SUPERNOVA
ON THE GREENWAY
A GREENWAY LIGHT + ART EXPERIENCE
DECEMBER 9TH-20TH, 2020 // A NEW WAY TO SOIRÉE

FRIENDS OF
lafitte greenway
INSPIRING...

JOY    CREATIVITY    HEALING

FOR THE GREENWAY’S 5TH BIRTHDAY

SUPERNOVA
ON THE GREENWAY
GREENWAY supernova is

light-based art activating the greenway with spectacle, color, and joy December 2020.

funds raised support the greenway’s growth in 2021.

COVID need & safety
Our parks and public spaces have never been more important. Greenway use has surged during COVID. This outdoor installation safely serves community need: connection to the arts, culture, community, joy, family fun, and holiday spirit while safely social distancing.

the greenway’s 5th birthday
Supernova is a celebration of the Lafitte greenway’s 5th birthday, opened November 2015. The Greenway is the backbone of our bike network and a community connector. Today, the trail sees over 320,000 visits each year and

Supporting local artists & businesses
Supernova supports local artists and musicians, paid for their creative work.

Community and small businesses are the strength of the Greenway. Supernova drives foot traffic and customers to local businesses in Greenway’s neighborhoods.
LOCATED AT THE GREENWAY PLAZA
Opening December 2020 | Greenway & Norman Francis Pkwy
SUPERNOVA LIGHT-BASED ART MAP
CONCEPTUAL - SUBJECT TO UPDATES

SUPERNOVA
ON THE GREENWAY
In partnership with ARTS COUNCIL NEW ORLEANS’ LUNA Fête
SUPERNOVA EXPANDS MAGIC & SPLENDOR WITH TEMPORARY LIGHT-BASED ART INSTALLATIONS. PROJECTIONS / LED ART DISPLAYS / LASER INSTALLATIONS
THE IRIS OF MEMORY

A PERMANENT INSTALLATION BY ARTIST WILL NEMITOFF

DEBUTS AT THE NEW GREENWAY PLAZA BY THE BAYOU THIS NOVEMBER.
SPREADING THE GLAMOUR OF THE GREENWAY SOIRÉE ALONG THE TRAIL

The Greenway Soirée is the Greenway’s biggest fundraising event of the year.

We’re pivoting and twirling in this world moment, transforming the Greenway Soirée into the Greenway Supernova.

Your contribution to Supernova goes beyond December’s art experience. You make possible:

KEY PROJECTS IMPROVING THE GREENWAY IN THE YEAR AHEAD.
YOUR CONTRIBUTION SUPPORTS

**PARKING TO PLAZA**
Transformation of an old parking lot into a new community plaza where the Greenway meets the Bayou—the new home of the Crescent City Farmers Market.

**TRAIL COMPLETION**
Design is underway to complete the last 1/2 mile of the Greenway to connect to City Park Avenue and Canal Boulevard. Help bring this project to fruition.

**NATIVE PLANTS**
Cypress, Live Oak, water loving shrubs, and other plants that benefit our ecosystem and help keep us dry. Your gift helps us plant and care for nature on the Greenway.

**NEW SIGNS**
Signs along the trail will share the history of the Greenway and its neighborhoods, and the ecology and environmental features of New Orleans.
I learned to ride my bike last week on the Lafitte Greenway and now I ride up and down it everyday.

I wish the Greenway connected to City Park so I could safely ride to Storyland.

I love the Greenway more than Frozen 2.

TAYLOR, AGE 2
GREENWAY NEIGHBOR
ACTIVATING THE BRAND NEW BRAKE TAG PAVILION AND GREENWAY PLAZA WITH LIGHT PROJECTION AND LIFE WHERE THE GREENWAY MEETS THE BAYOU

PAVILION RIBBON-CUTTING
MARCH 2020
ONE-WEEK BEFORE LOCK DOWN

SUPERNOVA ON THE GREENWAY
Having this outdoor yoga class makes our neighborhood feel more inviting and gives a sense of community.

SONIA
GREENWAY YOGA PARTICIPANT
Honestly, if it were not for my daily evening walks and jogs along the Greenway, I’d have surely had a mental or physical breakdown by now...

I see so many people using it respectfully. I suspect they’re out here for the same reason as me, and that gives me hope.

And right now, hope is more precious than ever.

JAKE

HEALTHCARE HERO • GREENWAY NEIGHBOR
# Supernova Sponsorship Opportunities

You’re invited to support and connect your brand with the Greenway’s growing community, and to help inspire joy and hope for New Orleans, Mid-City, Tremé and more.

## Donor Levels

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* = 12-Month Recognition Period

= Included

L = Logo

Your gift is tax-deductible to the fullest extent permitted by law.
LEARN MORE
+ CONTRIBUTE TO
SUPERNova

LAFITTE GREENWAY // DECEMBER 2020

PLEASE CONTACT
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