



CONTACT:
Shaina Brassard
Marketing and Communications Manager
West Broadway Business and Area Coalition
shaina@westbroadway.org
612-353-5178

MEDIA RELEASE

10th Anniversary FLOW Northside Arts Crawl is Thursday, July 23, Friday, July 24 and Saturday, July 25, 2015

[The West Broadway Business and Area Coalition](#) invites the Twin Cities to celebrate the arts in North Minneapolis the last weekend in July

Wednesday, June 17, 2015. Minneapolis, MN. FLOW Northside Arts Crawl 2015 kicks off Thursday, July 23rd with a return to Plymouth Ave for a block party between Russell and Sheridan Avenues. Friday, July 24th is an evening of preview events, gallery receptions and public performances. The main event is Saturday, July 25th, an exciting day of indoor and outdoor activities along West Broadway from the Mississippi River to Penn Ave and on N 2nd St from 16th to 24th Streets. FLOW expects to draw a crowd of 10,000 community members, art enthusiasts, neighbors and families for its 10th anniversary weekend.

ABOUT FLOW Northside Arts Crawl

For nearly a decade FLOW's mission has been to shine a light on the Northside community through the arts. Initially imagined as a small studio crawl with 20 artists and 6 sites for the PEACE Foundation, FLOW has grown and been shaped by the community to include over 300 artists from a variety of genres at 25 different studios, galleries, theaters, commercial and indoor and outdoor vacant spaces. Attendance has grown from 1000 in 2006 to 7,000 in 2014. FLOW highlights the diversity of assets in the Northside, and is grounded in the authentic and diverse partnerships between artists, arts organizations, businesses, nonprofit organizations and residents. Partners collaborate to showcase their ongoing work and to educate the broader public about the artistic, business, and cultural assets of North Minneapolis and the ongoing revitalization of the West Broadway corridor.

2015 Highlights

- KMOJ Stage at North Field, headlined by [Kool Moe Dee](#) and [Roxanne Shanté](#)
- Four Special 10th Anniversary Curated Exhibitions, including a FLOW Photography Retrospective
- Northside Achievement Zone (NAZ) Kid Zone featuring a stage and artmaking activities for the whole family
- FLOW Pop Up Dinner, celebrating Northside artists and growers with [Dinner on the Farm](#), [Appetite for Change](#) and [Breaking Bread Cafe](#)

- West Broadway Farmers Market, celebrating 5 years, open Friday and Saturday as a Food and Arts Market
- Northside Economic Opportunity Network (NEON) Fashion Show and Pop-Up Clothing Boutique

West Broadway’s Increasing Vitality

The route of FLOW is dotted with thriving enterprises that were formerly vacant spaces or lots that served as pop-up art galleries, outdoor stages or public art installations during past FLOWs.

Supporting vitality corridor-wide, the [West Broadway Improvement District](#) (WBID), also self-managed by the WBC, began operations in January 2015 and uses the arts as an important tool. In July, the WBID will install artist-designed branded street banners along West Broadway.

Notable Properties

Broadway Flats retail and housing development under construction on the tornado stricken site of The Bean Scene at Penn & Broadway, 2220 West Broadway

Five Points Building now home to the Northside Achievement Zone and KMOJ radio in the former Delisi Building on the corner of Penn & Broadway

[Capri Theater](#)’s ongoing Renaissance and future expansion, 2027 W. Broadway

[CommonBond’s West Broadway Crescent](#), 54-unit apartment building with landscape design by Juxtaposition Arts youth, was formerly the site of the KMOJ stage. 2000 West Broadway

[Breaking Bread Cafe](#), newly opened restaurant by Appetite for Change, 1220 West Broadway

Avenue Eatery, cafe and sandwich shop that is the heart of the Northside, 1101 Building

[Emerge Career & Technology Center](#), former historic North Branch Library, now rehabilitated as a community and workforce development center, 1834 Emerson Ave. N

[Bully Creative Documentary](#), “We Are the Northside” featuring resident and business owners’ stories of the historic 900 West Broadway block, which suffered a devastating fire this spring

FLOW Northside Arts Crawl 2015

www.flownorthside.org

Thursday, July 23rd (Plymouth Cluster)

Friday, July 24th

Saturday, July 25th

West Broadway from N 2nd St to Penn Ave N

Minneapolis, MN 55411

Since 2006, FLOW Northside Arts Crawl has become both a community celebration and premier art event in North Minneapolis. FLOW is a non-juried, self-guided tour of studios, galleries, theaters, commercial and vacant spaces over a mile and half of the West Broadway corridor. From b-boys to ballet, graffiti to graphite, rap to rhapsody, fine artist to artisan, practicing to professional, FLOW showcases the great art being made every day on the Northside. FLOW is a program of the West Broadway Business and Area Coalition.

www.flownorthside.org