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## Request for Letter of Support

The Greater Denton Arts Council is seeking a letter of support for a \$25,000.00 grant to create a Video Art Night in downtown Denton.

Video Art Night is an initiative that was created by an arts non profit called Aurora and began in downtown Dallas. Aurora is a 501c3 whose mission is to create large scale public art experiences, primarily focusing on digital art. Video Art Night (VAN) was created two years ago with the goal of fostering a more accessible future for art and technology. It proved to be a huge success, bringing in over 5,000 spectators at its inaugural launch.

In 2026, the Greater Denton Arts Council partnered with Aurora to bring this engaging, unique, and awe inspiring public art experience to Denton. This exhibition transformed the landscape of the downtown area into an immersive digital experience. Through projection mapping, LED installations, and live music, we celebrated innovation, inclusion, and creativity. This project featured works from local, regional, and national artists with a strong focus on community participation. We also partnered with TWU to bring a special digital representation of the history of Quakertown Park to be a part of the experience.

In addition, this project fostered the goals of the Greater Denton Arts Council by providing equitable access to the arts, promoting dialogue through the arts, and initiating strong community impact with public art. It also allowed for partnerships with Denton's schools and universities to promote art education and opportunities for student artists to display their work.

For 2027, we want to expand on this event even more by adding live music throughout the day as well as live painting by artists and the community. In the evening, the murals created by artists and a community art work will be brought to life through projection mapping, adding yet another layer of art making, community engagement, and entertainment.

Free and open to the public, Video Art Night redefines artistic presentation, providing increased accessibility and fostering a deeper comprehension of the intersection between art, technology, community, and the urban landscape. Denton is defined by the arts. It's a city full of creatives, and we take immense pride in the art scene that we have created here. Video Art Night not only highlights our place in the public art realm, but also brings in thousands more to our city, boosting economic development as well as elevating our status as a true destination for the arts.