

Denver Walls Young Creators Program

Collaborative Partners:

Denver Walls, School of Motion, Canvas Credit Union, Secret Walls Academy, Shake Shack

Overview:

Denver Walls is announcing an open call for a scholarship for local high school students to win a free design course with SOM and access to either Adobe or Maxxon Software for one year. For younger creators, DENVER WALLS and Shake Shack present Secret Walls Academy, a collaborative drawing class that aims to inspire creativity in people of all ages.

Summary:

DENVER WALLS is a new annual mural festival coming to RiNo Art District in September 2023. The event is part of the largest mural festival network in the world called WorldWide Walls (fka POW! WOW!). One of the major cornerstones of the WWW mission is a dedication to education and youth programming so as to inspire the next generation of great Street Artists. In continuing this mission, the team is launching the DENVER WALLS Young Creators Program to host a series of activations throughout the festival to inspire and empower Denver's youth artists to pursue creative careers.

As part of the Young Creators Program, DENVER WALLS will host a scholarship program in conjunction with School of Motion and Canvas Credit Union to provide access to extracurricular design courses and provide winning students with the design software needed to elevate their current skill sets. School of Motion is an online learning platform for motion designers that hosts thousands of hours of courses from industry leaders. The connection was made by Denver local, EJ Hassenfratz (EyeDesyn), a leading course instructor and host of a monthly Motion Graphics Meetup at Ratio Beerworks in RiNo. School of Motion will be donating 5 seats to local high school students to advance their skillsets and prepare portfolios to pursue paths in higher learning or freelance design. These courses also require access to industry-standard software like the Adobe Suite and Maxon, so Canvas Credit Union has generously stepped in to provide all 5 students with the software they need in order to complete the course of their choosing. Each student will get a 1 year software key to give them time to practice their new skills and build a portfolio to further their art careers! DENVER WALLS will launch an open call for the scholarship program on August 31st via their website, www.denverwalls.com.

In addition to this scholarship program, DENVER WALLS is partnering with Shake Shack to present Secret Walls Academy on Sept 30 from 12:00-2:00 PM on the 2900 Block of Larimer St. This kids friendly activation welcomes guests of all ages to unleash their inner artist through freeflow doodling exercises and a giant collaborative drawing installation. The event will have a live DJ, exclusive Shake Shack x Secret Walls merch, and will kick off the inaugural DENVER WALLS Street Fair.

Potential Questions / Suggested Talking Points:

Tell me more about DENVER WALLS and this scholarship program.

- DENVER WALLS is a new annual mural festival coming to RiNo Art District in September 2023.
 - The event is part of the largest mural festival network in the world called World Wide Walls.
- We're partnering with School of Motion, which is an online learning platform for motion designers, to provide 5 local HS students with access to 100s of online courses taught by industry leaders
 - Goal is to help students advance skill sets and build portfolios so after HS they can pursue paths in higher learning or begin working in freelance design
- Since these courses require access to industry-standard software like Adobe Suite and Maxon, Canvas Credit Union has generously stepped in to provide all 5 students with the software needed to complete the course of their choosing

Why is it important for the festival to support young creators?

- A major cornerstone of WWW is a dedication to education and youth programming to help inspire the next generation of Street Artists
- To support this mission, DENVER WALLS is launching a Young Creators Program, which will host activations throughout the festival to inspire and empower Denver's youth artists to pursue creative careers

How can people learn more?

- We just announced an open call to local high school students today, and we will be accepting submissions from now until **September 22, 2023**.
- People can visit the DENVER WALLS website—www.denverwalls.com—to learn more and apply for the scholarship program.

Are you doing anything else to support young creators?

- Yes, DENVER WALLS is also partnering with Shake Shack to present Secret Walls Academy on Sept 30 from 12:00-2:00 PM on the 2900 Block of Larimer St.
- This kids-friendly activation welcomes guests of all ages to unleash their inner artist through freeflow doodling exercises and a giant collaborative drawing installation.
 - The event will have a live DJ, exclusive Shake Shack x Secret Walls merch, and will kick off the inaugural DENVER WALLS Street Fair.