



FOR IMMEDIATE RELEASE

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BETHESDA URBAN PARTNERSHIP NAMED RECIPIENT OF 2012 DOWNTOWN MERIT AWARD FOR TUNNEL VISION

Sept. 27, 2012 (Bethesda, MD) – The Bethesda Urban Partnership and Bethesda Arts & Entertainment District were recognized by the International Downtown Association with a Downtown Merit Award for their work related to Tunnel Vision: Arts Under The Avenue.

Tunnel Vision, a public art initiative that displays the work of 12 local artists in the Bethesda Metro pedestrian tunnel under Wisconsin Avenue, is made possible through a partnership with Montgomery County, the Bethesda Urban Partnership and the Bethesda Arts & Entertainment District and with generous donations from 16 local corporations.

Tunnel Vision was among 22 qualified entries in the category of Public Space. This category recognizes capital improvements that enhanced the urban design, physical function, or economic viability of downtown and the community.

“BUP’s project received the IDA Merit Award for delivering excellence in downtown management,” said David Downey, IDA president and CEO. “Each year the IDA Awards Jury recognizes organizations that utilize the best practices in our industry. Tunnel Vision is a shining example of excellent downtown management that delivers real results.”

The Washington, D.C. based International Downtown Association (IDA) is a champion for vital and livable urban centers and strives to inform, influence and inspire downtown leaders and advocates. With 550 members and thousands of friends, IDA is a guiding force in creating healthy and dynamic centers that anchor the well-being of towns, cities and regions.

The mission of the Bethesda Arts & Entertainment District, Inc., 501(c)(3) non-profit organization, is to create and implement arts and entertainment projects that contribute to the artistic, cultural and economic growth of downtown Bethesda.

Bethesda Urban Partnership, Inc. (BUP) is the nonprofit organization established by Montgomery County in 1994 to maintain and market downtown Bethesda. BUP fulfills the landscaping and maintenance needs of downtown Bethesda, and creates cultural events and exciting festivals such as the Taste of Bethesda, Bethesda Literary Festival, Bethesda Fine Arts Festival and more. In its 17-year operation, BUP created Bethesda Transportation Solutions in 2000, established the Bethesda Arts & Entertainment District in 2002 and took over the management of the Bethesda Circulator in 2006.



FACT SHEET

Tunnel Vision: Art Under the Avenue was established by the Bethesda Urban Partnership and the Bethesda Arts & Entertainment District in 2012 in an effort to improve the Bethesda Metro pedestrian tunnel that runs under Wisconsin Avenue and to create a new public art venue to showcase the work of local artists.

2012 Tunnel Vision artists:

John James Anderson, Washington, DC
Sheila Blake, Takoma Park, MD
Frank Capello, Potomac, MD
Anne Chan, Silver Spring, MD
Howard E. Clark, Montgomery Village, MD
Richard L. Dana, Bethesda, MD

Bob Elliott, Bethesda, MD
Joey P. Manlapaz, Washington, DC
Greg Minah, Baltimore, MD
Alex L. Porter, Chevy Chase, MD
Spencer Razick, Kensington, MD (Young Artist)
Kristy Simmons, Bethesda, MD

These artists were chosen from nearly 200 submissions. Painting, photography and digital imagery in both traditional and contemporary styles are all represented among the artwork chosen. The images have been printed on a poly metal material and installed in the Metro tunnel.

In addition to the artwork, the Tunnel Vision project also included cleaning the tunnel and installing new LED lighting, which increased illumination, reduced the number of lights needed and reduced energy usage by 80 percent.

Tunnel Vision is a public art initiative made possible through a partnership with Montgomery County, the Bethesda Urban Partnership and the Bethesda Arts & Entertainment District and with generous donations from the following local organizations:

Barwood Transportation
Bernard Family Foundation
The Bethesda Center / The Bernstein Companies
Brookfield Office Properties
Chevy Chase Land Company
The Clark Building
The Donohoe Companies, Inc.
EagleBank

Imagination Stage
Jane Fairweather Team, Coldwell Banker
The JBG Companies, Inc.
Montgomery County, MD
Round House Theatre
Stage 2 A/V Productions
StonebridgeCarras
Vamoose Bus

For more information, please visit www.bethesda.org.

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