



IMPACT

Through its affiliate venues, arts events, and educational programming, Oakland Art MurmurSM contributes greatly to the economic health and reputation of Oakland by providing a positive and engaging cultural experience for those who visit, live, and work here.

OAM also supports its community by generating local, regional, national, and international media and influencer attention to and on Oakland, providing good-news stories about the city's thriving arts scene and cultural renaissance. Fittingly, the widely circulated magazine National Geographic Traveler recently revealed its 28 "must-see destinations and travel experiences around the globe" for 2019. For the first time, Oakland made Traveler's list, one of only four US destinations named, and the only US listing in Nat Geo's Culture category.

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- Since its beginnings in 2006, Oakland Art Murmur has connected thousands of artists, in thousands of exhibitions, to more than 1,000,000 participants.
- In 2014, OAM was granted status as a 501(c)3 non-profit organization.
- Artplace America named Oakland one of America's Top 12 Art Places and acknowledged OAM's role in 'creative placemaking' for the city.
- Expedia calls Oakland Art Murmur a "DON'T MISS EVENT."
- The New York Times describes OAM as, "... dozens of galleries and venues ... that embody the spirit of this changing city."
- Lonely Planet's international website lists OAM art venues as recommended tourist destinations.
- OAM venues are both a local asset and a cultural benefit to the Greater Bay Area. These quasi-public spaces are open for all to experience art, often free of charge, and discover work that speaks to, informs, and perhaps potentially transforms, their worldview.
- Though started as part of OAM's monthly First Friday Art Walk in 2012, the street festival component of Oakland's First Friday events became independent from OAM in 2013. Since that time, OAM affiliated art venues have expanded their presence across the City of Oakland.
- Media coverage of OAM has generated hundreds of column inches and achieved significant audience influence. This coverage, valued in the hundreds of thousands of dollars, continues to build awareness of Oakland and its evolving art scene.

In short, there truly is a "there there."

Additional Information

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