

# Pop-Up Art Loop

## Turning increased vacancy in downtown storefronts into an opportunity to showcase Chicago's arts community



Launched at the height of the recession, Pop-Up Art Loop was conceived as a way to turn increased vacancy in downtown storefronts into an opportunity to showcase the Windy City's arts community. Hundreds of thousands of office workers, tourists, and residents pack the Loop daily, making its storefronts ideal for exposing artists' work to new audiences. Taking its cue from retail window displays, the Chicago Loop Alliance, a member-based business organization, provides free space for pop-up galleries. Last year, the Alliance took over 16 vacant properties and invited dozens of arts organizations to curate 49 original exhibitions, each accompanied by public programs. With these efforts, the Alliance hopes to build a more "curious, smart, and bold" Chicago.

Project author or developer:  
**Chicago Loop Alliance**

Where:  
**US / United States / Cook**

Website:  
**[www.popupartloop.com/](http://www.popupartloop.com/)**

