



For Immediate Release

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LOUISVILLE DOWNTOWN PARTNERSHIP CELEBRATES THE FIRST 100 ALLEY GALLERY DOORS
Innovative program showcases local art throughout Downtown

(May 8, 2018 Louisville, KY)—Just one year after its launch, the Louisville Downtown Partnership (LDP) celebrated the “Alley Gallery First 100” today in the Henry Clay Parking garage. Local artists, sponsors and dignitaries applauded the innovative Alley Gallery program which repurposes alley and back-of-the-building metal doors into an outdoor gallery featuring the work of local artists. “There are more than 300 service doors within the Central Business District that qualify for the program,” said Rebecca Matheny, Executive Director of LDP. “We are so proud of the many sponsors and artists who have enthusiastically embraced Alley Gallery and have made it a huge success. Our Downtown has been transformed by their support of this project.”

To date, 103 doors have been covered with art from 59 local artists. More than \$32,000 has been distributed to local artists for the use of their artwork. Nineteen sponsors, many of whom have underwritten multiple doors, include PARC, Fourth Street Live!, Riverside Parking, Marriott Downtown, Louisville Convention and Visitors Bureau, Hyatt Regency, Mulloy Commercial Real Estate, Hardscuffle Inc., Louisville Water Company, and Congressman John and Cathy Yarmuth.

“This program rejuvenates forgotten places within our Downtown and allows us to showcase hidden treasures created by our talented local artists,” Matheny added. The Alley Gallery initiative has worked so well that it has also expanded to include some restaurant air vents and even walls larger than doors. “We have limitless options to enhance the Downtown aesthetic thanks to the generosity of our Downtown stakeholders and the extraordinarily gifted artist community we have in Louisville,” Matheny added.

Local artists are invited to submit existing work to be included in a drop box catalog from which sponsors may choose pieces to be reproduced in vinyl and installed on their property's doors. An interactive online map, with a link from the LDP website, will enable the public to tour the installations. LDP's website address is: louisvilledowntown.org

Anyone interested in becoming a sponsor or a contributing artists may download packets from the LDP website.

LDP drives economic growth in Downtown and adjacent central-city neighborhoods for the benefit of the entire region, as well as oversees multiple on-street enhancements that help establish Downtown Louisville's distinctive character and widespread appeal. LDP believes the economic engine of any great city starts with a strong Downtown. For more information, go to: louisvilledowntown.org. LDP can be contacted at 556 S. Fourth Street; Louisville, KY 40202; (502)584-6000.