

**From:** [Karen & Erik Zucker](#)  
**To:** [Jeannie Bruins](#); "mprochnow@losaltosca.gov"; [Jean Mordo](#); [Jan Pepper](#); [Megan Satterlee](#)  
**Cc:** [Jon Maginot](#)  
**Subject:** Montague Media Kit for Downtown Mural  
**Date:** Monday, July 11, 2016 3:20:08 PM  
**Attachments:** [KelseyMontagueMediaKit copy.pdf](#)

---

Hello City Council Members,

I'm forwarding this Media Kit from Kelsey Montague to you all. This is item #15 on the agenda for Tuesday meeting.

I hope you have a moment to look at it.

I will be at the meeting to answer any questions you may have. Thank you for all you do!

Sincerely,  
Karen Zucker, Public Art Commission

--

Courtney Lee Montague  
Manager

w: [kelseymontagueart.com](http://kelseymontagueart.com)  
f: [Kelsey Montague Art](#)  
insta: [@kelseymontagueart](#)  
p: [303.601.9030](tel:303.601.9030)



[What Lifts You Book](#)

**KELSEY**  
MONTAGUE **ART**

**International Street Artist**

Media Kit





“My murals specifically invite people into a piece and then encourage them to share their experience online.

I believe that art should not be separated from the human experience. Instead the human experience should have a hand in creating the art itself.”

**-Kelsey Montague**

# Meet Kelsey Montague

*Kelsey Montague is the inspiring international female street artist/author behind the #WHATLIFTSYOU movement. Her ability to harnesses the power of social media to create uplifting and interactive public art for the digital age has propelled her to a unique status among artists and social influencers.*

Her murals invite people into the piece itself and encourage them to share their experience online in a way that inspires others.

After studying art in Florence, and graduating from Richmond University in London with a degree in Art, Design & Media, Kelsey spent four years in New York City, embracing and battling the Big Apple while developing her pen & ink style.

Kelsey's work has been featured or highlighted by The New York Times, Forbes, Entertainment Weekly, MTV, BuzzFeed, Refinery 29, Mashable, Taylor Swift, Carly Rae Jepsen, the LA Times, GE, GE Lighting, Vanessa Hudgens, Yahoo, Gotham Magazine, Publishers Weekly, Guest of a Guest, The Culture Trip, INSIDER, BFA, Global News, Lockerdome, Texas Public Radio, Channel 9 News Denver, The Aucklander, Paste Daily, The Vail Daily, Good4Utah, The Sunshine Coast Daily, Platinum Properties, Fresh Living, Paste Magazine, Profile Magazine, Smart Creative Women, Ugly Magazine, The New Orleans Advocate, WGNewOrleans, USA Today, MSN.com, Ad Week, Business Insider, and The Wall Street Journal.

She's partnered with brands such as Instagram and Facebook, United Airlines, Fox Home Entertainment, Carly Rae Jepsen, Andaz Hotels, Triumph Hotels, GE Lighting, Lindt Chocolate, Pencils of Promise, Toms of Maine, and Howard Hughes.

She currently has two coloring books for adults: *"What Lifts You"* is available now, and *"What Lifts Your Heart"* releases in October 2016. Both are published by Harlequin Books (now part of Harper Collins).



**WHAT LIFTS YOU**





\*a few of the 20k+ photos tagged #whatliftsyou

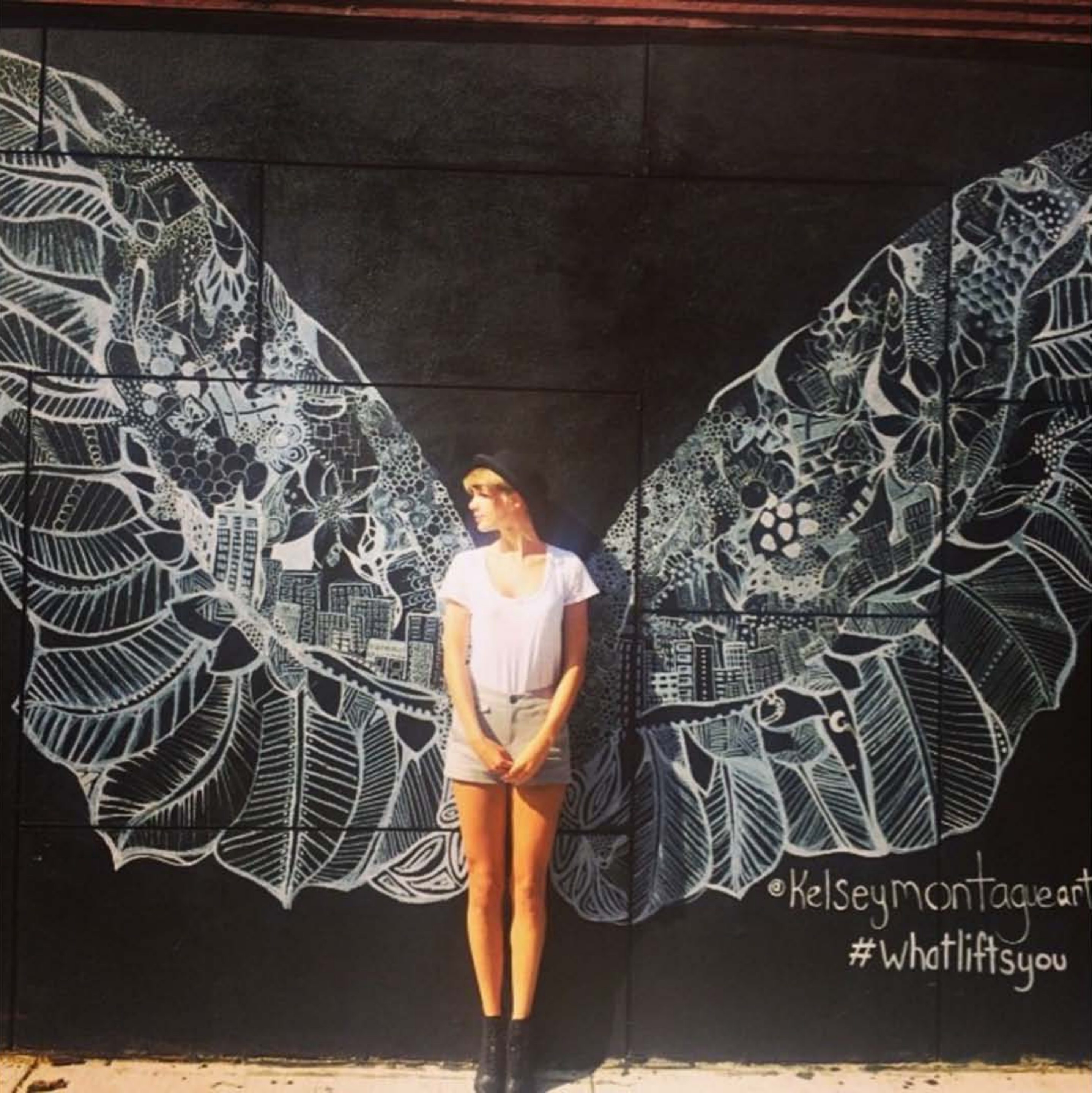
“‘What Lifts You’ is so powerful because we are so rarely asked, ‘What is truly important in your life?’ ‘What do you value?’



I love watching the creative ways people take flight as they answer this question on social media.”

-Kelsey Montague





taylorswift

Following

901k likes

100w

taylorswift Finding wings in New York City.

[view all 20,887 comments](#)

katycatsy @kefera @igorsaringer

katycatsy Parecido

eadaoin.o @catherinemcgrath13

paula\_swift You mean the world to me. 💜

xswiftie.4.everx Our goddess 💜💜💜

chloefizzy @emmmahale 💜

fashionjunkfood Please tell me this location 🙏🌟

vikaurbonikii 😊👑

strumblonde OMG @maddiesyy

nataliazeoli @clairelliott5

HEYHEYHEYHEYHEYHEYHEYHEYHEYHEY  
HEYHEYHEYHEYHEYHEYHEYHEYHEYHEY  
HEYHEYHEYHEYHEYHEYHEY

kennymakowski Angelic!



Add a comment...



KELSEY  
MONTAGUE ART

# BRAND PARTNERS

AT RIGHT:  
HORTON PLAZA, SAN DIEGO  
SPRING 2016

KELSEY MONTAGUE **ART**







# SOCIAL REACH EXAMPLE

HORTON PLAZA, SAN DIEGO  
SPRING 2016

ESTIMATED INSTAGRAM  
REACH: 600,000+ ORGANIC  
(NOT PAID) IMPRESSIONS

37,000+ VIA SNAPCHAT IN 14  
DAYS



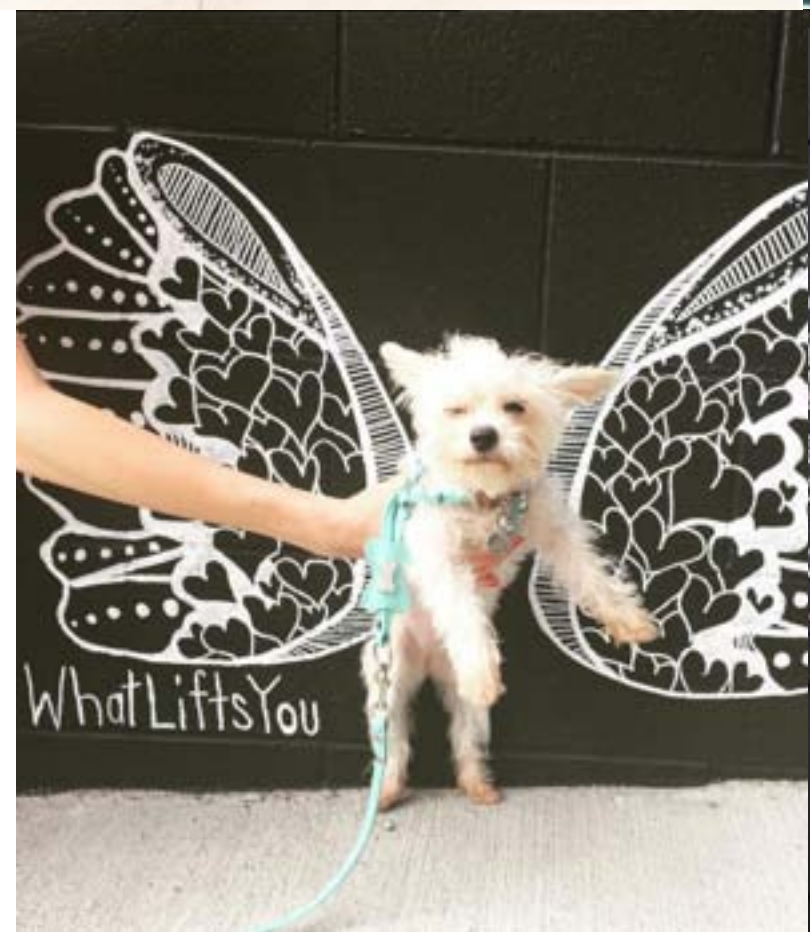


# SOCIAL REACH EXAMPLE 2

THE GULCH, NASHVILLE  
SPRING 2016

ESTIMATED INSTAGRAM  
REACH: 750,000+ ORGANIC  
(NOT PAID) IMPRESSIONS

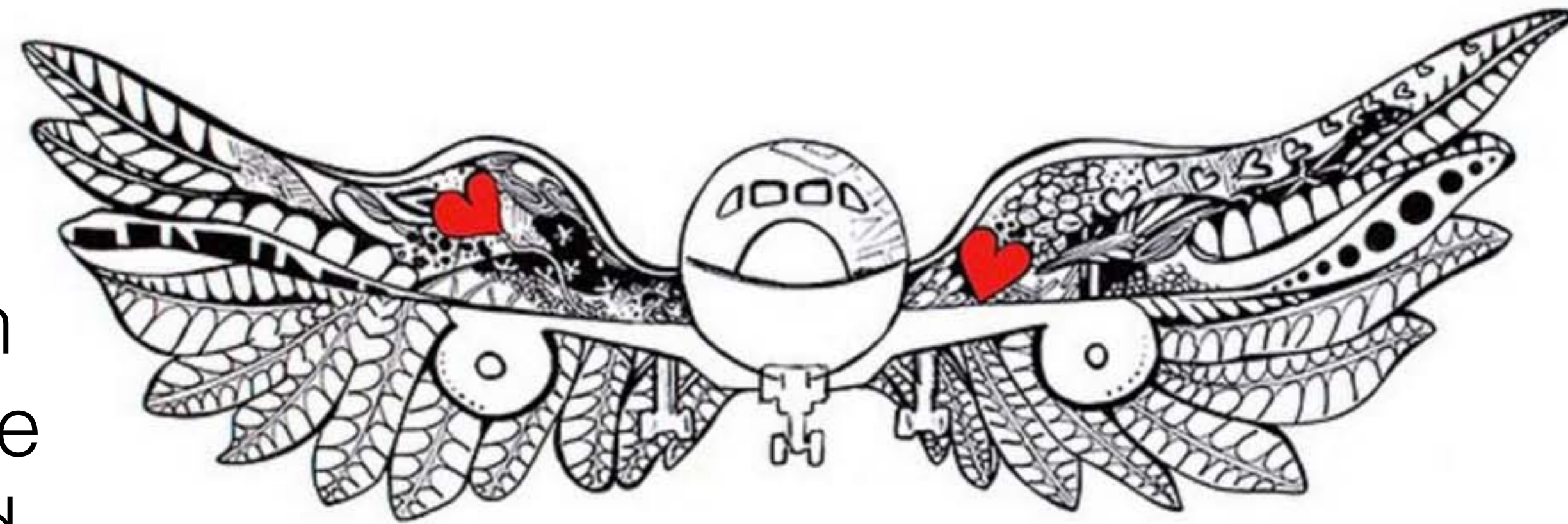
6500+ VIA SNAPCHAT IN 2  
DAYS



“Whether I’m working with a large brand or drawing in my studio, my goals as an artist are always focused on fun and interactivity.

As long as I’m creating art as a tool for community engagement and interaction and I have a pen in hand, it’s easy for me to balance the goals of my partners and my own, because we are aligned from the start.”

Be my  
Co Pilot



UNITED   @KelseyMontagueArt

Other partners: Instagram, Facebook, United Airlines (shown above), Fox Home Entertainment, Carly Rae Jepsen, Andaz Hotels, Triumph Hotels, GE Lighting, Lindt Chocolate, Pencils of Promise, Toms of Maine, and Howard Hughes.



# Disney/IMAX SUMMER 2016

*I created this piece for  
Disney & Melbourne  
Museums IMAX.*

*The mural was focused on  
celebrating the premier of  
the film Alice Through The  
Looking Glass with Johnny  
Depp. So much fun to not  
only work on the main  
concept but to work with  
such a great team at IMAX  
Melbourne.*

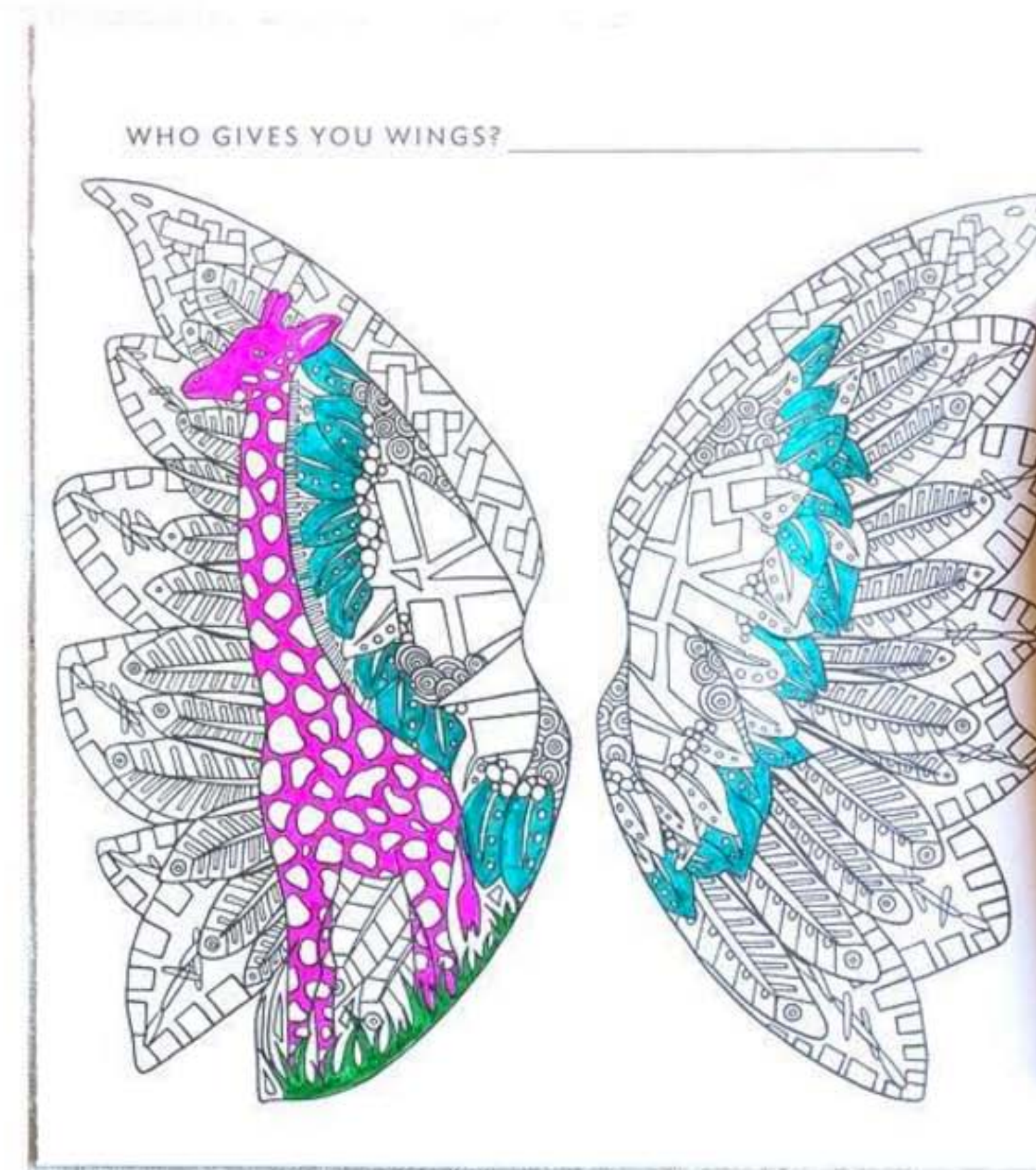
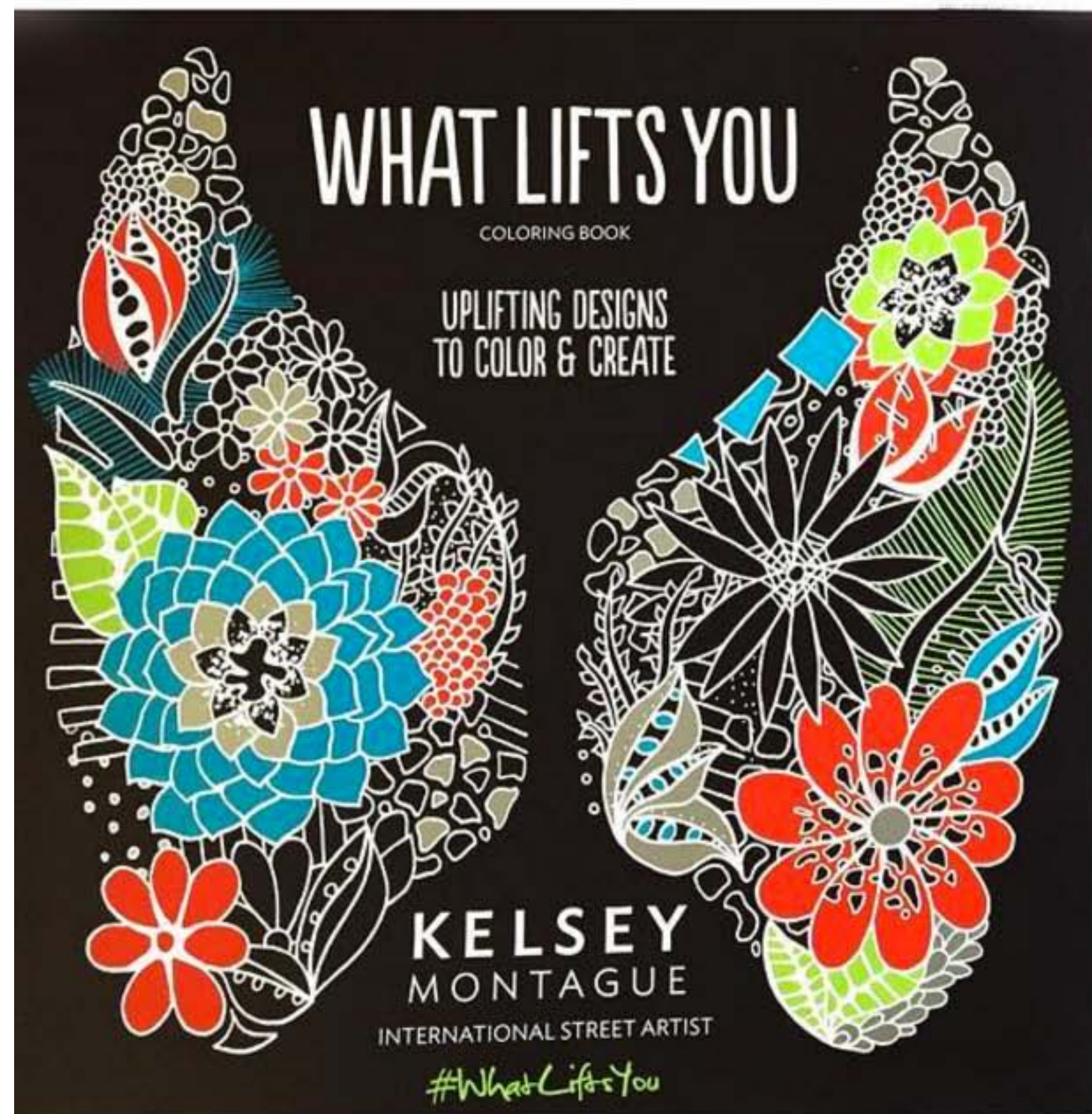


## Bolinda Audio Spring 2016

*This was one of those projects that was exciting from day one. The team & business owner (amazing), the company (inspiring), the mural concept (spot on).*

*One day filled with art, great conversations, great food and amazing people...it just doesn't get any better.*

# COLORING BOOKS



“Coloring gives us the chance to focus completely on a task that’s enjoyable and relaxing. It provides an escape from the day-to-day grind and encourages exploring and revealing our natural creativity.”

-Kelsey Montague

***WHAT LIFTS YOU***

Released May 2016

***WHAT LIFTS YOUR HEART***

Out October 2016

INTERNATIONAL STREET ARTIST

**KELSEY MONTAGUE**



UPLIFTING DESIGNS TO COLOR & CREATE

**WHAT LIFTS YOUR HEART**

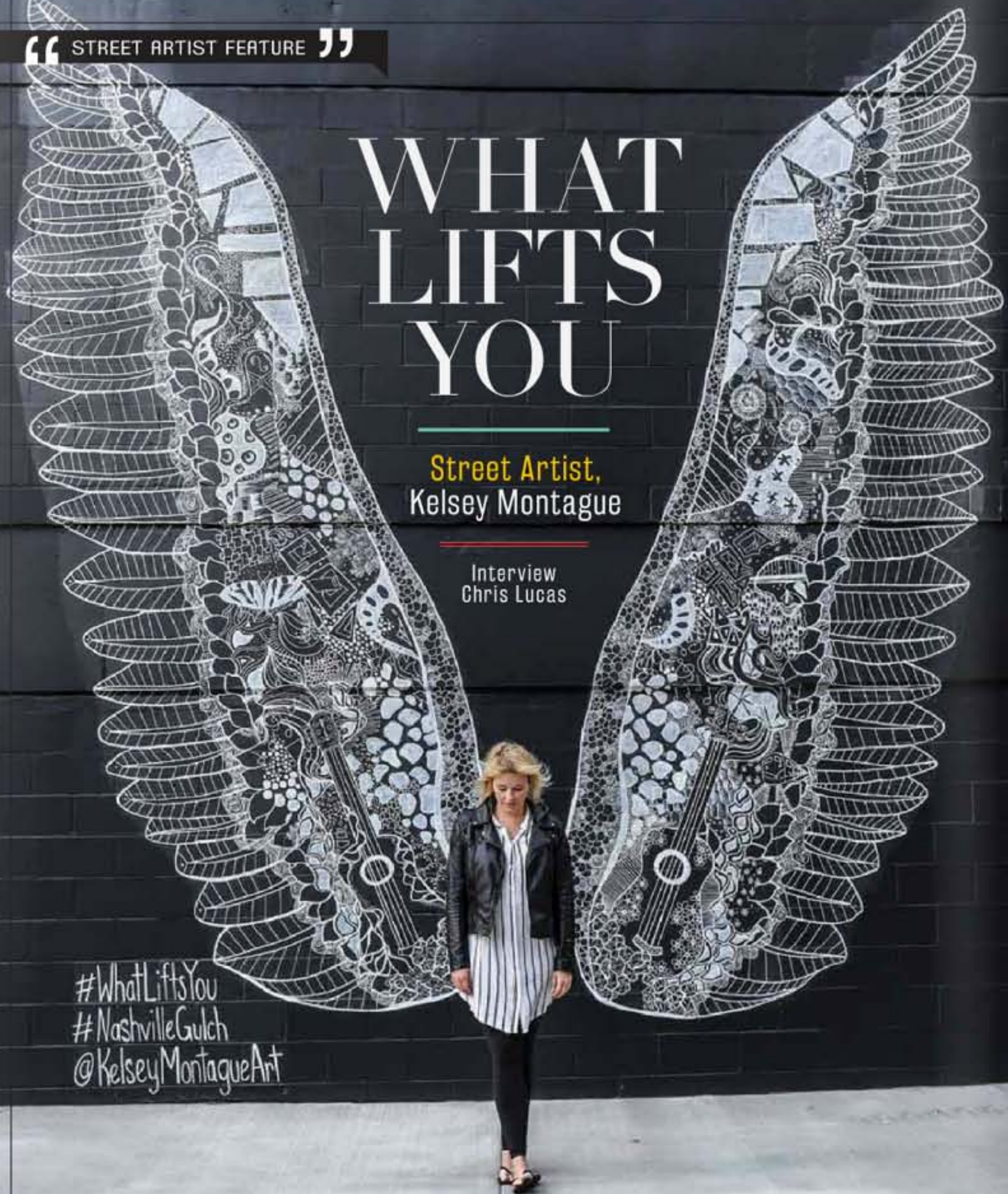
# WHAT LIFTS YOU

Street Artist,  
Kelsey Montague

Interview  
Chris Lucas

#WhatLiftsYou  
#NashvilleGulch  
@KelseyMontagueArt

This inspiring female street artist/author, who harnessed the power of social media to create uplifting and interactive art for the digital age, wants to take you from being in the art to being in the moment.



**Chris Lucas:** How did you first realize you were onto something with #WhatLiftsYou?

**Kelsey Montague:** Watching the public reaction and response to my first #WhatLiftsYou mural in New York City was when I really knew people not only enjoyed the art but the message as a whole. At first, I wasn't sure people would want to share something personal with others online. I've realized people are not given enough opportunity to be creative and share what inspires them with others. I aim to change that.

**CL:** How did you go from street art to making coloring books for adults?

**KM:** With street art, my focus has always been to create art that is highly interactive. I love giving people the opportunity to step into a piece, become part of the art, and share their own creativity. Coloring books for adults was a natural next step for my work; they are not only relaxing and fun, but you can take them anywhere and use them at any time. Whether you are trying to get through a creative block or taking a five-minute break to decompress, it's an easy way to slow everything down.

**CL:** What is it about the act of coloring that you find meditative?

**KM:** Coloring gives us the chance to focus completely on a task that's enjoyable and relaxing. It provides an escape from the day-to-day grind and encourages exploring and revealing our natural creativity. It helps clear my head and reset my attitude when I'm feeling overwhelmed and stressed. Like my street art, it's so important for me to give people a moment to pause and be in a moment. With coloring, that moment gets to last much longer.

**CL:** MC Yogi once told me that when a street artist sees a wall, it's like a big wave surfer seeing a huge set come in. How do you choose your spots?

**KM:** Coming across a good wall with high foot traffic is like Christmas morning for me, whether it's on a busy NYC street with cars honking, locals rushing to work, and tourists exploring, or a quiet corner in a smaller community. A good wall with a good community is the best thing a street artist could ask for. For all my street art pieces, I focus first on identifying and partnering with vibrant communities in different cities around the world. Meeting new people and exploring new cultures is a huge motivation for my work, and is also the ultimate reward.

**CL:** You've partnered with large companies like Facebook and American Greetings, and huge events like SXSW. How do you balance the goals of working with partners and your own goals as an artist?

**KM:** Whether I'm working with a large brand or drawing in my studio, my goals as an artist are always focused on fun and interactivity. As long as I'm creating art as a tool for community engagement and interaction and I have a pen in hand, it's easy for me to balance the goals of my partners and my own, because we are aligned from the start.

**CL:** What goes into creating one of your pieces?

**KM:** Each day working on a mural is always different, which is pretty exciting. Different cities, communities, and even the weather all play a big part in creating these pieces. I like to start drawing early in the morning and I usually won't stop until the piece is finished. Sometimes it's a window, and other times cranes and lifts are involved! No matter what, letting myself go and staying in a good flow is the most important part for me. Sometimes people interact with the piece while I'm still in the process of drawing it, which is an amazing feeling.

**CL:** I notice you sometimes include a small set of wings in some of your murals. Who or what is that for?

**KM:** I think everyone deserves a pair of wings, and that includes kids, babies, and dogs! It's a fun way for everyone, big or small, to participate in #WhatLiftsYou!



“ I've realized people *are* not given enough opportunity *to* be creative *and* share *what* inspires them *with* others. I aim *to* change that. ”



## RECENT MEDIA

## MANTRA SUMMER 2016



# Coloring Books for Adults Seeking Playtime

By CAROLINE TELL APRIL 20, 2016



An adult coloring party at the home of Nikki Marsh, in black T-shirt, in Woodcliff Lake, N.J.  
Bryan Anselm for The New York Times

## NYT SPRING 2016

“As adults, we need a chance to escape from our everyday life and do something that’s totally meditative,” said Kelsey Montague, an artist in Denver who recently released an adult coloring book titled, “[What Lifts You?](#)” “Once you start coloring, all you have to worry about is staying in the lines and which color to use. It’s an amazing escape.”

# CONNECT WITH KELSEY



[WWW.KELSEYMONTAGUEART.COM](http://WWW.KELSEYMONTAGUEART.COM)



[FB.ME/MONTAGUEART](https://FB.ME/MONTAGUEART)



[@KELSEYMONTAGUEART](https://@KELSEYMONTAGUEART)



[@KELSMONTAGUEART](https://@KELSMONTAGUEART)



[@KELSEYMONTAGUE](https://@KELSEYMONTAGUE)

FOR MEDIA AND PARTNERSHIP INQUIRIES:

[CHRIS@TRANSITIONSE.COM](mailto:CHRIS@TRANSITIONSE.COM)

KELSEY  
MONTAGUE **ART**



