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Art in CU Passport Launches Showcasing Local Public Art

Champaign, IL— Experience Champaign-Urbana launched their second experience pass highlighting public art in the greater Champaign-Urbana area. The pass—Art in CU—features 200 pieces of public art from murals to sculpture in our parks, urban districts, and the University of Illinois campus.

Residents and visitors can sign up for the pass and earn points each time they check in at one of pieces of art. Once a user has visited fifty locations, they'll receive their choice of any t-shirt, sweatshirt, hat, or tote from the Champaign-Urbana Proud store based on availability.

“Wherever you are in our region, there is public art on display,” explains Terri Reifsteck, Vice President of Marketing and Community Engagement for Experience Champaign-Urbana. “We often get asked for maps to public art, so we’re excited to launch this passport with 200 pieces across the Champaign-Urbana area. We hope it gets people outdoors and exploring different areas in our community.”

Users simply need to visit experiencecu.org/experience-passes to sign up for free. Once registered, the Art in CU passport is instantly delivered to your smartphone where you can save it to your homescreen for easy access. Using your phone’s GPS, you can check in when nearby a piece of public art. There is no app to download and users can sign up at any time.

Users can use the passport to look for art near them, or search in populated areas such as campus, downtown Champaign, downtown Urbana, and Meadowbrook Park. The pass will be regularly updated showcasing new pieces as they become available. Reifsteck notes that the passport is limited to 200 stops and there are many more pieces within and surrounding Champaign-Urbana that will get rotated in based on user activity. A full list of public art can be found on Experience Champaign-Urbana’s website at <https://experiencecu.org/experiences/public-art>.

“This passport is only possible because of the work done by the Public Art League, 40 North, the Urbana Arts & Culture Program, the Urbana Park District, and our immensely talented local artists” says Reifsteck. “We’re fortunate to have so many stunning pieces adorning our landscape.”

The Art in CU passport joins the previously launched CU in Asia Food Trail which highlights 70 locally-owned Asian restaurants in the area. Visit experiencecu.org/experience-passes to download all available passports.



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About Experience Champaign-Urbana

Experience Champaign-Urbana is the certified destination management organization for the greater Champaign-Urbana area. Their mission is to promote a welcoming destination experience for visitors to strengthen economic opportunity and enhance the lives of residents. Visit experiencecu.org to learn more.