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FOR IMMEDIATE RELEASE

Holidazzle Announces Lighting Design Competition, Proposals Due June 24

MINNEAPOLIS (June 6, 2016) — The Minneapolis Downtown Council, along with the [Intersections: The Downtown 2025 Plan](#) Downtown Experience Committee, announced today a Request for Creativity (RFC) design competition for a creative lighting experience at the 2016 Holidazzle.

The Creative Lighting Experience aims to become a signature addition to the 2016 Holidazzle event in Loring Park—which will run Thursdays through Sundays from November 25 to December 23—through the creation of a one-of-a-kind spectacle that will create a sense of wonder unique to the City of Minneapolis.

The goal of the RFC is to entice creative teams with specific experience in the creation of lighting installations to apply. Creative teams could include students, designers, lighting specialists, architects, artists, urban designers or agencies with these capabilities. The RFC overview can be [viewed here](#) and proposals must be submitted to jblair@downtownminneapolis.com by **Friday, June 24 at 5 pm**.

“Holidazzle’s first year in Loring Park was a success, and our goal is to continue adding ways to make the experience even more special and memorable for those who attend,” said Leah Wong, Vice President of Events and Marketing, Minneapolis Downtown Council. “One way we want to do that in 2016 is to add spectacular lighting to Holidazzle, which will add to the vibrancy and enhance the Minneapolis-centric focus around local people, places, products and activities we highlight during our city’s annual holiday celebration.”

For the Request for Creativity submissions, 3-4 finalists will be selected and invited to interview and discuss their concept with the review committee. From those design submissions and interviews, one winner will be awarded a contract to build their design.

Submissions for the RFC must include a statement describing your lighting concept, team member biographies, concept illustrations and examples of previous creative work.

“The Downtown Experience Committee’s goal is to enhance the vibrancy of downtown through events and programming,” said Tom Whitlock, chair of the 2025 Plan Downtown Experience Committee. “Holidazzle is such an important Minneapolis holiday tradition, and we are excited to help enrich people’s experience through facilitating the addition of dazzling lighting this year.”

Finalists will be announced on July 5, with final presentations to take place the week of July 25 and a winner selected the week of August 1. Design refinements will take place August through September, installation will take place in October and unveiling occurs in November. A budget provided by Holidazzle and sponsors will be allocated for this project.

For more information on Holidazzle, visit Holidazzle.com or follow along on social media via [Facebook](#), [Twitter](#) or [Instagram](#) using the hashtag #Holidazzle.

About Holidazzle:

The 2015 and 2016 Holidazzle is managed and produced by the Minneapolis Downtown Council in partnership with the Minneapolis Park and Recreation Board. The 2015 Holidazzle was sponsored by Minneapolis Building & Construction Trades Council, International Brotherhood of Electrical Workers Local Union 292, North Central States Region Council of Carpenters, Painters and Allied Trades International Union, Laborer’s Union Local 563, Egan, Fraser-Morris Electrical Co., Swanson & Youngdale, Hirschfield’s, North Memorial Health Care, CenterPoint Energy, Xcel Energy, Fulton Brewery, NELSON, RipBang Studios—a division of NELSON, DigitalParc, Comcast Business, Indulge & Bloom, dotcom.printing.inc., Warning Lites, Minneapolis Recycles, Premium Waters, Inc., Metro Transit, Star Tribune and Minneapolis St. Paul Magazine. The Downtown Skating Rink was a collaborative effort by the Minneapolis Downtown Council, Minneapolis SafeZone Collaborative and Minneapolis Parks and Recreation Board, and is sponsored by VEIT, Kraus-Anderson, Minneapolis Building & Construction Trades Council, Minneapolis Downtown Improvement District, U.S. Bank and Love Your Melon.

About the Minneapolis Park and Recreation Board:

The Minneapolis Park and Recreation Board is an independent, semi-autonomous body responsible for the Minneapolis park system. With 179 park properties totaling 6,801 acres of land and water, the Park Board provides places and recreation opportunities for all people to gather and engage in activities that promote health, well-being, community and the environment. Its Grand Rounds Scenic Byway, neighborhood parks, recreation centers and diversified programming have made the park system an important component of what makes Minneapolis a great place to live, play and work. More than 21 million annual visits are made to the nationally acclaimed park system, which was named the number one park system in the nation in 2013, 2014, 2015 and 2016 by The Trust for Public Land’s ParkScore® Index.

About the Minneapolis Downtown Council:

Founded in 1955, and one of the oldest central business associations in the nation, the Minneapolis Downtown Council (MDC) is a membership-based entity that works to create an extraordinary downtown. The MDC’s collaborative developments of *Intersections: The Downtown 2025 Plan* was designed to help downtown businesses, community leaders and citizens build on downtown assets and implement future goals. For more information, please visit DowntownMpls.com.

About the 2025 Plan:

The [Downtown 2025 Plan](#) is a vehicle to help leaders and citizens build on Downtown’s assets and guide its development in ways that reflect the community’s aspirations for a Downtown Minneapolis that is thriving, livable, green, connected and welcoming in the decades ahead. This includes initiatives to double downtown’s residential population, transform Nicollet Mall into a must-see destination, implement a Gateway area and other green elements throughout downtown, create a compelling and walkable environment around the clock, lead the nation in transportation options, end street homelessness, forge connections with the University of Minnesota and more. The 2025 Plan is a Minneapolis Downtown Council initiative established in 2010.

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