



Art Alley Artists' Guild 2.0

- Guild 2.0 Mission Statement
- Guild 2.0 "Manifesto"
- Social media informational tools
- Initial Meeting held March 27th
- Core organizational groups being formed



Guild 2.0 Mission Statement

It is the mission of Art Alley Artists' Guild to keep Art Alley a sustainable, and innovative tool for our community.

We do this by building relationships with building and business owners, artists, and the community.

We act as a support system for all parties involved in Art Alley.

We utilize the talents of the community and the guild to develop each component that is necessary to helping Art Alley flourish.

We do this in recognition of the fact that Art Alley is a powerful community tool that gives everyone not only the possibility, but the inspiration to do amazing things.



Guild 2.0 Manifesto

The Manifesto is a call to action for participants in Art Alley.

It is presented in nine key points to emphasize how the Alley should be used, as well as highlights Guild 2.0s core values.

The Manifesto presents each point as a rallying cry for people to adopt, rather than a rule to abide by.

It is designed to be social media friendly, using "sharing" to spread the message further.



GUILD 2.0

MANIFESTO

We believe that what we do for ourselves will die with us, but what we do for others will live on.

We understand that our work impacts more than just ourselves, and so we strive to leave behind something better than what was left for us. We do this for the next generation.

No matter how profoundly you've messed things up in the past, you have the ability to make a difference today.
Be a LEADER.

Art Alley is for **ART**.
If you're just here to write a comment on the wall, consider starting a blog, or Twitter account - unless you can do it with **style**.

We respect **ALL** artists and artwork. We do **NOT** destroy our brothers and sisters efforts, and only paint where we are prepared to make equal or greater effort.

We do **NOT** believe in censorship, but we do believe in respecting people's feelings, and so we don't leave behind things that negatively affect the children who see our work.

We act as ambassadors of Art Alley. We welcome the community and treat them as our family when they enter this creative sanctuary.

We respect and appreciate the building owners who provide our city canvas, and the businesses that operate around us.

Each One, Teach One.
YOU are responsible for passing on the Code of Conduct to the next generation through mentoring and respect.

As of our first Guild 2.0 meeting,
March 27th, we began forming core
groups comprised of artists and
community members focus on
getting specific tasks accomplished.

These are the areas of focus:

Web Development | Social Media

Creating a stationary site where all information is accessible to the public and artists.

Continuing to spread our message, and efforts through social media.

Maintenance

Regular maintenance of
the Art Alley. Cleaning
and removing
vandalism.

Documentation

Creating an interactive, 3D
application that
chronologically documents
the important work in Art Alley.

Promotion | Funding

Developing new arts
oriented events and
programming to enhance,
and support Art Alley.

Mural Project

Developing a program that uses grassroots social media efforts to fund large scale murals through community donations. This raises the bar for what is possible, inspires artists to create their best work, and gets the community involved and excited.



As seen in the
Rapid
City
Journal
03/31/13

**We would like to personally thank all of the
Building and Business Owners that adjoin Art Alley.
Your graciousness and willingness to work through
the challenges is gratefully appreciated."**

Art Alley Artist Guild (Guild 2.0)

