

# Art 321's Envision Creative Enterprise Initiative

Through UWNC and Art 321's partnership, United Way Worldwide has provided a grant (the 1<sup>st</sup> in UWNC history) for the Envision Creative Enterprise Initiative.

## Participant Quotes

"I love to draw! Before this program, I didn't know I could be a real artist."

– Envision Artist Participant

"By facilitating the exhibition and sale of their work, we tell stories that deserve to be seen, celebrated, and shared."

– Program Instructor

"We are proud to report that the Envision Creative Enterprise Initiative not only met but exceeded our expectations—laying a foundation for continued growth, empowerment, and visibility for disabled artists in our community."

~ Art 321

The Envision Creative Enterprise Initiative at ART 321 successfully launched a groundbreaking, inclusive professional development program for young adults with disabilities participating in the Envision Adaptive Arts Program. This initiative empowered participants with the practical tools and confidence to become creative entrepreneurs—developing, branding, and selling their original artwork through a dedicated section of the ART 321 Gift Gallery and a branded vending machine featuring their products.

Over the course of six weeks, participants engaged in a structured, supportive workshop series designed to build both artistic and entrepreneurial skills. Each session combined creative exploration with real-world business strategies, fostering independence, ownership, and a sense of identity as working artists.

## Outcomes and Impact:

- Participants developed mock-ups and artwork and to sell through the ART 321 Gift Gallery and vending machine.
- Each artist gained experience in pricing, inventory, product display, and customer engagement.
- The initiative fostered confidence, ownership, and pride, validating the participants' roles as working artists.
- A sustainable model was introduced for ongoing sales, providing long-term revenue opportunities for artists and their organizations.

The participants' work celebrates inclusive art practices and helps reshape community perceptions around disability and creativity.



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