

*Mobile*  
**POP-UP RETAIL**  
*Experience*







**FOR IMMEDIATE RELEASE**

July 1, 2017

Contact: Matt Swenson / 952-463-7404

**It's Like A Food Truck, Only Better.**

**Minneapolis, MN — You're hungry. Hungry for something different. Hungry for something that will feed you for the distance.**

**That's when the Minnesota Art Truck pulls up. Yes, it's a food truck. For the soul.**

Stocked with a delicious assortment of art from Minnesota artists, the Minnesota Art Truck (parked at [MNArtTruck.com](http://MNArtTruck.com)) delivers a flatbed full of something for everyone. With constantly rotating flavors, the same truck of joy will never show up to the same place twice.

"I'm an artist," says truck driver/curator/founder Matt Swenson. "And my Djonk robots (pronounced, "yonk" found at [djonk.net](http://djonk.net)) require very little personal space, so there was room on the truck for a lot of other things." On any given day, at any given event, you'll find jewelry, books, paintings, sculptures, weldings, weavings, and pottery—basically anything that feeds the creative drive of artists—which in turn, feeds the art-hungry masses.

Bing Puddlepot, Minneapolis children's book author, loves being on board. "The Minnesota Art Truck is so perfect there should be fifty of them," he says. "My book can compete against the giants of the publishing industry, or I can ride shotgun in the Art Truck and talk to the very people that want to find a one of a kind book."

"I just think there's a better way to get art than from a gallery," says "Baxter" the vehicle in question, the head-turning 31-ton, decommissioned tool truck. "You don't have to know anything about art to walk up to a truck. But you can tell from one glance at my fenders and grill that whatever's on board is gonna be tasty."

The sheer scale and audacity of the truck have people pulling over to see what's happening. And what's happening is an ever-changing smorgasbord of amazing, original Minnesota art.

"It's an event the instant I pull the parking brake," says Swenson. "It's everything people want: local, unique, super-creative and fun. Which are all the reasons I love doing this so much."

A full list of artists and appearances can be found at [MNArtTruck.com](http://MNArtTruck.com), and you can fuel up on Twitter and Instagram by following @MNArtTruck.

*Keep On Truckin'*  
###

**Look,  
it's the  
MnArtTruck**



# SUPPORT

# Artists

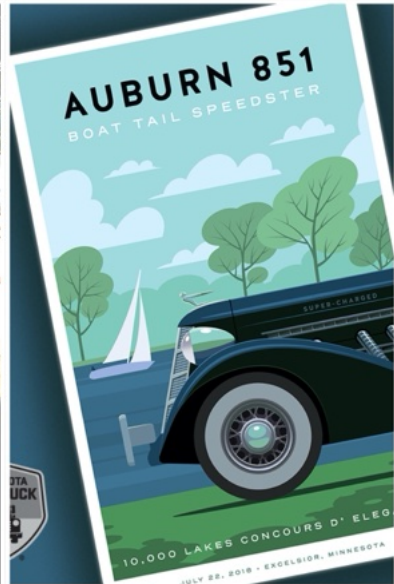
## HERE'S HOW:

- BUY THE ART THEY MAKE
- COMMISSION ORIGINAL ART
- SHARE THEIR ART WITH FRIENDS



# IT'S Easy!







**THE GIFT OF EASY HOLIDAY SHOPPING**  
Book An Office Art Stop From The Minnesota Art Truck®

Bring the entire store to your office curb.  
Mondays, Tuesdays & Wednesdays.  
Through December 19th.



952-463-7404  
matt@mнарtruck.com

# HAPPY HOLIDAZZLE

FROM THE  
**MINNESOTA ART TRUCK®**

Minnesota's only mobile art gallery, the Minnesota Art Truck offers easy access to hundreds of pieces of original, local creations from over 30 artists. We deliver a one-of-a-kind experience by making original art accessible to everyone, right where they are. Come and see for yourself, at this year's Holidazzle. Or, we can dispatch the Art Truck to you!

Paintings, pottery, upcycled robots, photography, textiles, wood and glasswork, wire sculptures, hand-screened posters, jewelry, illustrations, books, mixed-media, and more. Honk-honk!



Holidazzle is held in Minneapolis' Loring Park November 23rd - December 23rd, Thursdays through Sundays. [www.holidazzle.com](http://www.holidazzle.com).





# COMMUNITY ART EXPERIENCE



Look, it's the  
**#MnArtTruck**  
at Unmapped Brewing Co!



# THE CRATE OF GREAT

Posts

**Mn Art Truck**  
Published by Matt Swenson [?] · 7 mins · 🌐

Yeah, you know you're thirsty! Thirsty for beer and original art! Yup, beer and original art ... Get into 56 Brewing and satisfy your palate and soul, all at once! Nope, you can't get this stuff on Amazon.com, ever! While you're at 56 Brewing, snap a selfie with the Crate Of Great and post it online to be entered in drawings for cool swag! #CrateOfGreat #56Brewing #MnArtTruck

<http://mnarttruck.com/crate-of-great/>



**Mn Art Truck**  
Art Get Directions

👤 4 people reached Boost Again

Recent Activity

Boosted today  
Audience: United States: Bloomington (+25 mi), C...  
By Matt Swenson · [In Review](#)

[View Details](#)

👍 Like    💬 Comment    ➦ Share





## Unmapped's "Crate of Great"— you're looking at it — is full of great things for every age and every price range, all 100% uniquely crafted by local artists.

The best part is, you can purchase something this second from the Crate of Great and take it home a few seconds later. (Take that, Amazon!).

- 1) Go to: <http://mnarttruck.com/crate-of-great/unmapped-brewing-crate-of-great/>  
Or scan QR code provided below
- 2) Select the amazing piece of art you want
- 3) Follow PayPal payment instructions
- 4) Show an Unmapped staff member your electronic receipt
- 5) Unmapped unlocks the crate and hands you your art



### FOR IMMEDIATE RELEASE

March 28, 2018

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## The Crate of Great puts every other crate to shame.

Minneapolis, MN - What's better than the Minnesota Art Truck?

The honest answer is: nothing.

But there is one thing that comes close: **The Crate of Great**. If you're looking for a dependable source for what's in the amazing Art Truck—gifts, jewelry, books, paintings, sculpture, weldings, weavings, and pottery—walk no further than...

Actually you may not even have to walk.

Lean over from your perch at the bar or the comfy chair at the salon and check out the Crate of Great. The Crate of Great is the Minnesota Art Truck without the wheels.

The Crate of Great sits in the corner looking awesome, full of good things for every age and every price range, all 100% uniquely crafted by local artists. The best part is, you can purchase something this second from the Crate of Great and take it on home a few seconds later. (Take that, Amazon!)

"I won't say people riot when the Minnesota Art Truck drives away from an event," says truck driver/curator/founder Matt Swenson, "because I can only see out the side mirrors. But people do ask where they can shop when the truck's not sitting there. The website ([www.MnArtTruck.com](http://www.MnArtTruck.com)) is one place. But our many Crate of Great locations put amazing art in your hands any time you want it."

You might know Swenson as the tinkerer/genius behind the army of Djonk robots (pronounced "yunk" and found at [djonk.net](http://djonk.net)) now taking over the world. The heart (and art) of Djonk robots are pieces of Americana—often pieces of family history—that are brought to life as robots. These are the same robots that sit next to you in the Delta Sky Lounge in Atlanta. (P.S. You can commission Djonk robots too.)

To find a Crate of Great near you—or to airdrop a crate into your favorite local establishment—just head over to [MnArtTruck.com](http://MnArtTruck.com) and find the list of where these crates have landed.

"There's a reason it's not called the Crate of Average," says Swenson. "What's in these displays are truly great: local, unique, super-creative and fun. We have such great artists all around us, but most people never see them. The Crate of Great lets you see the best of our local art up close and personal."

A full list of artists and locations of the Crate of Great can be found at [MnArtTruck.com](http://MnArtTruck.com), and you can fuel up on Facebook by following @MnArtTruck.

Keep On Truckin'  
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# URGENCY CARDS

IT'S SO YOU.  
ADD AN "RS"  
ADD IT'S YOURS.



YES WE DELIVER.  
RIGHT INTO YOUR  
HANDS.



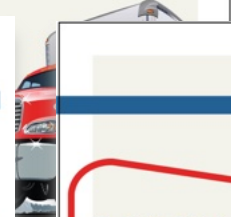
THE TIME IS NOW.

HEY, ISN'T YOUR  
MOM'S BIRTHDAY  
THIS YEAR?



THE TIME IS NOW.

TODAY. THE DAY  
YOU BECAME AN  
ART PATRON.




THE TIME IS NOW.

ONE-OF-A-KIND,  
THAT'S KIND-OF-A  
-WONDER.




THE TIME IS NOW.

IF YOU WANT  
THAT, SO WILL  
SOMEONE ELSE.




THE TIME IS NOW.

IF YOU LOVE IT,  
SET IT FREE FROM  
THIS TRUCK.



THE TIME IS NOW.

PSST. YOU'VE GOT  
AN ANNIVERSARY  
THIS YEAR.



We'll Bring The  
Store To You!



**HOUSE CALLS!**

OFFICE CALLS • SCHOOL CALLS  
EMERGENCY GIFT CALLS

