

# Aspen's Lift Tickets This Year Will Be Actual Works of Art

Artist Paula Crown wants to inspire awareness through her work.

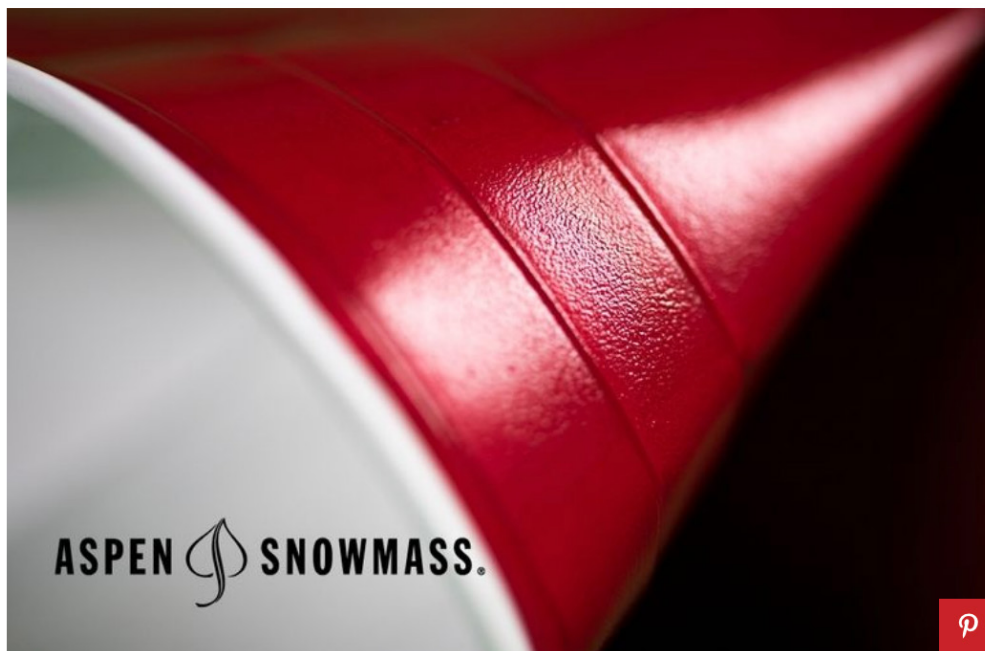


When Paula Crown explains her pivot from business titan to contemporary artist (complete with an impeccable, Jeannie-Gang-designed studio on Chicago's Michigan Ave), her answer is matter-of-fact.

"It goes back to realizing that I've been a maker since I was 4 or 5 years old," Crown said at a recent lecture in Sun Valley, Idaho. "I was always fascinated by the question: What did you do before you knew anyone was looking?"

Since earning her MFA at the Art Institute, the Chicago-based artist has made a formidable entrance into the art world with projects like *Freezing Rain* and *Transposition*, recently exhibited in the Miami Design District. Now, one of her viscerally striking projects, *Solo Together*, was just announced as the featured work on [Aspen's 2017-18 ski lift tickets](#).

"The lift ticket is a unique frame for an artwork in that it lets you connect with a large audience. It becomes a part of someone's experience of Aspen," Crown said. "It was important to me to use that platform to communicate an environmental message in a beautiful and fragile landscape like Aspen."



COURTESY OF ASPEN SKI CO.

These limited-edition tickets, born from the past years' collaboration between Aspen Ski Co. and the Aspen Art Museum's "[Art in Unexpected Places](#)," are a coveted spotlight in the town's cultural landscape. Ms. Crown, a member of the family that owns Ski Co., had also previously spearheaded several initiatives including participatory installations and interior design projects. (Unsurprisingly, Ski Co earned national acclaim in 2013 for the "Best Business Partnering with the Arts in America.")

"I have worked with the Aspen Art Museum, Aspen Institute, and Ski Co in a variety of roles that have let me be an advocate for the arts and sustainability," Ms. Crown writes. "Because of all those experiences, SOLO TOGETHER was an organic fit [for the tickets]. Aspen has had a profound impact on my practice and this opportunity felt like the right time, right project and the right place."

The ticket design presents a window into Ms. Crown's physical exhibit, which addresses environmentalism, FOMO, consumerism, and unity. Crown noted that this particular work seemed like a natural fit because of the "joyful and social qualities" along with its more earnest message.

"SOLO TOGETHER is an attempt to display the energy that is transferred into material all around us," she explains. "Our comfort or anxiety is reflected in our marks when we twist straws, peel labels or crunch a cup at a party."

Crown hopes the project will inspire greater cognizance of the impacts both individuals and wider communities have on the world at large. As for future endeavors? The artist is currently working on *Entitleist*, a piece exploring the idea of social rejection. But Crown added that recently she has had her eyes set on finding ways to express her passion for gun control advocacy, concluding "we need more together than solo right now."