

Artmobile Press/Media Kit

2018



Artmobile
200 Lake Street
Worthington, MN 56187

Lead Artists

Gail Holinka: 507-376-6709
Bobbie Alsgaard-Lien: 507-360-6094
Email: ARTmobile2018@gmail.com

ENGAGE residents of all ages to explore their community through art.

EDUCATE residents about the services and amenities available to all.

ENRICH the community with public art that strengthens the bonds between residents.

Our Story



Bobbie Alsgaard-Lein and Gail Holinka lead an Artmobile workshop on cyanotypes at the Grand Terrace in Worthington, MN. May 2018.

There once was an art student and her teacher — and the two became friends.

The Artmobile journey began when a passionate college art instructor, known as “[Miss Bobbie](#)”, taught one of her students, [Gail Holinka](#), about the community-building power of ART!

As strong advocates for the arts, Miss Bobbie and Gail have traveled the United States to share their programming and collaborative art projects with others. They have been the recipients of many grants over the years that have fostered growth in public art, as well as opportunities to offer various arts programs to the citizens of Worthington. After working together as fellows of the Intermedia Arts Creative Community Leadership team in 2017, the two began developing the idea of an Artmobile.

Funded by a grant from [ArtPlace America](#) in 2015, the [Southwest Minnesota Housing Partnership](#) (SWHMP) created the [Partnership Art](#) initiative to develop art and cultural strategies that can be woven into the community planning

process to engage a greater cross section of residents that are not typically present in the local decision making process. An asset mapping process identified transportation in Worthington as a major concern, with misperceptions on who can access public transit and a lack of transit options for night shifts at the meat processing plant. Transportation is also a factor contributing to economic and racial disparities within Worthington.

It was serendipity. Bobbie and Gail proposed their idea of an Artmobile that would provide opportunities for arts-based community engagement to some of the most under-represented citizens of Worthington. In February 2018, Partnership Art awarded a grant to the Artmobile project and the artists’ dream became a reality.

Bobbie and Gail joined forces with the [Southwestern Minnesota Opportunity Council](#) (SMOC) and the [City of Worthington](#) to purchase one of their decommissioned public transit buses for transformation into a mobile art lab. Artmobile’s first project will be to collaborate with SMOC to inform the community about the safe and affordable public transportation options available in the Worthington micropolitan area.

The Artmobile officially hit the road in May of 2018! The hopes and dreams for the hardworking artists of the Artmobile, will be to log many miles, collaborate with local organizations, and help to improve the quality of life for the citizens whose lives will be touched by the moments shared creating art.

Our Partners



ArtPlace America

Website: <https://www.artplaceamerica.org/>

ArtPlace America (ArtPlace) is a ten-year collaboration among a number of foundations, federal agencies, and financial institutions that works to position arts and culture as a core sector of comprehensive community planning and development in order to help strengthen the social, physical, and economic fabric of communities.

ArtPlace focuses its work on creative placemaking, which describes projects in which art plays an intentional and integrated role in place-based community planning and development. This brings artists, arts organizations, and artistic activity into the suite of placemaking strategies pioneered by Jane Jacobs and her colleagues, who believed that community development must be locally informed, human-centric, and holistic.

In practice, this means having arts and culture represented alongside sectors like housing and transportation – with each sector recognized as part of any healthy community; as requiring planning and investment from its community; and as having a responsibility to contribute to its community's overall future.



Southwest Minnesota Housing Partnership

Website: <https://www.swmhp.org/>

The Southwest Minnesota Housing Partnership is a non-profit community development corporation serving communities throughout Southwest and South Central Minnesota. The Mission of the Partnership is to "Create thriving places to live, grow, and work through partnerships with communities." We aim to build strong and healthy places to live so that the communities of our region thrive.



Partnership Art

Website: <https://www.swmhp.org/about/partnership-art/>

Partnership Art is funded by ArtPlace America. In September 2015, the Southwest Minnesota Housing Partnership (SWMHP) was the recipient of a three-year award from ArtPlace America's Community Development Investments (CDI) program to assist in incorporating arts and cultural strategies into our ongoing work with communities in the region. The focus of the CDI is to engage arts and cultural strategies in comprehensive community planning and development to help strengthen the social, physical and economic fabric of communities.



City of Worthington, Minnesota

Website: <http://www.ci.worthington.mn.us/>

The regional economic hub of Southwestern Minnesota, the City of Worthington is nestled in the Southwest corner of Minnesota at the intersection of Interstate 90 and Minnesota State Highway 60. Having a strong agricultural presence from row crops to various kinds of livestock, Worthington has attracted large corporations involved in processing, research, and shipping to locate to the community. Worthington is home to research companies that are actively discovering new technologies in the bio-science field, as well as several manufacturing companies that are involved in building homes, commercial buildings and plastic products. The City of Worthington has 130 acres of land available along Interstate 90 for the addition of any bio-science, commercial, or industrial businesses.

Community Stories

ARTPLACE

Artmobile

An asset mapping process identified transportation in Worthington as a major concern; with misperceptions on who can access public transit, and a lack of transit options for night shifts at the meat processing plant. Transportation is also a factor contributing to economic and racial disparities within Worthington. A team of local artists will purchase a decommissioned bus to create an Artmobile that will provide opportunities for community engagement to some of the most under-represented community members. The project will draw people into neighborhoods, sharing and creating together.

[Click here](#) to read the full story.



Artmobile looks ready to drive into Worthington by Karl Evers-Hillstrom on Feb 3, 2018 at 10:45 a.m.

WORTHINGTON — An Artmobile that would travel around Worthington and set up mobile art workshops could become a reality this spring.

“It’s like the ice cream truck, but we’ve got art supplies,” said Gail Holinka, chairperson of the city’s Public Arts Commission, which is spearheading the project...

[Click here](#) to read the full story.

Artmobile set to drive through Worthington by Karl Evers-Hillstrom on Mar 21, 2018 at 8:12 a.m.

WORTHINGTON — Next month, Worthington’s Artmobile will set forth on its journey to reach people of all ages, backgrounds and cultures in the world’s universal language.

Art instructors Gail Holinka and Bobbie Alsgaard-Lien are the brains — and the drivers — behind the operation...

[Click here](#) to read the full story.

Community Arts Celebration is Sunday by Karl Evers-Hillstrom on May 5, 2018 at 7:45 a.m.

WORTHINGTON — The first-ever Community Arts Celebration will kick off this Sunday from 1 to 4 p.m. at Memorial Auditorium Performing Arts Center.

The Artmobile will debut at the event, setting up shop outside the auditorium to offer various free art projects to people of all ages...

[Click here](#) to read the full story.

facebook

Artmobile
Published by Pamela Lowry on March 27

Artmobile! is on the MOVE and we're excited to include you!

Thanks to the City of Worthington and a grant from Partnership Art (an initiative of the Southwest MN Housing Partnership), we are proud to announce the Artmobile!

ARTMOBILE'S PURPOSE

ENGAGE residents of all ages to explore their community through art.

EDUCATE residents about the services and amenities available to all.

ENRICH the community with public art that strengthens the bonds between residents.

The Artmobile will travel the Worthington area to conduct mobile art workshops for residents of all ages and all artistic abilities. Workshops are led by local artists and art materials are free of charge!

2,132 people reached

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Trina Mae and Anne Foley

2 Shares

Trina Mae I LOVE this!!! Thank you Gail and friends for doing this for the Worthington community!!



Like us on Facebook: <https://www.facebook.com/WorthingtonArtmobile/>

Resources

Artmobile Press/Media Resources:

<https://drive.google.com/drive/folders/1B7lmmSIOK2TVpV4e49THCPLqyZd35GrV?usp=sharing>

Artmobile Images:

<https://drive.google.com/drive/folders/1dyJNUFpNITQr3X-gBfaFCfTVcPV3zj71?usp=sharing>

Artmobile Videos:

https://drive.google.com/drive/folders/1NitnbJmS_cbP3zJNWoCcs_0ojypOckb?usp=sharing

Artmobile Logos:

<https://drive.google.com/drive/folders/1-aIVyfQFp4u7AMFni2606uMKsVwZ4weC?usp=sharing>