



## The Event

**RiverSpan Sculpture Exhibition and Sale** is an annual, international, fine art sculpture event held on the deck of a recently restored, 136 year old steel trestle, which spans the Ohio River between the Cincinnati, Ohio riverfront and the Newport, Kentucky entertainment district.

**RiverSpan** is a three-day celebration of fine art sculpture. The 2008 exhibition, held on June 20 – 22, marks the inaugural year for this spectacular event. With over 120 applicants in its first year, 83 were juried into the show. Those 83 sculptors hail from 3 continents, 4 nations and 23 American states and offer approximately 900 works of sculpture for purchase.

Sculpture in a wide variety of media, style, size and genre will be on display throughout the weekend event. Whether your tastes follow ultra-contemporary lines, human figurative, wildlife or other less definable styles, you will find a sculptor from somewhere in the world or nation whose sculpture will tempt your desire of ownership.

The RiverSpan Sculpture Exhibition and Sale weekend hours are:

**FREE....Children under 15 free when accompanied by parent or guardian...FREE**

## Friday, June 20th

- **Sneak Peek** : 11:00 AM - 3:00 PM **Admission** : \$ 5.00
- **Closed** from 3:00 - 5:00
- **Patrons Walk** : 5:00 PM - 9:00 PM **Admission** : \$ 75.00
  - ❖ **Patrons Walk admission includes**
    - **Personal time with the sculptors.**
    - **Catered light fare with complimentary wine or beer with open bar.**
    - **\$ 100.00 Patron Purchase card.**
    - **Free unlimited Saturday and Sunday admission for Patron card holder.**
    - **Light musical entertainment.**
    - **Percentage of all sales and admission goes to supporting the continuing operational and maintenance costs of the Purple People Bridge.**
- **Friday's Sneak Peek** Preview allows for early interest viewers to take advantage of a brief 4-hour preview at the "buzz" rate of \$5.00 per person.
- **Friday evening's Patron's Walk** is an exclusive opportunity to meet the artists without the crush of a crowd. This private affair is \$ 75.00 per person and provides each guest a transferrable \$100.00 Patron Rebate card, applicable towards 10% off any and all purchases up to the value of the card. The Patron Rebate card also serves as an unlimited weekend pass, allowing the card holder, free admission for the remainder of the weekend. Roaming musical entertainment, catered standup fare with open bar will round out this exclusive opportunity to view fine art sculpture in a magnificent setting.

## Saturday, June 21st

- **General Admission** : 10:00 AM - 8:00 PM **Admission** : \$ 15.00

## Sunday, June 22nd

- **General Admission** : 10:00 AM - 5:00 PM **Admission** : \$ 15.00
- 

## RiverSpan Background

**RiverSpan** began developing as an idea in the mid 1990's, in the mind of Bruce Olson; a sculptor by training, a fine art consultant, broker and artist rep by necessity, who was inspired by a similar "sculpture only" event held in Colorado. His desire to create a similar sculpture event "East" of the Mississippi was stymied for years by the lack of a proper venue. Five years later, on a cold December morning, his venue found him as he kayaked beneath the neglected rusting hulk of the old L&N Bridge, spanning the Ohio River. Initially labeled "**Sculpture on the Trestle**", he quietly began the process of due diligence and slowly built an executable plan. Olson was aware that old L&N Bridge was slated to be fully restored and returned to public service as a pedestrian bridge, linking the Newport on the Levee entertainment district with the Cincinnati riverfront, and he also knew that sculptors have an innate affinity for bridges.

In September of 2002, Olson first approached the Economic Development Director for the city of Newport, Kentucky with his idea for an annual fundraising event for the bridge's continuing maintenance fund. The idea was immediately well received but the city had no money to produce such an event, nor did the non-profit company that the city had formed to maintain the bridge after restoration. It was indicated to Olson in no uncertain terms, if "**Sculpture on the Trestle**" were to be done, he would have to find the means finance it himself. So as poet Edgar Guest wrote in 1918, in "It Couldn't Be Done, .... *he took of his coat and he took off his hat, and the first thing we knew he'd begun it.*"

For more than five years Olson has quietly and steadily worked the whole process through and eventually found a group of individual local business people who believe strongly enough in the regional benefits of the program to underwrite the event. Many people, along the way have said it couldn't be done but Olson remained committed to his singular vision of bringing a world-class fine art event to this highly accessible region of the country. And though the name has changed, this June will be the inaugural year's exhibition for **RiverSpan**.

In the spring of 2007 a chance introduction to a V.P. with the **Greater CincinnatiUSA Regional Chamber**, led to extensive discussions and analysis of the **RiverSpan** business plan by the Chamber before they joined with Olson to co-produce the **RiverSpan Sculpture Exhibition and Sale**. The Chamber has, for decades, hosted the second largest Oktoberfest in the world, second only to Munich's as well as many other large scale public events. The Chamber brings a level of event management expertise to the table that Olson lacked and the national / international scope, which was part of Olson's original vision fits perfectly with the Chamber's mission and message.

## RiverSpan Beginnings and Projected Growth

Many of the naysayers said that too few artists would be willing to take part in a “first year” event to make it viable. Although the event, due to lingering financial uncertainty, was unable to begin contacting sculptors with any degree of confidence until mid-November 2007, and the application cut-off date was January 16, 2008 and the holiday season fell right into the middle of the available time. Over 120 sculptors, world-wide responded and 83 were juried into the event. **RiverSpan** is designed to host as many as 150 sculptors on the bridge and the 2009 exhibition will undoubtedly see a full-house, but quality and caliber are as integral to this event as media, style and genre.

We expect 10,000 to 15,000 visitors to the event in the 2008 year and fully anticipate 20,000 plus in years two and three and continued growth in following years. We hope to inspire the surrounding cities to set-up purchase awards for permanent, public art purchases. Many buildings in the region, especially the Northern Kentucky communities, are ripe for sculptors to develop into studios and fabrication facilities.

Art, or lack thereof often defines a region. The presence of a viable art community attracts a creative class of people who work well outside the scope of the “Art World”. **RiverSpan** can have a far greater effect on the Greater Cincinnati / Northern Kentucky region than most of us can envision today. RiverSpan will bring beauty and a touch of class to assist with curing a perceived regional malaise. At least we hope so. **RiverSpan** goes beyond an art sale.

# Event Time and Date Schedule

---

**FREE....Children under 15 free when accompanied by a paying adult...FREE**

*Percentage of all sales and admission goes to supporting the continuing operational and maintenance costs of the Purple People Bridge.*

## Friday, June 20th

- **Sneak Peek** : 11:00 AM - 3:00 PM    **Admission** : \$ 7.00
- **Closed** from 3:00 - 5:00
- **Patrons Walk** : 5:00 PM - 9:00 PM    **Admission** : \$ 75.00
  - ❖ **Patrons Walk admission includes**
    - **Personal time with the sculptors.**
    - **Catered light fare with complimentary wine or beer with available cash bar.**
    - **\$ 100.00 Patron Purchase card.**
    - **Free Saturday and Sunday admission for Patron card holder.**
    - **Light musical entertainment.**

## Saturday, June 21st

- **General Admission** : 10:00 AM - 8:00 PM    **Admission** : \$ 15.00

## Sunday, June 22nd

- **General Admission** : 10:00 AM - 5:00 PM    **Admission** : \$ 15.00