



Provo – A Culture of Creativity

When we think of creativity, we likely think of the ability to produce something new and exciting. When Provo, Utah comes to mind, we suggest that you think of a place where new and exciting things have been produced for decades, a place with a culture of creativity.

We have previously mentioned the technology innovation that has flowed from the Provo area for many years and is the seed bed for what is now called Silicon Slopes.

But the creativity and innovation coming from Provo go beyond the technology sector and touch all aspects of the creative universe. Take for example music. Provo can easily be considered the musical mecca of Utah. Big name acts such as Imagine Dragons with 75B global career streams, Neon Trees, The National Parks, Fictionist, The Aces, The Moth and the Flame, all started in Provo. And Provo's Velour Live Music Gallery has been ground zero for many of those musicians for decades.

What about famous authors and artists from Provo? Has anyone heard of the Twilight Series? Maybe just a few - its worldwide box office is \$3.5B. These movies are based on the writings of author Stephanie Meyer, a BYU graduate. Then there are fiction writers Orson Scott Card and Brandon Sanderson (over 20M books sold). Stephen R. Covey, long-time Provo resident, is the internationally famous author of 7 Habits of Highly Effective People which has sold over 40M copies. And on and on.

The Covey Center for the Arts in downtown Provo is a hub for creative dance, vocal, instrumental, and theatrical performances with 325 shows annually. A new 170,000sf BYU School of Music will open this year and the new 275,000sf BYU Fine Arts Center will soon be under construction. Also downtown are more than 40 artistic murals created by a wide range of local talent.

Angel Studios in downtown Provo creates stories and pioneered a successful model which has produced and distributed 4 of the highest crowdfunded shows of all time: *The Chosen* nearly 500M views; *Dry Bar Comedy* over 2.2B views; *Tuttle Twins*; and *The Wingfeather* (highest crowdfunded animated show of all time). Also, BYU just received the College Television Awards (Student Emmys) for #1 Best Animation Series and #1 Best Commercial!

Creativity runs deep in the Provo culture. New ideas are part of the culture. Hard work also runs deep in the Provo culture as does an attitude of collaboration. This hard work and collaboration combine to turn these great ideas into something new and exciting in music, writing, art, technology, or whatever. Based on history and the number of successful new and exciting things that have come and continue to come from Provo, there certainly is a strong **Culture of Creativity - another PROVO ADVANTAGE!**