



**CARMEL**  
x GoldTreesBloom

# Proposal to Host Gold Trees Bloom in Carmel, Indiana



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## Executive Summary

*Gold Trees Bloom* is a public art installation designed to foster community engagement, creative collaboration, and emotional expression. By hosting this exhibit, the City of Carmel, Indiana, would further enhance its reputation as a national leader in cultural innovation and community-centered placemaking.

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## Key Benefits for Carmel

### 1. Civic & Cultural Enhancement

Hosting *Gold Trees Bloom* would align with Carmel's established commitment to the arts. The exhibit offers a compelling story of reimagined beauty and will visibly showcase Carmel's leadership in supporting meaningful, accessible public art.

### 2. Community Engagement

This installation thrives on public participation. Residents contribute by writing on Bloom Leaves, having them attached to the tree, and sharing their reflections through an integrated digital experience. This results in increased community ownership, emotional connection, and civic pride.

### 3. Economic & Tourism Value

The installation is designed for foot traffic, photo opportunities, and social media sharing, which boosts local tourism. Local shops, cafes, and businesses benefit from increased visibility and visitor volume.

### 4. Educational & Youth Programming

Schools and nonprofits can engage with the exhibit through workshops, field trips, and art-based reflection events. The interactive elements also allow for integration into STEAM curricula. A Custom bloom can be created for the school children during the year.

### 5. Seasonal and Civic Continuity

*Gold Trees Bloom* is designed to evolve with the seasons. Each year features a new design palette and community theme, allowing for ongoing relevance and repeat engagement.

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## How the Exhibit Works

Each gold tree is adorned with hundreds of hand-twisted gold leaf stems and interactive Bloom Leaves handmade from weather-resistant paper. Participants write reflections on the leaves and submit them into a drop box. Leaves are placed by a caretaker on the trees to create the ongoing Bloom.

Each leaf includes a dynamic QR code for registration, digital engagement, and social media sharing. A Leaf Box beside the tree allows for continual renewal, ensuring the installation evolves with the community over the season. A gold pedestal is also available with Bloom leaf instructions, dynamic QR code for video instructions as well as a writing surface for participants.

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## Implementation & Timeline

*Gold Trees Bloom* can be installed within 2 weeks of city approval. Ideal launch time aligns with seasonal or civic celebrations.

### Support requested from the City of Carmel includes:

- Approval of a public space for installation
- Basic utility access (if lighting is desired)
- Communications and PR partnership to promote public awareness



## Next Steps

We invite the City of Carmel to partner in hosting *Gold Trees Bloom* as a pilot installation for the upcoming season. Let's work together to cultivate a deeply meaningful, interactive, and memorable public art experience for residents and visitors alike.

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