

MAY 10 - 14, 2021
20TH MANIFEST
URBAN ARTS FESTIVAL

20TH ANNIVERSARY

For our 20th anniversary we will reflect upon our robust history of how our students always have and will continue to *shape what's next* in their fields of study. Manifest will show what Columbia College Chicago is capable of reaching to a global audience through creativity, tenacity, and innovation. We will launch our graduating students into their next professional and creative journeys while fostering meaningful connections with alumni who have proceeded them. **We will build upon the success of last year's festival to celebrate and gather as a community both virtually and (safely) in-person.**

MISSION

Manifest is Columbia College Chicago's student driven event that showcases graduating student work.

As an annual tradition and defining ritual, Manifest brings the entire community together to celebrate our creative spirit and develop long-lasting, memorable relationships and connections.

2021 PROMPT

MANIFEST 20TH YEAR:
REACH

GOALS

- Create a sense of belonging within our community through shared experiences within the planning process and culminating festival - an event that is unique to Columbia College Chicago.
- Empower students to actively hone their academic learning by real-world practice, deepening their knowledge and skillsets through the application of their disciplines.
- Showcase Columbia talent to industry professionals, launching students towards their careers and creative journeys.

OVERVIEW

Between May 10 - 14, all Manifest showcases will be viewable on the festival website. This includes static content, virtual live showcases, and live-streamed in-person events.

The website structure will remain the same with updated branding. It will host a more active, exploratory homepage with rotating daily content.

A social media strategy will connect and engage our community and direct guests to the virtual Manifest experience.

SCHEDULE

Monday | Manifest Kick-Off | Noon

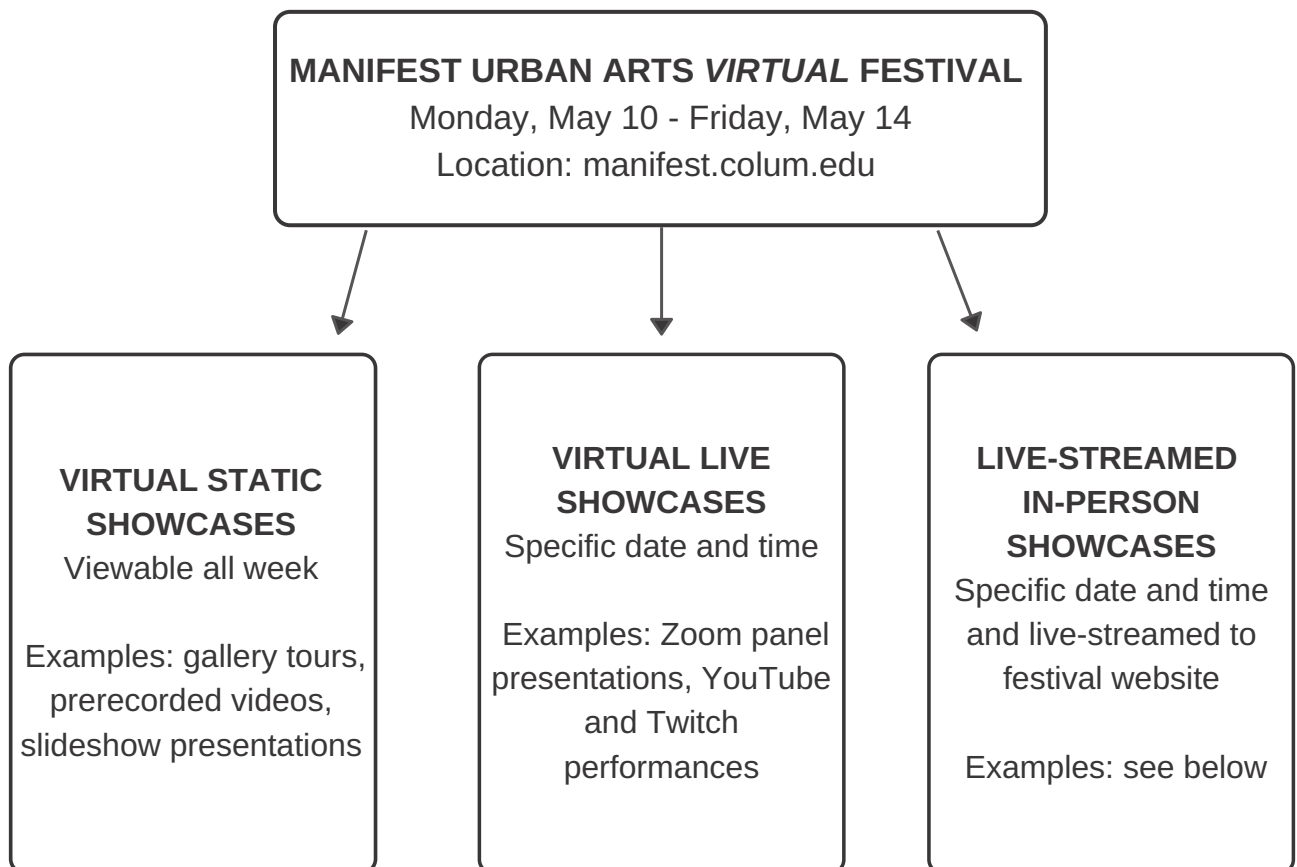
Pre-recorded event aired "live" featuring Dr. Kim, SGA President, and a performance of the 2012 Manifest song.

Monday - Friday | Department Showcases | Noon - 9p

Virtual and in-person showcases on view. Daily 7p limited capacity livestream concerts hosted at The Event Lab.

Friday | Manifest Mainstage | 7p

Student Programming Board concert for a limited capacity graduating student audience to close the festival. Live-streamed to socially distanced watch parties in campus spaces.



LIVE - STREAMED IN - PERSON SHOWCASES

- Exhibition tours in DEPS galleries featuring Art and Art History, Design, and Photography.
- Drive-In theatre featuring CTVA student films in partnership with Latino Alliance and the Chicago lowrider community.
- Fashion show in The Garden using inflatable walking balls.
- The Sidewalk Series performances from 4th floor balcony at the Student Center.
- Photo-op for graduating students with the Llama mural at the Student Center.
- ManiFresh Hip-Hop Showcase and mural reveal produced by Events Management Practicum at The Event Lab.
- Manifest Mainstage concert produced by Student Programming Board for limited-capacity graduating student audience.
- Live-streamed Mainstage concert to watch parties in various campus spaces.

MANIFEST STUDENT TEAM

Creative Director | TBD

- Responsible for festival branding
- Web design
- Print design

Digital Media Assistant

Paige Brunsen (21)

Cinema and Television Arts | Editing and Post-Production

- Manifest web series
- Video production
- Digital media support

Marketing Assistant

Ben Troccoli (23)

Communication | Advertising

- Manifest marketing plan
- Social media
- Print and newsletter content

Programming Assistant

Alejandra Marroquin (22)

Communication | Social Media and Digital Strategies

- Manifest web series
- Manifest Ambassador Program
- Production support

20TH ANNIVERSARY CELEBRATIONS

- Opportunities for community engagement to share Manifest memories.
- Manifest history celebrated through pop-up exhibitions in Student Center and a virtual retrospective in partnership with College Archives.
- Meaningful connections with alumni through Academic Departments and Alumni Relations.
- Festival website will serve as a year round platform highlighting festival showcases for our community and a global audience.