

Tacoma Regional Convention + Visitor Bureau

Tacoma Visitor Information Center Becomes a Gallery for Young Artists

Oct. 29, 2012—Tacoma, Wash.—The Tacoma Visitor Information Center [VIC] is becoming more than just a location for visitors to gather information about what to do and see in Tacoma + Pierce County, Wash. The VIC, in partnership The Young Creative, will now be a constantly changing art gallery featuring the work of Tacoma's young artists. The gallery will open to the public on Nov. 7, 2012 as part of Tacoma's Art at Work Month.

In the summer of 2012, the Tacoma Regional Convention + Visitor Bureau [TRCVB] partnered with Tacoma School of the Arts [SOTA] and their program, The Young Creative. The partnership allows students to work with the TRCVB and learn how art connects with tourism and business.

"Our partnership with the TRCVB presents incredible opportunities," said Michael Sein-Ryan, Career Counselor at SOTA. "The program gives students the chance to contribute their creative and young energy to marketing this community. What better way to learn the skills to begin marketing their own art? We want them to be eating, rather than starving, artists."

The VIC's first intern and SOTA student, Mailiana Tuivaiave, helped kick start the program in summer 2012. Tuivaiave provided vision for what the program would look like. Tuivaiave will continue to work with the program serving as an ambassador from SOTA.

"By interning at the VIC I have become so much more acquainted with the creative opportunities in my own town," said Tuivaiave. "I have learned people skills by serving visitors from all over the world. I had no idea Tacoma was such a hot spot."

The second intern has now started at the VIC with more to come in 2013.

This unique program allows Tacoma + Pierce County visitors to easily experience the local arts community in the region. The VIC is taking the program beyond just the art experience. Visitors will be able to contribute to the development of young artists through the purchase of the art on display in the gallery.

"This partnership enables visitors to have a deeper connection with the arts community and offers a better understanding of how the arts are intertwined in so many aspects of the city," said Tami Music, TRCVB's Visitor Sales Manager. "From renowned artists, such as Dale Chihuly, to local professional artists, to the budding talents at our local high schools our connection runs deep with artistic talent and an appreciation for art. This project gives our visitors the opportunity to be a part of this experience."

The Young Creative gallery in the VIC, featuring work by Tuivaiave and other young creatives, officially opens Nov. 7, 2012. During the reception from 5-7 p.m. the community can meet the young artists. The VIC is located in the lobby of the Courtyard Marriott on Pacific Avenue in Tacoma. The gallery will be available to the public during the VIC's regular operating hours. For more information about the VIC's hours visit, www.traveltacoma.com/getting-around/visitor-information/.

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The Tacoma Regional Convention + Visitor Bureau is the official destination marketing organization for Tacoma + Pierce County, Wash. Accredited by Destination Marketing Association International. For more information, visit www.TravelTacoma.com.

The Young Creative is a Collective of Artistic Youth. The program includes emerging artists, all from the Tacoma Public Schools who are interested in sharing their artwork outside of the school environment. For more information, visit www.facebook.com/TheYoungCreative.

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