



2026 ART INSTALL



MALL OF AMERICA.

OVERVIEW

- Create a sensory-inclusive art installation located in the Mall of America Atrium (Level 1, N) launching in March 2026, designed to engage diverse audiences across five Midwestern states surrounding Minnesota.
- This initiative is a collaboration between Artistry, Fraser, Mall of America (MOA), and additional partners, with a focus on neurodiversity, accessibility and community engagement.
- The installation will remain active for three months (March – May), with future potential to become an annual activation or a traveling exhibit.

Mall of America®, the nation's largest retail and entertainment destination, is located in Bloomington, Minnesota— only 1.5 miles from the Minneapolis/St. Paul International Airport and 15 minutes from downtown Minneapolis and St. Paul. We welcome over 32 million visitors from around the world each year.





Fraser is Minnesota's largest provider of autism and early childhood mental health services. Its mission is to improve the lives of children, adults, and families through education, healthcare, and housing that support inclusion, independence, and well-being.

The organization offers services such as autism evaluations, therapy, mental health support, and transitional programs, all based on proven methods and personalized to each person's needs. Fraser serves thousands of families across Minnesota with compassion, expertise, and a strong commitment to accessible, equitable care.



Our mission is to pursue artistic excellence by engaging our region's most talented artists in work that welcomes and develops audiences while opening hearts and minds. Our vision is to build a diverse, distinctive, and progressive community that is widely recognized for making art and artists essential to a vibrant social fabric and civic life. Guided by four key values, we ground our work in deep citizenship, remaining grateful for our Bloomington roots, committed to the city's progress, and proud to make it a cultural destination for audiences throughout the region.

We nurture talent by fostering collaboration across generations and career stages, encouraging artists to mentor and learn from one another. With courage, we embrace change and take thoughtful risks in pursuit of excellence, and through inclusiveness, we strive to ensure that all people feel welcome and respected.

SPONSORS



JAMES A.
LEVINE TRUST

LOCATION

- Level 1, N – Atrium at MOA
- Placement Opportunity:
 - Ceiling / hanging piece
 - Floor graphic
 - Barricade graphic
 - Level 2, Graphic

CONCEPT

- Multi-sensory experience (touch, sound, sight, scent)
- Integration of sustainability and accessibility principles
 - There could be opportunity for recyclable materials to be donated towards this effort
- Emphasis on art therapy and neurodiversity awareness
- Activate in the space with support partners from Fraser / Artistry staff etc.



MARKETING PLAN

Tease & Awareness (Jan)

- Soft announcement: "Something immersive is coming..."
- Behind-the-scenes artist selection content
- Collaborate with Frasier + Artistry on educational content

Build Anticipation (Feb-Mar)

- Announce chosen artist with visuals
- Share artist inspiration & concept sneak peeks
- Launch donation CTA & community engagement tools
- Release press kits to regional media

Grand Launch (March)

- On-site activation & event
- Influencer + media previews
- Partner-driven promotions (MOA, Frasier, Central Roofing etc.)
- Social media takeover by artist/partners

Pulse Campaign (March-May)

- Weekly spotlights on sensory features
- Therapy sessions/interactive moments hosted by Frasier
- Partner activations + brand collaborations
- Data collection: website visits, onsite scans, digital sign-ups
- April Autism Awareness Month





ON PROPERTY LOGISTICS

CONSIDERATIONS

[Operation Floor Details](#)

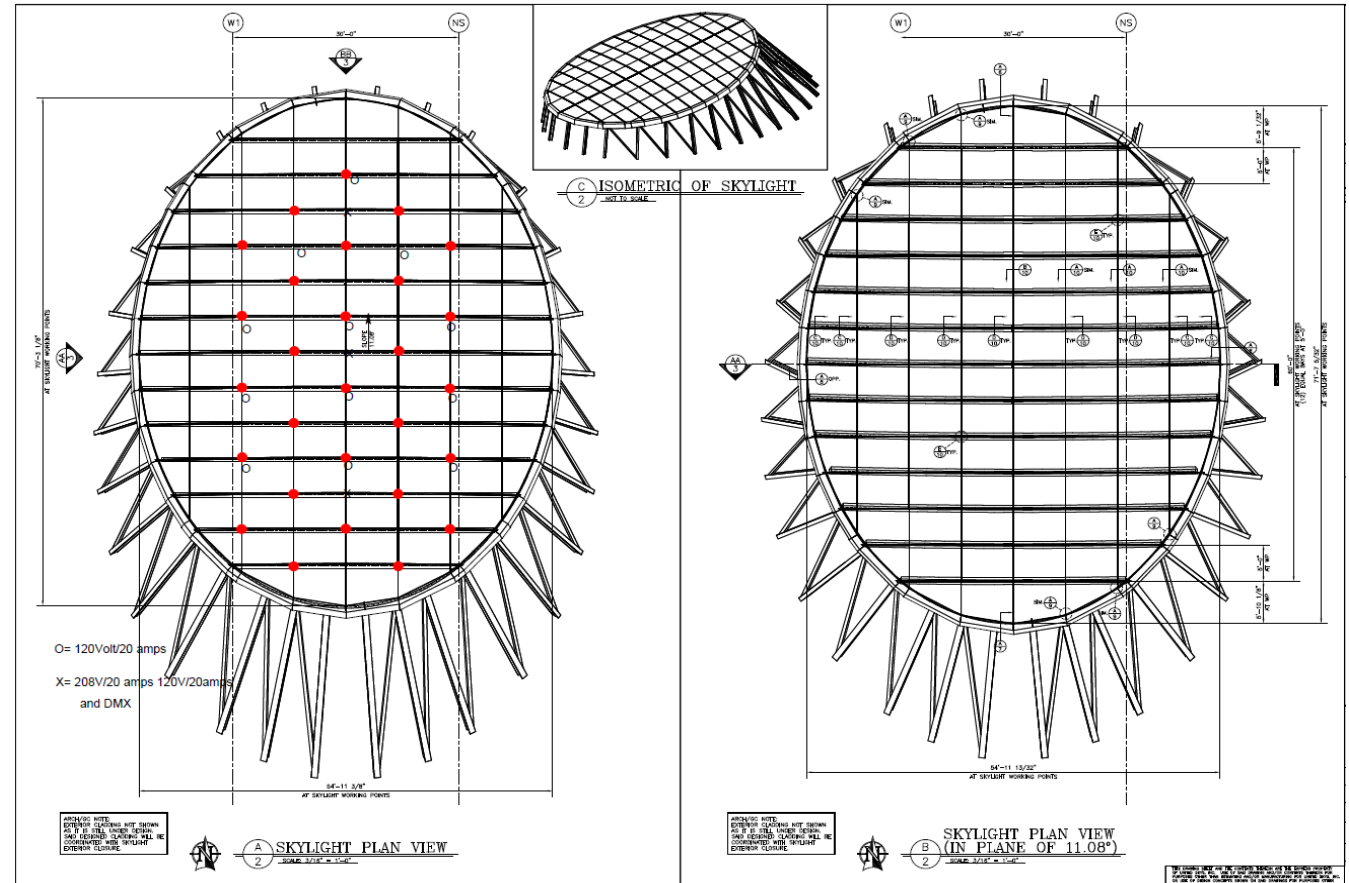
- See operational insights of the space in the linked above

Available for Use on Property (with signed service agreement + training)

- Multiple scissor lifts reaching up to 26 ft in height
- Multiple boom lifts ranging from 50 – 90 ft in height

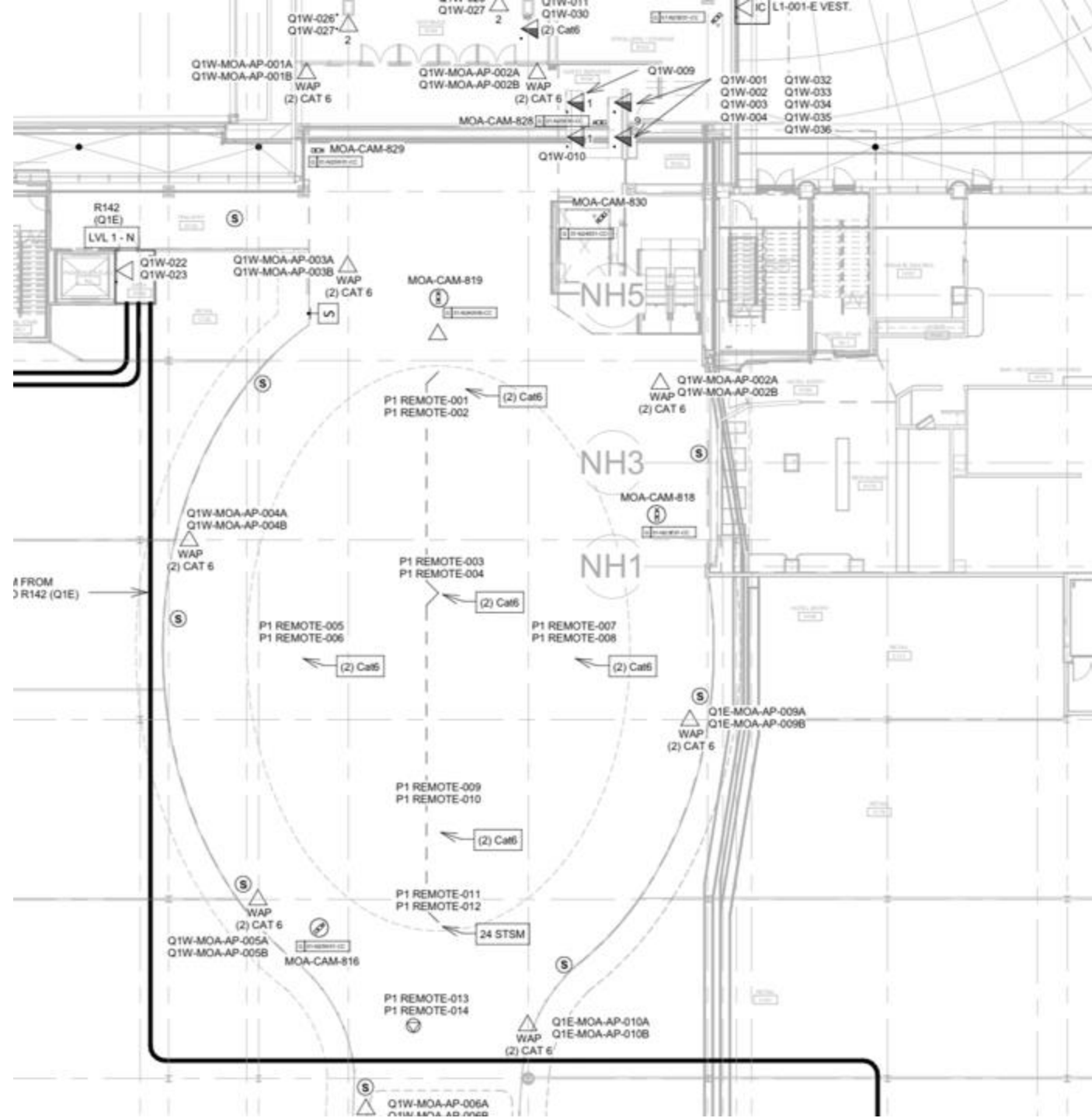
Additional Insights

- Ladders are not recommended or provided
- Any hanging installation must remain a minimum of 14 ft above ground level
 - Reference slide 7 far right for example
- Install must be no closer than 60 in from railing
- Floor installations - there will be weight limits that will be approved by an MOA engineer
 - General rule of thumb is 100 lbs per square foot



CONSIDERATIONS CONT.

Data and IT access points (to the right)



THANK YOU!

