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ArtPrize, LaughFest, Beer City USA gear all available _ ents at Grand Rapids Store online



ArtPrize 2014's poster can be found on new merchandise available in area stores as well as from the online Grand Rapids Store. (Cory Morse | MLive.com)

Cory Morse | cmorse1@mlive.com (http://connect.mlive.com/staff/GRPcmorse/photos.html)

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Print (http://blog.mlive.com/grpress/news_impact/print.html?entry=/2014/09 /artprize_laughfest_beer_city_u.html)

(http://connect.mlive.com/staff/jkaczmarczyk/index.html) By Jeffrey Kaczmarczyk ikaczmarczyk@mlive.com (http://connect.mlive.com/staff/ikaczmarczyk/posts.html) Email the author | Follow on Twitter (http://twitter.com/ArtsWriter)

on September 19, 2014 at 1:00 PM, updated September 19, 2014 at 1:05 PM

Skindditk 34 druzef) GRAND RAPIDS, MI - If you want to see ArtPrize (http://www.mlive.com

/artprize/), you have to come to Grand Rapids.

But if you want a piece of ArtPrize - or LaughFest or Beer City USA - you can go online to the Grand Rapids Store (https://grandrapidsstore.com/).

You also can get Grand Rapids-themed "GR&" shirts, mugs and more at the online store hosted by Experience Grand Rapids.

1 of **GrandRapidsStore.com**, which launched in May (http://www.experiencegr.com/blog/announcing-grandrapidsstore-



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enthusiasts of Michigan's second-largest city a place to get branded gear from Grand Rapids' signature events.

The online store is a partnership between the brands and Markit Products in northwest Grand Rapids, a local apparel and promotional merchandise company, which produces, inventories and ships all items purchased in the store.

During ArtPrize, you can buy ArtPrize-related merchandise at ArtPrize's HUB headquarters as well as at several other locations during the festival opening Sept. 24 and continuing through Oct. 12.

Related: <u>ArtPrize 2014: Here's where to buy ArtPrize stuff now</u> <u>(http://www.mlive.com/artprize/index.ssf/2014/09</u> /artprize_2014_heres_where_to_buy_artprize_stuff.html#incart_river_entertainment)

Afterward, you can turn to the Grand Rapids Store anytime.

"We don't have a physical store beyond the 19 days, so it really gives us a place for people to buy ArtPrize merchandise after ArtPrize," said Dave Deboer, director of operations for ArtPrize.

ArtPrize's 2014 poster and shirts and other items inspired by its design are available from Markit Products, which has produced ArtPrize merchandise since the second event in April 2010.

You also can buy from the Grand Rapids Store ArtPrize's 5-year retrospective coffee table book, <u>"ArtPrize: How a Radically Open Competition Transformed a City</u> <u>and Changed the Way We Think About Art," (ArtPrize, the 'international</u> <u>phenomenon,' celebrates five years with retrospective book)</u> which was published in April.

The "Beer City USA" brand recognizes that Grand Rapids, in an online poll, tied for the title in 2012 and won it outright in 2013. Afterward, the poll's organizer retired the 5-year-old poll, leaving Grand Rapids as its final holder.

Related: <u>RIP Beer City USA poll: Founder spikes online contest, says it</u> 'served its purpose' (http://www.mlive.com/business/west-michigan /index.ssf/2014/03/beer city usa poll retired fou.html)

Items for sale range from a Beer City sticker for \$2 to a jersey hoodie for \$40.

The "GR&" brand, which is pronounced "grand," is the creation of Gregg Palazzolo of Palazzolo Design, who created a flexible brand that can mean several things at once. "GR& Art" can mean "Grand Art" but it also can mean "Grand Rapids & Art."

"GR&" items for sale include both men's and women's flannel boxer shorts for \$20.

The Grand Rapids Store launched two months after the close of <u>LaughFest 2014</u> (<u>http://topics.mlive.com/tag/LaughFest/index.html</u>)</u>, but organizers of the festival of laughter joined the effort in advance of the next community-wide showcase of seriously funny stuff in March 2015.

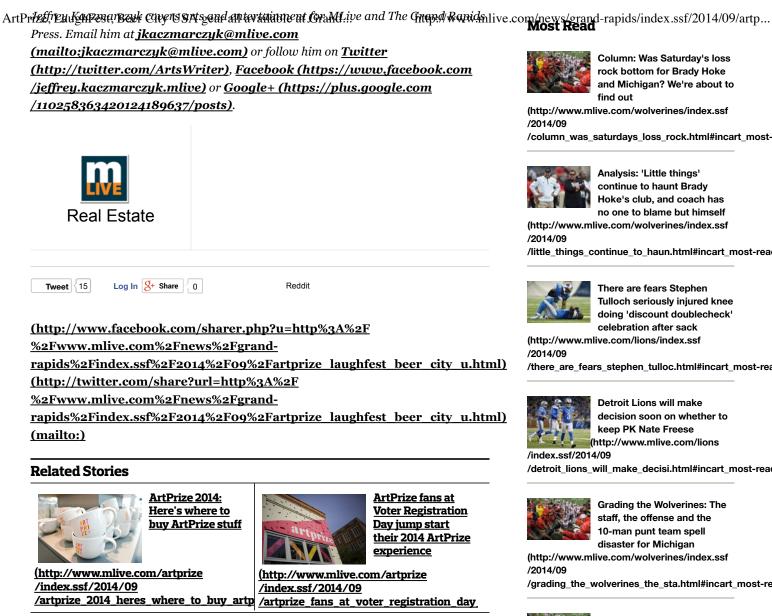
LaughFest-themed items include a LaughFest key ring for \$2 and LaughFest's slogan, "Seriously Funny," on a baby bib for \$10.

"We wanted to be involved to give shoppers access to all kinds of Grand Rapids brands in a one-stop location and as a way to be able to purchase LaughFest items year-round," said Joanne Roehm, festival director of <u>LaughFest (http://laughfestgr.org/)</u>. "The



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Andrew Krietz | akrietz@mlive.com (http://connect.mlive.com/user/akrietz/index.html) (http://connect.mlive.com/user/akvieth@ridekaththi) Thr curious, given the growing popularity of ArtPrize, have any items in previous years ³ days ago sold out (that mug looks pretty neat)?

Like Reply



Jeffrey Kaczmarczyk | jkaczmarczyk@mlive.com (http://connect.mlive.com http://cinangentanliver.com/wserfiltaczmarczyk/index.html) 3 davs ago

@Andrew Krietz | akrietz@mlive.com (http://connect.mlive.com/user/akrietz /index.html) Most definitely, yes.

Each year's theme is different, and newly produced merch reflects the new theme. Anything inspired by each year's poster, for instance, isn't produced again in successive years.

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Kicker Rob Bironas, who worked out for Detroit Lions this week, dies in car

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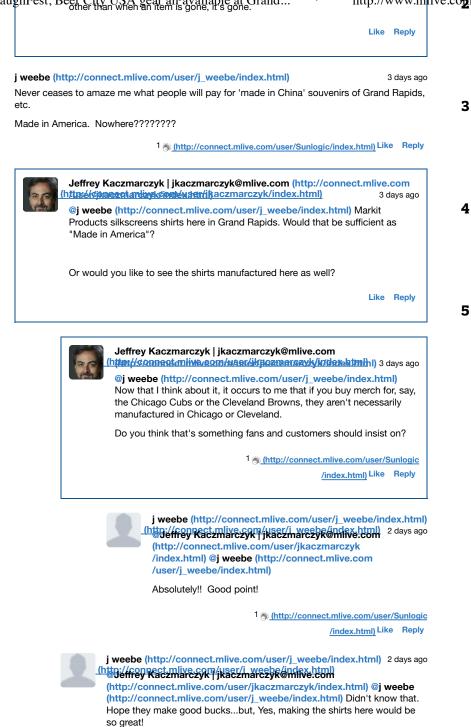
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