



Big Car uses creativity as a catalyst for a better Indianapolis. This chart explains how.

ISSUES FACING OUR CITY

neighborhoods
civic engagement
social cohesion

health
happiness

creativity
cultural appreciation



ecology
connectivity

educational achievement
lifelong learning

economy
talent attraction & retention



we address these through



highly visible
surprising
accessible

inclusive
interactive
collaborative

fun
equitable
multi-sensory

PROJECTS & PROGRAMS THAT ARE:

adventurous
multi-disciplinary
engaging

meaningful
kid-friendly
thoughtful

innovative
well designed
green



metrics

OUTCOMES

strong neighborhoods
civic engagement

happier, more creative & healthier people of all ages

stronger arts audiences
shared stories

with the goal of reaching these

a greener city
better utilized public spaces

more connected & adventurous residents

thriving local businesses
reduced poverty