



CONTACTS:

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City of Santa Rosa
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STREET POLE SWEATER PROJECT

July 6, 2010

What: Temporary Public Art Project: Street Pole Sweaters

A partnership project between the City of Santa Rosa's Downtown Program and Cast Away Yarn Shop, the Street Pole Sweater Project is a natural extension of Santa Rosa's participation in World Wide Knit in Public Day. Knit in Public Day is an annual community "knit-in" hosted by Cast Away in Depot Park, where the public is invited to work on individual or group yarn projects in an effort to discover and/or create community through knitting in public.

Similarly, the public is invited to create street pole sweaters either in part (e.g. 1 skein will produce several 11 or 18 inch wide strips) or whole (each pole sweater will be 7 feet tall). Cast Away will play host to those wishing to participate in a community setting (not a requirement of this project – folks can knit alone if they prefer) every Saturday from 12:00-3:00 at Cast Away through August 21.

Pole sweaters will be kept up for approximately 3-6 months or until the sweaters begin to look shabby.

Community knit sessions:

Saturdays – July 24 to August 21 – 12:00-3:00

Cast Away Yarn Shop
111 Fourth Street
Santa Rosa, CA 95404

Participants are welcome to bring their own supplies (solid color yarn only please), though free yarn for this project is available at the shop. The free yarn has been donated by local distributor and project sponsor Muench Yarns (Petaluma).

Pole Sponsor Opportunities:

While this is a free-to-the-public art project, individuals and businesses in the Downtown area (Courthouse Square and Railroad Square areas) may sponsor a street pole sweater.

For \$150 sponsors get:

- their choice of yarn colors for a sweater to be placed on an eligible/appropriate pole of their choice.
- the joy of contributing to future art projects (net proceeds will go into a fund to support future public art projects)
- a listing on the street pole map post card
- not for profit write off

Contest Opportunity:

Registered participants (individuals only) will be automatically entered to win prizes in the following categories:

- most sweater pieces/square footage knitted
- most intricate
- People's choice award

When: Community Pole Sweater Knit Sessions

Location: Cast Away Yarn Shop
1111 Fourth Street
Santa Rosa, CA 95404

Dates: Saturdays – July 24 to August 21

Time: 12:00 p.m. – 3:00 p.m.

Information: www.castawayyarn.com
www.srcity.org/downtown

Pole Sweater Deadline: Monday, August 23, 2010
Sweaters must be turned in to Cast Away Yarn Shop by this date

Pole Sweater Installation: Week of August 30, 2010
Sweaters will remain up until they begin to look shabby or have been damaged in any way

Where: Pole sweaters not sponsored by specific businesses or individuals will be placed mostly along the commercial shopping corridors around the Downtown and Railroad Square areas. Sponsored pole sweaters will be placed on, or as close to the pole selected by the individual or business.

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About the Downtown Program:

The Downtown Program is a program of the Economic Development Division of the City of Santa Rosa's Economic Development and Housing Department. The goal of the program is to strengthen and support the downtown in a comprehensive, proactive, and collaborative manner, with a focus on increasing the vitality and sociability of the area. Program efforts seek to capitalize on the downtown's existing resources, and create and attract new resources to affect positive change and enhance the area's "sense of place." For more information on the Downtown Program visit www.srcity.org/downtown.

About Cast Away

Cast Away is a yarn shop that focuses on natural fiber yarns. We have many classes per week for all skill levels in knitting, crochet & felting. We are a full service yarn shop- we have all needles, notions, books, magazines and more to get you started! We offer private lessons as well as a multitude of classes. We have a weekly Sit & Knit that is free and open to the public. We are very interested in creating community through knitting & crocheting. For more information, and a list of classes and upcoming events visit www.castawayarn.com.

THIS IS THE ARTS DISTRICT

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