





# SHAPFIC TRAFFIC GOLDENHOUR







## HISTORY OF SHADOW TRAFFIC

In 2016, Jonah, Jaclyn and Kate received a Burning Man Global Grant for a project called Lost Bridge Exchange. Nobody told us until 2017, but that's besides the point. Using the grant money, we created events modeled after the Lost Horizon Night Market in New York City and Philadelphia, bringing together communities around participatory art. We did it using the principles of decentralization, self-reliance, and civic responsibility, among others.

At the end of 2017 we had something artists don't often have--money leftover. We formed a legal entity, revived another Mark Krawczuk event project called Competitive Winter Picnicking, and established a few guidelines for what we'd eventually call Shadow Traffic. But early on we used the name Sparkle Motion as a placeholder:









#### **DECEMBER 24, 2017**

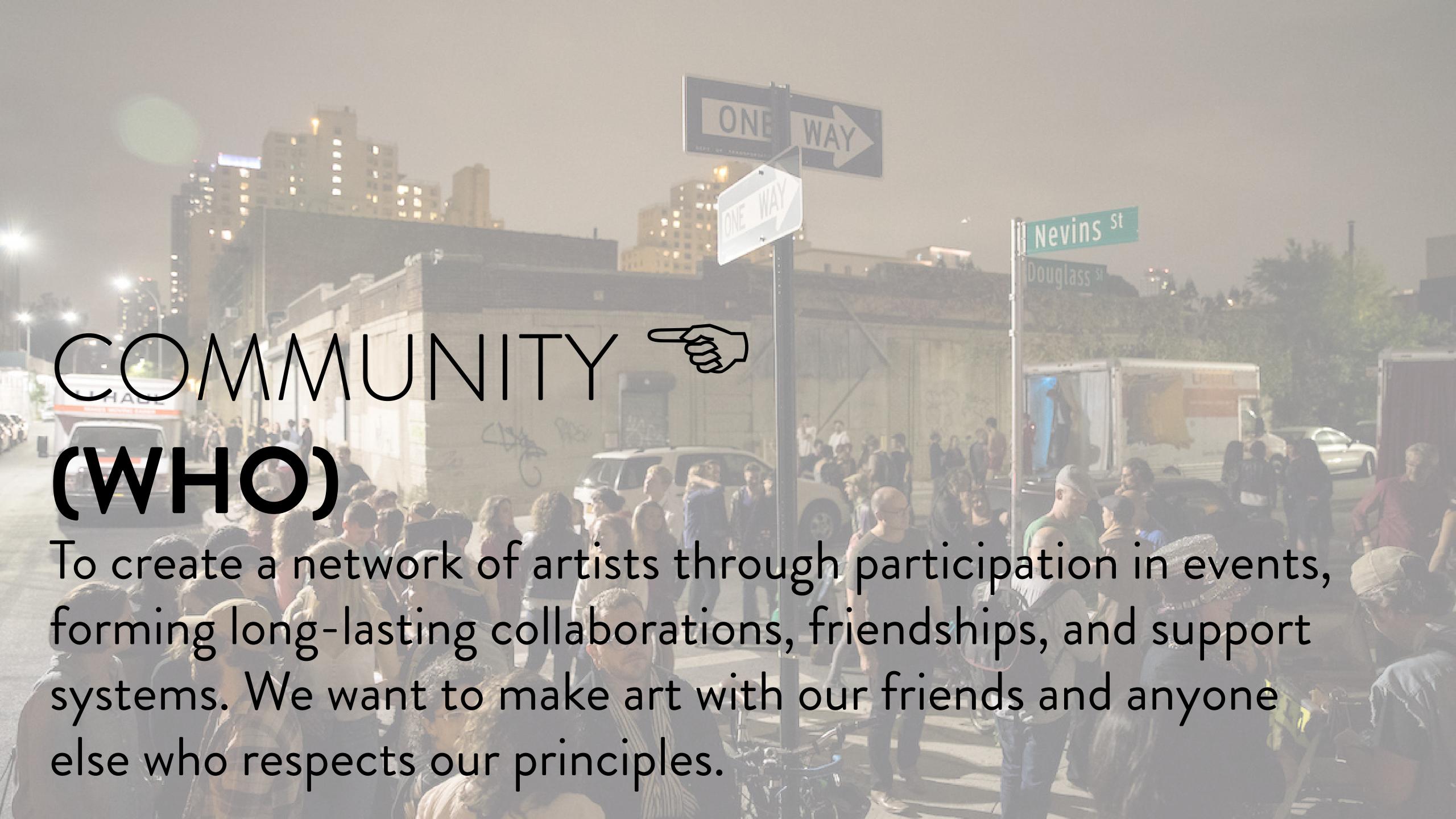
'Sparkle motion' creates immersive, participatory art experiences in odd places, such as public spaces and other places which people do not usually occupy.

'Sparkle motion' curates groups of creative teams to co-create participatory art experiences under a unified theme decided by Sparkle Motion, which result in a group of mini-worlds created by these teams.

We are the ones who can't keep our hands, minds or mouths idle. We need to crawl all over this still-beautiful, still-dirty city and make our mark here and there. We need to tell our friends the fun/weird/exciting thing we're not only thinking about but planning.



- → Community (Who)
- → Immersive Play (What)
- → Experiential Activations (Where)
- → Inclusivity in Participation (When)
- → Supporting Self-Expression (How)
- ☐ Creative Freedom (Why)
- Decommodification (How much)



### IMMERSIWE PLAY

### (WHAT)

To foster accessible inspiration based around the principles of decommodification and immediacy engaging both the passer-by and the artist. Art is not a spectator sport; Shadow Traffic wishes to provide a playscape to foster new ideas and help offset the cost to artists. This is intended to allow for creativity, growth, and the critique of commonplace systems.

#### EXPERIMENTAL ACTIVATION

### (WHERE)

Shadow Traffic aims to activate underutilized spaces within interstitial areas of the urban landscape. Activating and reclaiming grey areas as public forums also brings attention to the disappearance of affordable urban space. In recent years we have come to reconsider the idea of 'reclaiming grey areas' by acknowledging a deeper history of belonging and presence of community

## INCLUSIVITY IN PARTICIPATION

### (WHEN)

Through encouraging open project design meetings and hosting free seasonal public events (a minimum of 4 per year). We acknowledge the arduous journey of sustainable art collectives. We will work hard to maintain momentum and keep this going a long time.

### SUPPORTING SELF-EXPRESSION

### (HOW)

By creating a loose structured framework that includes time, place and theme, Shadow Traffic requires participants' to creatively express themselves in order to make each event their own. Our system of communications, logistics and support allows new faces to join our long-standing community of creators and provides flexibility to create on their own terms.

#### UHHAUL

MAKES MOVING EASIER

## CREATIVE FREEDOM (WHY)

Creative expression untethered to place and unburdened by failure, we are bound only to each other and the principles we stand by. Shadow Traffic is an ever-growing web of creatives whose goal is to support each other's creative freedom and inspire others through direct engagement.

### DECOMMODIFICATION (HOW MUCH)

We will produce four free events a year, in addition to a thank you event for our top-tier members. We will forfeit any financial reward via our paid membership and suggested donation system. We work to distigmatize the payment of artists.