

Press contact: Eddie Silva
314.446.7496
esilva@camstl.org



Contemporary Art
Museum St. Louis

3750 Washington Blvd
St. Louis, MO 63108
314.535.4660 camstl.org

FOR IMMEDIATE RELEASE

Contemporary Art Museum St. Louis awarded \$50,000 PNC Arts Alive Grant to support Collective Impact



Interactive work created by visitors to the exhibition *Collective Impact: A Sense of Home* at CAM.

July 7, 2021 (ST. LOUIS) - The Contemporary Art Museum St. Louis (CAM) has been awarded a two-year, \$50,000 PNC Arts Alive grant from the PNC Foundation to support the next phase of Collective Impact, a community engagement program that uses art and design thinking to identify, develop and share solutions to challenges impacting local neighborhoods.

“CAM already has forged deep partnerships with public schools in the surrounding neighborhood, and now, with the help of PNC, we look forward to expanding and deepening connections with residents, families and organizations in our own backyard,” said Lisa Melandri, CAM executive director. “We aim to serve and be a resource for our neighbors, with programs and initiatives, like Collective Impact, that are created by and for the local community.”

The PNC Arts Alive grant will allow CAM, in partnership with Creative Reaction Lab (CRXLAB), to grow its Collective Impact program and offer a series of free neighborhood workshops, all within one mile of the museum. CRXLAB applies the lens of Equity-Centered Community Design™ to raise awareness of, reflect on, and address community issues. Participating neighborhoods include Grand Center, Vandeventer, JeffVanderLou, Midtown, the Ville, and the Central West End. Organization representatives and residents of these neighborhoods will select relevant topics for free, artist-led programs at partner sites.

PNC Arts Alive is a multi-year initiative of PNC and the PNC Foundation dedicated to supporting visual and performing arts groups with the goal of increasing arts access and

Instagram
[camstl](https://www.instagram.com/camstl)

Facebook
[contemporaryartmuseumstl](https://www.facebook.com/contemporaryartmuseumstl)

Twitter
[ContemporarySTL](https://twitter.com/ContemporarySTL)

Hours
10–5 Thu
10–8 Fri
10–5 Sat & Sun

CAM is free. Visit often!

engagement in new and innovative ways. “PNC acknowledges the unique and crucial role arts organizations play in fostering discussions on some of the most complex matters of our time,” said Michael Scully, PNC regional president for St. Louis. “Through Collective Impact, CAM is embracing its platform and cross-sector collaboration to ideate and position solutions to social issues at a local level.”



Contemporary Art
Museum St. Louis

CAM’s Collective Impact initiative began this year in partnership with CRXLAB, with two complementary exhibitions presented during the Museum’s current spring/summer season: *Collective Impact: Artwork for Equity*, which featured posters promoting voter rights by young Black and Latinx artists and designers in CRXLAB’s annual competition; and *Collective Impact: A Sense of Home*, an interactive exhibition inviting museumgoers to respond to thematic prompts about finding one’s sense of place, or “home,” in the face of everyday challenges. *A Sense of Home* remains on view at CAM through Aug. 15, 2021.

A previous \$20,000 PNC Arts Alive grant helped CAM expand its [Lifelong Learning](#) initiatives for local seniors in the community throughout 2020-2021. This support was especially beneficial during the pandemic, as it allowed CAM to develop [virtual tours and hands-on workshops](#) for those who would normally visit the museum for in-person activities.

To learn more about the Collective Impact initiative, visit: <https://camstl.org/exhibitions/collective-impact/>

About PNC Arts Alive

PNC Arts Alive is a multi-year initiative of PNC and the PNC Foundation dedicated to supporting visual and performing arts groups with the goal of increasing arts access and engagement in new and innovative ways. The PNC Foundation, which receives its principal funding from The PNC Financial Services Group, actively supports organizations that provide services for the benefit of communities in which it has a significant presence. The foundation focuses its philanthropic mission on early childhood education and community and economic development, which includes the arts and culture. For more information, visit www.pncartsalive.com.

About Creative Reaction Lab (CRXLAB)

Founded in support of the Uprising in Ferguson, Creative Reaction Lab (CRXLAB) is dedicated to building a youth-led, community-centered movement of a new type of civic leader for racial and health equity: Redesigners for Justice™. CRXLAB’s mission is to educate, train, and challenge Black and Latinx youth to become leaders designing healthy and racially equitable communities. (<https://www.creativereactionlab.com>)

About the Contemporary Art Museum St. Louis

The Contemporary Art Museum St. Louis works to enrich lives and inspire curiosity, creativity, and learning through experiences with contemporary art. Focused on a dynamic array of changing exhibitions, the Museum reflects and contributes to the global cultural landscape while engaging thousands of visitors through a wide array of public programs. CAM nurtures the creative minds of our city’s youth through free, in-depth art education, making a long-lasting impact on the community. We are a site for discovery, a welcoming space, free and open to all. For more information, visit camstl.org.

###