



Press Release: September 21, 2020

#creativeactionkc

Social Media Arts Event

9/21 - 11/3 2020

KANSAS CITY, Missouri—[Creative Action Initiative \(CAI\)](#), a group of thirteen Kansas City community leaders convened in 2020 by Kemper Museum of Contemporary Art, invites the public to join a social media challenge: create an original, inspiring artwork to support civic engagement and voting.

Artworks posted with the hashtag will appear online as a multi-genre, social media arts event.

Artworks submitted according to guidelines by email will appear in an online tour on the Kemper Museum app.

The public is invited to post artworks about civic engagement and voting to social media, with the #creativeactionkc hashtag. In addition to the social media event, the public can submit works via email for CAI's virtual tour of #creativeactionkc artworks. Email submissions become part of the virtual tour on the Kemper Museum app, available from the home page at Kemperart.org.

Chris Goode, CAI member and owner of Ruby Jean's Juicery, says about #creativeactionkc,

It has been an honor to work with Creative Action Initiative. To see firsthand, Kansas Citizens come together to ideate & create in the name of progress is humbling. Art has a profound way of encountering all of our lives, and I look forward to seeing #creativeactionkc impact Kansas City.

Creative Action Initiative provides the following guidelines for #creativeactionkc.

Thank you for contributing!

Concept guidelines

1. All submissions will be non-partisan and will not name any candidate for public office.
2. Entries will say and do nothing that disrespects or degrades any person or group of people, or their [universal human rights](#).
3. All people are encouraged to participate.
4. #creativeactionkc artwork is child-friendly, and does not include content inappropriate for children.
5. CAI is not looking for conformity. We encourage contributors to share what democracy and civic engagement mean to them.
6. We hope this work will encourage people to vote in the 2020 election!
7. Help us make a collective artwork that reaches beyond fear and contempt, and highlights our **diverse citizenry as well as the optimism inherent in democratic institutions**.

Format guidelines

1. Digitally presented artworks for the event can be made in any artistic medium.
2. (Optional) Consider using the gold and blue colors in the Kemper Museum logos above, to help the event reflect a unified feeling.
3. Remember that works will be viewed mostly on cell phones.
4. **Videos must not exceed 60 seconds in length.**
5. Image files that are submitted by email must be 300 pixels per inch (ppi) and saved in .jpeg or .pdf format.

Submission guidelines, social media challenge

1. Photograph/Video your artwork and post it on Instagram, Facebook or Twitter, with the hashtag #creativeactionKC.
2. Tag friends and challenge them to create their own artworks for civic engagement and voting.

Submission guidelines, Kemper Museum app tour

1. Email submissions to communications@kemperart.org with #creativeactionkc in the subject line.
2. Emails should include the following:
 - A. Your artwork file (300 ppi jpeg or pdf)
 - B. **Artist's name ***
 - C. City of artist
 - D. Medium (acrylic painting, digital video, etc.)

*This is a challenge for everyone young and old, however, we will publish the first name only of people under 18. Please send the age of minors instead of their last name.

