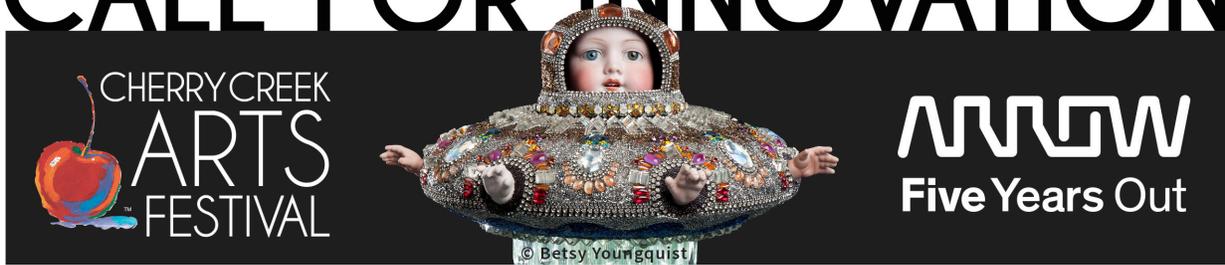


# CALL FOR INNOVATION



**For Immediate Release**

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## **The Cherry Creek Arts Festival and Arrow Electronics Announce the 2016 Five Years Out Arrow Art Challenge Winner**

*Toby Fraley's "The Archivist: I will not let you fade away" will be displayed with other finalists' work through July 5*

**DENVER (June 23, 2016)** — [Arrow Electronics](#) selected [Toby Fraley's](#) "The Archivist: I will not let you fade away" as the winner of the [Cherry Creek Arts Festival's](#) Five Years Out Arrow Art Challenge, a national challenge to inspire artists to take the concept of innovation and express what five years out looks like in the art world, translating ideas into their artistic medium. The jury granted him a \$10,000 prize and a jury-exempt invitation to exhibit at the 2017 Cherry Creek Arts Festival.

Through a competitive and collaborative selection process, a jury of regional artists and art professionals chose seven finalists out of a pool of applicants. Each finalist received a \$5,000 commission to create a forward-thinking piece. The jury selected one winner, Fraley, from Bridgeville, PA, to receive the Innovation Award for his work "The Archivist: I will not let you fade away." All of the finalists' work will be displayed at the Cherry Creek Shopping Center through July 5.

Fraley describes the role of "The Archivist: I will not let you fade away," "The idea behind The Archivist is that annually hundreds of robots are assigned a human counterpart. For that year they shadow their subjects as unobtrusively as possible and record their daily activities (when granted permission). A complete audio and visual record is taken. The Archiver, in essence, forms a short documentary or time capsule of that person and the time they lived. These detailed records are compiled into a searchable database. Once that person has passed away, his/her story is uploaded to a cloud server for the world to have access to for eons. No person is too mundane to not be remembered. No one will ever be forgotten."

"We continue to be impressed with the artists' interpretation of innovation and the Five Years Out concept," said Leda Abrams, global director of events at Arrow. "Each of the seven finalists submitted a forward-thinking piece of artwork, but Toby's notion of archiving the lives of every person to create a timeless and searchable database takes the idea of processing, retaining and sharing information to a unique and innovative level."

For more information about the Five Years Out Arrow Art Challenge, please visit <http://community.arrow.com/arts/> and [www.cherryarts.org/ArrowFiveYearsOut](http://www.cherryarts.org/ArrowFiveYearsOut).

### **Cherry Creek Arts Festival**

The Cherry Creek Arts Festival is a three-day, world-class and award-winning celebration of the visual, culinary, and performing arts and enjoys an annual attendance of 350,000 visitors. Special exhibits, art and culinary demonstrations, and interactive family activities on Artivity Avenue complement the Festival experience. The 2016 event will take place on July 1, 2, 3 and 4.

Janus presents the 2016 Cherry Creek Arts Festival officially sponsored by Arrow Electronics and Your Hometown Toyota Stores. Associate sponsors are Blue Moon Brewing Company, Cherry Creek North, Cherry Creek Shopping Center, Frame de Art, Hendrick's Gin, JW Marriott Denver Cherry Creek, Ketel One Vodka, Room & Board, the Scientific & Cultural Facilities District and Xfinity. They are joined by Associate Media Sponsors, 9NEWS, Colorado Homes & Lifestyles, Mountain Living, ColoradoBiz Magazine, The Denver Post Community, Alice 105.9, 99.5 The Mountain, Comedy 103.1 and Crusin' 1430 AM. Supporting Sponsors include Finished Basement Company-REthinkREmodel, Francis Ford Coppola Winery, Happy Llama Inc., King Soopers, Milagro Tequila, Pepsi and Porter Adventist Hospital. Contributing Sponsors include American Art Collector, Baileys Almande, Blake Communications, Colorado Business Bank, Colorado Lottery, Creative Law Network, Inspirato, the MDC Foundation, Stanley Marketplace & Turner Construction.

Since 1991, the CherryArts 501c3 nonprofit mission provides access to arts experiences and supports art education via the Cherry Creek Arts Festival and statewide education programs. For more information, visit [www.CherryArts.org](http://www.CherryArts.org), or follow us on Facebook, Twitter, Instagram, Snapchat (cherryarts) or Periscope (cherryarts). Come Alive with Art using the hashtag #CherryArts.

### **About Arrow Electronics**

Arrow Electronics is a global provider of products, services and solutions to industrial and commercial users of electronic components and enterprise computing solutions. Arrow serves as a supply channel partner for more than 100,000 original equipment manufacturers, contract manufacturers and commercial customers through a global network of more than 460 serving over 85 countries. Learn more at [www.fiveyearsout.com](http://www.fiveyearsout.com).

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