

FOR IMMEDIATE RELEASE: September 17, 2021
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Arts Council of Greater Kalamazoo to Activate Haymarket Plaza with Arts and Entertainment

KALAMAZOO, Mich.- The Arts Council of Greater Kalamazoo (ACGK) is excited to announce its partnership with Treystar to oversee arts and cultural programming for the new Haymarket Plaza. Located in downtown Kalamazoo, the plaza was dedicated on Thursday, Sept. 16, by Fritz Brown, Treystar’s Partner and CFO and representative of the Monroe-Brown Foundation.

Haymarket Plaza is a 7,000-square-foot, state-of-the-art, mixed-use space located behind Treystar’s Haymarket, Monroe, and Main Street East buildings on East Michigan Avenue and Catalyst Development’s newly completed project known as The Warner Building and 180 E. Water Street on Water Street.

The space features an \$80,000 projection mapping system capable of turning a 40-by-78-foot section of the Haymarket Building into a canvas for community art. The projectors can display art, announcements, and entertainment on the northeast elevation of the Haymarket Building in the evenings. The space will also be available to rent in the future to host gatherings and private parties.

“On behalf of the Arts Council, I would like to thank the Monroe-Brown Family, Treystar, and the Haymarket Plaza Advisory Committee for creating the opportunity for artists and arts organizations to have a space for creative expression for our community to enjoy,” said ACGK Executive Director Kristen Chesak. “The Board of Directors saw this as a space for the activation of art and are fully supportive of any initiative that provides the ability for the community to insect with all the arts and culture Kalamazoo has to offer.

“The Arts Council of Greater Kalamazoo looks to support and offer arts and cultural experiences in all shapes, styles, and forms to inspire the community we serve,” Chesak said. “We see this new venue in downtown Kalamazoo as an excellent opportunity for businesses and artists to comingle, for audiences to interact, and for emerging artists to be recognized.

“As part of the downtown social district, Haymarket Plaza provides another Art Hop stop and an additional venue for future events. We also appreciate the support of Downtown Kalamazoo Partnership and the City of Kalamazoo, now and in the future, their efforts will be joined with ours to keep this a vibrant and welcoming space for all.”

As operators and curators of the space, the ACGK will oversee arts programming in the plaza which will run March through October on select weekdays and weekends as weather permits. The types of events planned for Haymarket Plaza include Art Hop, live music and theatre, a featured film series, and cultural activities.

Other features of Haymarket Plaza include a snow-melt system, decorative concrete, lighting, Landscape Forms furniture, an open area designed for entertainment and/or food trucks, and an outdoor seating area for food/beverages. The Haymarket Plaza was designed by TowerPinkster Architects with assistance from Kingscott Associates.

“Community engagement and placemaking were at the forefront of Treystar’s decision to create Haymarket Plaza,” Brown said. “Working together with our partners at Catalyst Development and The City of Kalamazoo, we’ve created a space that will encourage meaningful social and business interaction in the heart of downtown Kalamazoo. We are excited to see Haymarket Plaza come alive under the Arts Council’s oversight.”

The Haymarket Plaza was dedicated to Tom and Gail Kasdorf who devoted their lives to the Kalamazoo arts community.

The Arts Council’s first utilization of the Haymarket Plaza will be next month’s Art Hop on Friday, Oct. 1, beginning at 5 p.m. Nine artists will be featured in the plaza as well as local musician Carrie McFerrin.

For more information about the Arts Council of Greater Kalamazoo and its plans for Haymarket Plaza contact Kristen Chesak at (269) 342-5059.

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About the Arts Council of Greater Kalamazoo:

The Arts Council of Greater Kalamazoo exists to infuse arts and culture into the commercial, educational, and creative economies of our region. The ACGK provides access to a broad range of artistic and cultural opportunities through grants, promotion, advocacy, and free programming to the seven-county region which it serves. For more information visit the ACGK website at www.kalamazooarts.org.

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