

# ACTIVATE

art. music. people. alleys.

“Best new innovative civic art event”  
- newcity, best of chicago 2014



**ACTIVATE** transforms iconic Loop alleys into pop-up urban experiences, featuring art, music and people.

it's an initiative of **chicago loop alliance**, which creates, manages and promotes high-performing urban experiences, attracting people and investment to the loop.



**14,400 PEOPLE HAVE ATTENDED  
SEVEN ACTIVATE EVENTS.**

 **CHICAGO LOOP ALLIANCE**

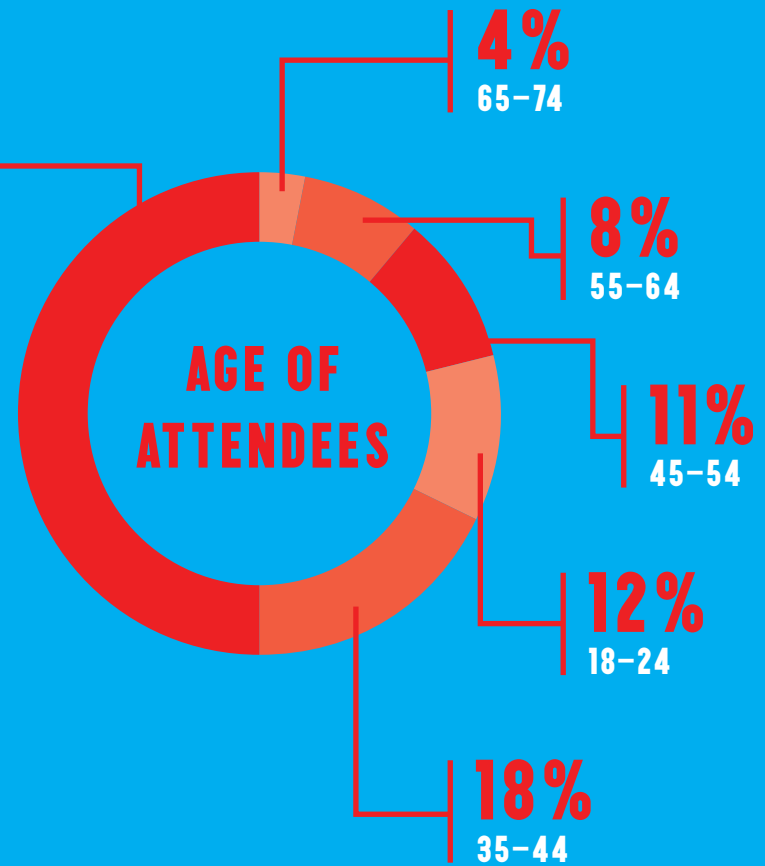
**[LOOPCHICAGO.COM/ACTIVATE](http://LOOPCHICAGO.COM/ACTIVATE)**



Photos from ACTIVATE 2014



**50%**  
24-35





Photos from ACTIVATE 2014

# WHERE DO ATTENDEES LIVE?

- 📍 UPTOWN
- 📍 LOGAN SQUARE
- 📍 WICKER PARK/  
BUCKTOWN
- 📍 PILSEN
- 📍 LAKEVIEW
- 📍 DOWNTOWN





Photos from ACTIVATE 2014



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ACTIVATE is **free** and open to the public. We aim to provide a meaningful and memorable experience to as many people as possible while promoting creative thinking within the City of Chicago.

# who participates?

ACTIVATE Artists are curated from the local community by a panel of accomplished Chicago artists, designers, and creatives. Each ACTIVATE features a different selection of artists making each event a unique experience.

In total **143 artists** have participated in activate.

“ACTIVATE IS A **wonderful way** to experience the city.”

“Not only did I have an amazing time at the event I ended up having an **unreal evening in the loop.**”

“I had a great trip to Chicago and ACTIVATE made that **much more exciting!**”



“I never thought I’d have **so much fun** in an alley!”

“ACTIVATE is **one of the most creative events** that Chicago has experienced recently.”

“I love that it’s free and **culturally diverse.**”

“The events make me feel **alive and ready to play** in the city.”