blocks on Main Street are in the process of being reconstructed to include low-impact development streetscapes with funding provided by a grant from the Arkansas Natural Resources Commission. Once completed, the Corridor will include rain gardens, porous pavers, bioswales, and other techniques to improve water quality.

An increasing number of public, private and nonprofit groups have already invested in Main Street in recent years. Funding for a wide variety of art and lighting installations for the Corridor is being provided by ArtPlace America and the Educational Foundation of America.

For more information, please contact the City of Little Rock Grants Division at 501-371-4867.