



YOUNG AT ART | MUSEUM

Presents
XOXO: Love & Art on
Fort Lauderdale Beach

YAA By the Numbers

- #1 museum in Florida for cultural funding among 104 museums in the state
- Accredited by the American Alliance of Museums, one of only 12 youth museums nationwide
- Visited by 1 million children, adults and seniors since opening new museum in May 2012 from 46 U.S. states, 32 foreign countries, 27 Florida counties
- 3,200+ active family members representing 14,000+ individuals



Awards & Recognition



- One of only 8 Major Cultural Institutions designated by Broward County Commissioners
- LEED gold certification by the U.S. Green Building Council; only LEED gold certified museum in Florida
- 2016 Best Museum in Broward as voted by readers of Broward Family Life Magazine
- 2016 Best Exhibition for *Magic & Mayhem* by New Times Magazine
- 2016 Kids Crown Award for Best Indoor Activity as voted by readers of South Florida Parenting Magazine

BID Grant Project Description

Love will come to Fort Lauderdale Beach when Young At Art Museum (YAA) celebrates the 50th anniversary of the 1967 Summer of Love, a phenomenon of music and cultural expression.

YAA will mark this occasion with several events on Fort Lauderdale Beach from June 8 through September 2, 2017.



Events • Open Air Painting Studio

YAA will set-up an outdoor Painting Studio at Fort Lauderdale Beach. Visitors will participate in a paint-on-canvas activity mounted on easels.

Event Dates:

- | | |
|--------------------------------------|---------|
| <input type="checkbox"/> June 8 | 7-9pm |
| <input type="checkbox"/> July 13 | 7-9pm |
| <input type="checkbox"/> August 10 | 7-9pm |
| <input type="checkbox"/> September 2 | 9am-1pm |



Event • Flower Power Mural

Visitors will get a chance to take part in a collective art-making experience as they leave their mark on a giant mural and create fun sun visors imprinted with the MyFortLauderdaleBeach logo. Proposed location: Fort Lauderdale Beach Park.

Event Date:

☐ July 22

9am-1pm



Event • Summer of Love Celebration

The Hub on Fort Lauderdale Beach will be the site of a Summer of Love art and music festival. Visitors will create the World's Largest Peace Symbol on the beach, going for a Guinness Book of World Records, documented by an aerial photo taken by a drone. Additional activities include a 60s fashion show plus a drumming performance by YAA's African artist-in-residence Chisseko Kondowe.

Event Date:

☐ August 19

9am-1pm



Yelp! Photo Exhibit & Facebook Contest

- Working with Blue Arauz, Yelp's Broward/Palm Beach Community Director, Yelp's Elite Squad will take photos of their favorite locations on Fort Lauderdale Beach. YAA will create an exhibit of these photos, viewed by 45,000 summer visitors to YAA, creating an excitement for, and interest in, patronizing Fort Lauderdale Beach, its restaurants and hotels.
- YAA will host a Facebook Contest exclusively featuring Fort Lauderdale Beach locations. The public will be encouraged to enter a photo in an effort to get the most "likes." The photo with the most "likes" will receive a MyFortLauderdaleBeach package.

