



Washoe ArTrail



The Washoe ArTrail is a public participatory experience along a 200 mile route through Washoe County that celebrates cultural, historic and artistic landmarks.



Vision



Why develop an ArTrail?

- Economic Development
- Strengthen Community
- Celebrate Unique Washoe County
- Build on Arts Culture

Washoe County



How it came together



- NEA Our Town grant opportunity
- Burning Man partnership
- County support & commitment
- Partners' support & commitment



With a little help ...



- Burning Man Project
- One Truckee River
- City of Reno
- City of Sparks
- Pyramid Lake Paiute Tribe
- Nevada Museum of Art
- Reno Sparks Indian Colony
- Gerlach General Improvement District





Project Components



- New Public Art
- Existing sites along the route
- Washoe ArTrail APP
- Community Engagement (Story Circles)
- Site content-history, legends, pictures...
- Signage



New Art Crystal Peak





New Art Crystal Peak





New Art Crystal Peak





New Art Gerlach





New Art Gerlach





New Art Gerlach





Art, Culture, Historic





Art, Culture, Historic





The APP



Location
based
gamified
interactive
experience

see-ojoo.com

Interactive maps



Tease visitors with images,
video and audio clips

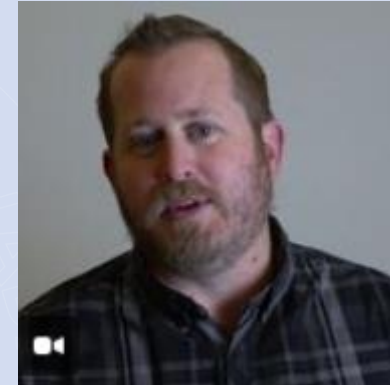
Treasure hunts



Unravel digital stories full
of exciting challenges



Story Circles



Gerlach
Pyramid
Sparks
Reno
Verdi





Timeline



Application Submitted	September 2016
Grant Award	August 2017
Artist Selection Process	October 2017 – March 2018
ArTrail Sites Selections	January – August 2018
Story Circles	February – May 2018
APP Development	August 2018 – April 2019
Crystal Peak Art	September – October 2018
Signage	March – May 2019
Gerlach Art	April – May 2019
Opening Event	June 2019





The Project Team



Gabrielle Enfield – OCM

Mojra Hauenstein – CSD

Megan Sizelove—CSD

Moni Fox—TS

Christine Quednau—TS

Jason Bogal—TS

Nancy Leuenhagen—OCM

Amy Ventetuolo—OCM

Josh Andreasen—OCM

Tami Cummings—OCM

Sarah Tone— OCM

Trevor Lloyd—CSD

Christopher Bronczyk—CSD

Colleen Wallace-Barnum—CSD



Project Impact



What impact will the Washoe ArTrail have?