



## 2020 Season Pivot

### The Challenge and our Shift

In light of our current climate, we must modify our plans for the 2020 festival. We asked:

*How do we bring Top of the Park to our audience through safe, yet unifying experiences?*

We have reimagined our celebration of music, art, families, culture, and community. The initial time span for these offerings are May 1 - June 28. Additional activities will continue to be announced throughout the summer and into the fall.



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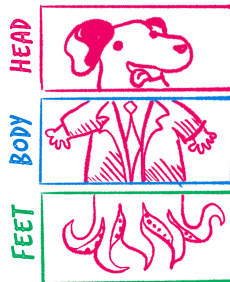
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## Kooky Kreatures Coloring Book

On May 1, A2SF launched its first of several virtual, interactive community art projects. Included in Ann Arbor District Library's "Bummer Game," the Kooky Kreatures Coloring Book invites participants to draw and upload line drawings of a head, body, and feet.

We will choose 10 winners for each category and upload them to our website in a randomizer that allows users to generate up to 1000 different creatures to download in as a pdf and print to color. Players then color their creations and share them with A2SF to choose 20 final winners.



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**A2SF** Quarantine Confessions

A week later on May 8, A2SF launched Quarantine Confessions, a virtual portal for people to share their hopes, thoughts, dreams, or embarrassing moments from quarantine.


Participants will be able to like and share their favorite confessions and create an interactive and creative space for sharing. A2SF will repost the most liked confessions and create weekly confession categories for our audience.

**Submit your confession** View all confessions


Click or tap a category to share your story.



Childcare



Pet care



Supplies

I OFFERED MY EX \$300 TO COME OVER. EX NEVER SHOWED UP. I JUST WANTED SOME HUMAN CONTACT

#Dating

I started dating a really nice guy 2 days before mandatory quarantine. We've been FaceTiming everyday since then to keep healthy.

#Dating


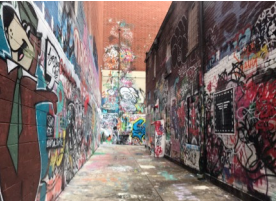

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**A2SF** In Your Pocket  
TOP Music Hikes and Story Walks

TOP Music Hikes & Story Walks geo-tag music and audio stories to specific trails and routes in and around Ann Arbor. The music hikes focus on trails and spotlight music artists originally scheduled to appear on the 2020 Top of the Park music stages.

The first walks (Gallup Park & Furstenberg Nature Area) debuted on June 5. In late June, audiences will be able to access a fictionalized story set in downtown Ann Arbor and featuring landmarks and shops, with more to be announced.

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## Stories from the TOP

Stories from the Top is a podcast featuring people you know and people you should know. Artists, educators, and entrepreneurs linked to Southeast Michigan share stories about how they connect with others, cultivate inspiration, map out processes, or rise from failure. Each episode explores an individual at the top of their game chatting with a friend or colleague on a video call which will become the audio podcast.

First episode was released on June 5 and featured Joan Belgrave.



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## Sidewalk Chalk Festival

A2SF brings the entire county together for Sidewalk Chalk Day, an outdoor explosion of imagination set close to home. Sidewalk chalk art abounds at the Festival. Whether it be children expressing themselves near KidZone or professionals treating the community to delightful works of art on a concrete canvas, chalk art is part of what makes Top of the Park memorable. Festival regular David Zinn joins in the fun, creating works on Ingalls Mall as he does every year, while you can express your creativity or passions about our present moment.

Take photos of your work, share it to social with the #a2chalkday hashtag, and AADL will select winners as part of its Summer Game. Presented in Partnership with the Ann Arbor District Library.



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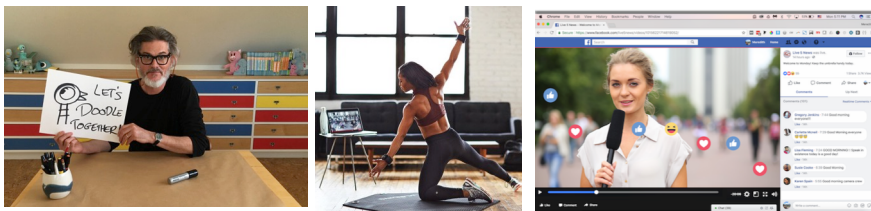
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## Streaming the TOP

We've brought nightly Top of the Park staples - Retreat (mind-body such as yoga, world dance class), KidZone (creative, hands-on activities), and The Festival Footprint Learning Center (engaging, educational activities on sustainability) online.

Virtual sessions will be broadcast on CTN public access television (channel 17 for Comcast and channel 99 for AT&T), [Facebook](#), [Instagram](#), and [YouTube](#). Wednesday, Friday, and Saturday sessions can also be found. You can also stream it online [here](#).



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## Up Close & Personal

### Tiny TOPs

Order a personal performance in your front lawn or share the gift of music with someone you love. Choose a musician from the line-up below and select a time for that artist to play at an outdoor location of your choice. Musicians will arrive at the designated time, phone or text the residence, and then play a 20 minute set outdoors in front of the residence, while observing social distancing.

### Top of the Pop Ups

In the second wave of programming, we'll announce a series of public pop-up concerts. We expect to present 25-30 intimate concerts in neighborhoods, apartment complexes, parks. They will be shorter sets (45-60min) with minimal amplification and staging.



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## River of Resilience

The River of Resilience riffs on the popular concept where the community paints rocks at home and then brings them to a central location to line up in a painted rock river.

Launching late June, we will grow the installation over the summer and end in the fall.



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## Looking to the Future

We are living in unprecedented time, and now more than ever, our community needs the opportunity to connect. The Ann Arbor Summer Festival is prepared to help our community reconvene together in-person when it's safe to do so.

We will continue envisioning a potential out-of-season mini-festival or celebration when it's safe to do so.



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