



ann arbor
summer festival

TOYOTA

Media Contacts:

Mike Michelin
Ann Arbor Summer Festival
734-994-5899
michelon@a2sf.org

Praveena Ramaswami
Toyota Motor North America
734-695-5738
praveena.ramaswami@toyota.com

PRESS RELEASE: Embargoed until 6/10/19 at 9 am EST

####

The Festival Footprint Initiative: The Next Step

Building on their shared vision of understanding our impact to the environment, Toyota and the Ann Arbor Summer Festival continue programming that supports sustainability throughout the three-week festival to educate and inspire.

ANN ARBOR MI (June 10, 2019) – The Ann Arbor Summer Festival (A2SF) proudly continues its Festival Footprint Initiative in partnership with Toyota. The initiative pairs the festival with environmental and artistic partners to stimulate social impact.

This sustainability initiative aims to change community mindsets and actions through arts and education. As a lively, outdoor gathering with more than 80 percent of all programming framed within a natural environment, A2SF in partnership with Toyota has a goal of moving towards a zero waste event for its 80,000 attendees over the next two to three years.

In 2018, A2SF and Toyota made a commitment to become a zero-waste event over two to three years. This year, the festival dramatically moves forward as it aims to divert over 75% of its landfill waste to compost and recycling. Festivalgoers will utilize three-stream waste receptacles throughout the Festival Footprint, and the number of volunteers staffing this extraordinary undertaking triples.

All A2SF food vendors and caterers are compliant, and—with the support of the City of Ann Arbor A2H2O program—the festival will implement water stations in attempt to reduce plastic water bottle usage. Transforming a gathering of this scale into a zero waste event demonstrates a major commitment to improving the environment by the festival and Toyota.

Artistically, A2SF and UMMA present Brooklyn-based artist Mary Mattingly's *Objects in the Round*. From June 27 to June 30, Mattingly leads festivalgoers in a three-day, large-scale public arts co-creation of *Objects in the Round*. Participants are encouraged to bring an object to the Annex at Top of the Park and participate in the creation of an expansive landscape in miniature, and combine it with storytelling about each object. After three days of assembling, Mattingly will deconstruct the installation.

To address public education, a new tent lands at Top of the Park. The Festival Footprint Learning Center makes its debut with nightly, interactive activities from the following partners: Toyota's Terra R&D, The City of Ann Arbor, U-M Office of Sustainability, Recycle Ann Arbor, Zero Waste Washtenaw, U-M Gala, DTE, Bgreen Today, Food Gatherers,

AAPS, Project GreenZ, Ann Arbor Citizens' Climate Lobby, Scrap Box, Washtenaw County Public Works Division, International Samaritan, and the Sierra Club.

“The partnership with Toyota is game-changing. Not only are our operations transforming, but our artistic program will create social impact in thoughtful and meaningful ways,” said A2SF Executive Director Mike Michelin. “The first season of the Festival Footprint made our intentions clear to the city and the county. As a result, 17 organizations, entities, companies, and groups join forces with us this season to change individuals’ behaviors at home. And we couldn’t be more thrilled to present Mary Mattingly with UMMA. We’re fortunate to have such groundbreaking inspiration from Toyota that supports transformational change in our community and the region.”

Over the course of the 11-year partnership with the festival, Toyota has been instrumental in providing support for innovative programming, most notably, the festival’s Global Series. Established in 2015, the series presents cross-cultural and multiethnic artists such as La Santa Cecilia and Fanfare Ciocarlia. This year’s focus aligns with one of Toyota’s core values: respect for the planet.

To demonstrate this long-term commitment, Toyota introduced its [Environmental Challenge 2050](#), which introduced a set of six global challenges that will move the company beyond zero environmental impact to achieving a net positive impact on society.

“At Toyota, we are working hard to address environmental issues facing the global community,” said Kevin Butt, regional environmental director, Toyota Motor North America (TMNA). “While it’s important to engage in conversations throughout the festival this year and share ideas that help reduce our carbon footprint, it’s critical that we commit to actions that will have an immediate impact on communities throughout Michigan.”

Highlights from this year’s Festival Footprint programming includes the following:

- **Tuesday, June 18, 5:30 pm**
Long Table Discussion: Taking Festival Footprint Home

Join the conversation with members of the A2SF Festival Footprint Brain Trust, including Washtenaw County Public Works Manager Theo Eggermont, Associate Senior Consultant, Resource Recycling Systems Matt Naud, Jinny Potter, Administrative Assistant, Summers-Knoll, Ann Arbor Summer Festival Board Chair Marvin G. Parnes, and Summer Festival Programming & Operations Manager James Carter as well as Kayla Sandoval, Engineer and Toyota Terra Co-founder at Toyota R&D and Praveena J. Ramaswami, Community Relations Toyota R&D. Dig into the developments over the past year, examine what we have yet to accomplish, and look for ways festivalgoers can take these values from Top of the Park and implement change in our homes.

- **Tuesday, June 27, 5:30 pm**
Long Table Discussion: Art / Environment / Sustainability

To kick off her residency, Mary Mattingly will be joined by thought leaders from the U-M and beyond including, UMMA curator Jennifer Friess, Arts Curator and Assistant Director, Arts Programming for the [U-M Institute for the Humanities](#) Amanda Krugliak, Detroit-based interdisciplinary artist [Sacramento Knoxx](#), independent film

director and producer [Diane Cheklich](#), co-director of [The Aadizookaan](#) Christy Bieber, Dan Brown, Watershed Planner, from the [Huron River Watershed Council](#), and A2SF's James Carter for a discussion about the possibilities and challenges for artists and arts organizations creating and presenting artwork that explores sustainability and the environment.

- **Tuesday, June 27, 7:00 p.m. - Sunday June 30, 5:00 p.m.**
Mary Mattingly's *Objects in the Round*

Mary Mattingly leads festivalgoers in a three-day, large-scale public arts co-creation of *Objects in the Round* presented in partnership with [University of Michigan Museum of Art](#) (UMMA), where Mattingly's photography is being featured in [The World to Come: Art in the Age of the Anthropocene](#), running through July 27 at the Taubman Gallery.

The Ann Arbor Summer Festival is one of the largest public arts gatherings in the state of Michigan, attracting an estimated 80,000 people to the campus of University of Michigan and downtown Ann Arbor over three and a half weeks. The estimated economic impact of the festival is \$3.5 million annually. Transforming a gathering of this scale into a zero-waste event is a major demonstration of commitment to improving the environment by the festival, Toyota, and these environmental partners.

About The Ann Arbor Summer Festival

Top of the Park: 915 E Washington St, Ann Arbor, MI 48109

The outdoor program, Top of the Park, is held along a beautiful campus green and offers admission-free concerts, Movies by Moonlight, open-air street spectacle, local culinary eateries, and unique family attractions.

The Ann Arbor Summer Festival's admission-free series located at Top of the Park runs nightly from June 14–July 7, 2019 (dark on Mondays).

For more information on all festival events, please visit the festival website: a2sf.org

Toyota Motor North America Research & Development (TMNA R&D) aims to redefine next-generation cars as not simply a form of transportation, but as a fully connected vehicle. In fact, since 2003, Toyota has been awarded more patents than any other automaker, including autonomous vehicle patents (more than 1,400). Centered in Ann Arbor, Michigan, Toyota puts the brightest thinkers from all across America together to focus on letting people live more safely and comfortably. Globally, Toyota spends approximately \$1 million per hour on R&D to ensure that Toyota rapidly and continuously develops cutting-edge, high-quality, and appealing vehicles.

Toyota partners with community, civic, academic, and governmental organizations to address our society's most pressing mobility challenges. We share company resources and extensive know-how to support nonprofits to help expand their ability to assist more people move more places. For more information about Toyota, visit www.toyotaneewsroom.com.

About UMMA

One of the finest university art museums in the country, UMMA holds collections representing 150 years of art collecting. A dynamic schedule of special exhibitions and interpretative programs connects visitors with the rich artistic legacy of the past and today's avant-garde.

One of the Museum of Art's most important roles is its contribution to the academic mission of the University of Michigan. From the research and study uses of the extraordinary works of art in our collections, to the teaching implications of all of our temporary exhibitions, the Museum plays an increasingly central role in the academic life of the University, even as it connects to broad regional and national community audiences.

About Mary Mattingly

Mary Mattingly is an artist concerned with our relationships to objects, where they come from, where they return to, and the implications for humans and the environment. Mattingly asks us to consider how our consumerist society enacts and re-enacts histories of exploitation and colonialism as she diligently maps the complex supply chains from mine to war machine, household items, iPhones, and more. Mattingly's photograph *Life of Objects* is one of forty-five objects on view in UMMA's presentation of the exhibition *The World to Come: Art in the Age of the Anthropocene*, which explores the impacts of human activity on our planet. As accessible as it is provocative, it sparks discussions about what we accumulate and what endures.

####