

**For Immediate Release**

**May 3, 2024**

**Cultivate Announces Launch of 'The Artist's Way Project' in Grand Rapids, Michigan**

Grand Rapids, MI — Cultivate is excited to introduce 'The Artist's Way Project', a dynamic 12-week program designed to foster community engagement and artistic creativity.

Inspired by Julia Cameron's influential book, the project will feature 12 artists leading a series of interdisciplinary art workshops and guerilla art initiatives. These activities aim to transform public spaces and invite widespread participation in the arts, encompassing contemporary dance, performative conceptual work, polaroid lifts, community cyanotype printing, art therapy, and more.

Mallory Shotwell, Director of Cultivate, states, "The launch of 'The Artist's Way Project' represents a thrilling opportunity to merge personal creative discovery with communal artistic engagement. This series is more than just workshops and installations; it's about redefining the interaction between art and community life in Grand Rapids. We're dedicated to pushing the boundaries of conventional art, making it an essential and ongoing part of our city's daily fabric. We're committed to sparking conversations and fostering understanding across our diverse communities through the transformative power of art."

The project highlights inclusivity and champions the exploration of new artistic territories. For more details on how to get involved or to participate, please visit our website - <https://www.cultivategrandrapids.org/artists-way-project> or contact Mallory Shotwell at [hello@cultivategrandrapids.org](mailto:hello@cultivategrandrapids.org).

**Selected Artist Profiles:**

- Kelsey Lee, a renowned dancer and choreographer known for integrating psychological insights into her performances.

- Danielle C. Wyckoff, Associate Professor at Kendall College of Art and Design, brings her expertise in printmaking and interdisciplinary art, exploring themes of connection and belonging.
- Sarah Marentette, an art therapist, focuses on the therapeutic powers of journaling and artistic expression.
- Deos Dance Company, known for making contemporary ballet accessible and relatable, emphasizes diversity, wellness, and empathy.
- Drue McPherson delves into the intersection of architectural design and social identity, prioritizing inclusivity and representation.
- Dani F. Hughes captures compelling stories through photography, focusing on environmental resilience and social issues.

### **How to Get Involved:**

The community is invited to participate in free, drop-in workshops or support the project as volunteers or sponsors. Active involvement is encouraged to fully experience the transformative impact of the arts.

### **FAQs:**

- Participation Requirements: Open to everyone, no prerequisites required.
- Scope of Workshops and Installations: Wide range of artistic disciplines, suitable for novices and seasoned artists; installations will interact with urban spaces across Grand Rapids.
- Community Involvement: Opportunities include attending workshops, volunteering, and engaging in speaker series discussions about art and creativity.

### **About Cultivate:**

Cultivate is an artist-run arts organization based in Grand Rapids, Michigan, offering a contemporary art gallery, fine art education, and an artist resource center. We aim to create a vibrant artistic community where exploration, learning, and connections flourish.