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FOR IMMEDIATE RELEASE

MEMBERS OF DOWNTOWN SAINT PAUL'S "4TH STREET MARKET DISTRICT"
COMMUNITY LAUNCH SERIES OF ARTIST-DRIVEN PROJECTS, FEATURING FREE
ACTIVITIES FOR THE PUBLIC HAPPENING ON 4TH STREET IN LOWERTOWN

Saint Paul, MN – Beginning in June, 4th Street in Lowertown Saint Paul will host a series of creative projects and family-friendly events that are free and open to the public. Kicking off on Sunday, June 10 with a public dance party in front of Union Depot, the events are intended to invite people to explore all that the 4th Street area has to offer.

The projects, described below, are collaboration between artists, public, private, and non-profit community partners who are working to improve and revitalize the 4th Street corridor in downtown Saint Paul.

4th Street Boogie: Sunday, June 10, 12-5 p.m., Union Depot (214 4th Street East) | FREE

Come boogie! Enjoy an around-the-world sampling of dance featuring traditional and modern styles with easy-to-follow lessons provided by community dance instructors. FREE ADMISSION and light refreshments will be available. All ages welcome — bring your dancing shoes and come prepared to boogie down!

Groups participating include Sendero Flamenco, Gotta Dance Soul Line Dancing, break dancing by IcyStyles Crew, and music by DJ Huh? What?.

Event info: <https://www.facebook.com/events/305354043331294/>

Chalk Art Street Event: Saturday, June 16, 10am-1pm, 4th Street adjacent to the Farmer's Market | FREE

Transformed for a one-day Chalk Art event, this pop-up festival will feature live-action art, with local artists fashioning colorful creations with chalk using the street as their canvas. Each artist will interpret the theme "Saint Paul through the years," and there will also be opportunities for public interaction and participation for people of all ages.

This event will be taking place on 4th Street in Lowertown adjacent to the Farmers Market, on the segment between Wacouta St. and Wall St., which will be temporarily closed to traffic.

Event info: <https://www.facebook.com/events/245655879325997/>

Pop-Up Parklet: Various locations on 4th Street

Starting in mid-June, a Pop-Up Parklet will be appearing around 4th Street in Lowertown. The parklet is a temporary, interactive structure that features various seating options and green space in an urban environment that otherwise lacks both. Visitors are invited to sit, relax, and enjoy some greenery in the midst of a distinctly urban environment. Bring a book, treat yourself to a quiet moment amongst the plant life, or simply take a seat and enjoy the city view.

This neighborhood revitalization project was conceived by The Saint Paul Riverfront Corporation, managed by Springboard for the Arts, and made possible with funding by the John S. and James L. Knight Foundation, the Bush Foundation, and the Saint Paul STAR Program.

For the past four years, members of the business and residential community based on the 4th Street corridor in downtown Saint Paul have been working together to envision the possibilities of their section of the city. Stretching from the Lowertown end near the Saint Paul Farmers' Market all the way to Rice Park, 4th Street has faced its share of transitions and challenges amidst the changing downtown landscape, and a physical environment that can feel unfriendly to traverse.

The group's shared goal is to support economic growth and community vibrancy that promotes longevity for the existing residential, artistic, and business communities. Under the leadership of the Saint Paul Riverfront Corporation, 4th Street has received several grants in order to create a series of creative projects that would promote visibility— and visitability— to the area. Following a day-long workshop in March with business association presenters on creative placemaking that supports the local economy, the group designed three pilot projects to animate and highlight the various amenities on 4th Street in Lowertown.

"This is a pivotal moment in the evolution of the 4th street Market District," according to Carlo Mission, Senior Urban Designer at WSB and Associates in St. Paul. "This suite of projects represents the manifestation of the energy and efforts of many people who are committed to participatory, community driven design to effect positive outcomes in the downtown of Saint Paul."

4th Street is a hidden gem, home to innovative small businesses like 12welve Eyes Brewery, Hygga Lowertown, the Show Gallery and popular sites like the Farmers' Market, the M, and Union Depot. Through a series of creative public activities, the public is invited to further explore the range of businesses and amenities. The area

currently described as the “4th Street Market District” is a unique and vibrant urban area rich with artists, creative business owners, and property developers who are deeply invested in their community. More about the 4th Street Market District: <https://www.facebook.com/4thStreetMarketDistrict/>

For more information, contact Lisa Venticinque, 4th Street Market District Project Manager at lisaventicinque@mac.com or 612-868-6864.

About the Saint Paul Riverfront Corporation

For over 33 years, the Saint Paul Riverfront Corporation has been a leader in the transformation and revitalization of the riverfront area and beyond in downtown Saint Paul. With a focus on creating and implementing urban design, the organization led a series of high-profile projects that aimed to improve the urban landscape and inspire economic growth in the area.

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