

ART ON THEMART SOCIAL MEDIA TOOLKIT

Spring 2019

Hashtags to use across all platforms:

#ArtontheMART #theMART

Link to Shareable Images: bit.ly/AOTMspring2019

FACEBOOK

Facebook pages to follow and tag:

- Art on theMART: [@artonthemart](https://www.facebook.com/artonthemart)
- TheMART: [@TheMARTChicago](https://www.facebook.com/TheMARTChicago)
- Ouchhh: [@Ouchhh.tv](https://www.facebook.com/Ouchhh.tv)

Suggested Posts:

- **Art on theMART** is joining the city in celebration of the 2019 Year of Chicago Theatre! This spring, a multi-part projection piece capturing seven significant Chicago theater artists by renowned lighting designer John Boesche will illuminate theMART. Coming this June, Art on theMART will introduce a collaboration piece between scenic designer John Musial and Lucky Plush Artistic Director Julia Rhoads. Visit artonthemart.com for more info. **#artonthemART**
- This season, **Art on theMART** is celebrating the 2019 Year of Chicago Theatre! The spring program features work by acclaimed lighting designer John Boesche titled 7 soliloquies; a multi-part projection piece that features prominent composers, sound and scenic designers, puppeteers and visual artists. For more information, visit artonthemart.com **#artonthemART**
- **Art on theMART** is back! This season includes projections by renowned lighting designer John Boesche, along with a new work by Istanbul-based video mapping group [@Ouchhh.tv](https://www.facebook.com/Ouchhh.tv) Studios. The piece uses data gathered from musical compositions by famed Chicago-based jazz musicians to create a real-time visual experience. Projections begin approx. fifteen minutes after sunset. **#artonthemART**
- Don't just witness **Art on theMART**, be immersed in it! The largest permanent digital art projection is back, and to accompany the new program, there will be exclusive audio content that corresponds with the projections on ArtontheMART.com. Bring your headphones, and see **#artonthemART** Wednesday to Sunday beginning about 15 minutes after sunset.

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INSTAGRAM

Instagram handles to follow and tag:

- Art on theMART: [@artonthemart](#)
- TheMART: [@TheMARTChicago](#)
- Ouchhh: [@ouchhh](#)

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TWITTER

Twitter handles to follow and tag:

- Art on theMART: [@artonthemart](#)
- TheMART: [@TheMARTChicago](#)
- Ouchhh: [@hello_ouchhh](#)

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- **Art on theMART** is celebrating the 2019 Year of Chicago Theatre! Projections include a multi-part work by lighting designer John Boesche. It will be joined by a collaboration between scenic designer John Musial and Lucky Plush Artistic Director Julia Rhoads, coming in June.
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- **Art on theMART** is back! This season includes projections by video mapping group [@hello_Ouchhh](#). The piece uses data gathered from musical compositions by famed Chicago-based jazz musicians to create a real-time visual experience. Projections begin approx. 15 minutes after sunset.
- Don't just witness **Art on theMART**, be immersed in it! To accompany the new program, there will be exclusive audio content that corresponds with the projections on [ArtontheMART.com](#). Bring your headphones, and see [#artonthemART](#) Wed-Sun beginning about 15 minutes after sunset.

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Additional Key Facts:

- Projection displays last 2 hours, beginning about 15 minutes after sunset, Wednesday – Sunday, beginning March 13, 2019.
- Best viewed on The Chicago Riverwalk between Wells and Lake St.
- Art on theMART will feature no advertisements or corporate branding.
- The City of Chicago and theMART will work in partnership to manage and curate the projected artwork over the course of a 30-year agreement.