



LoveKey™ Movement

A socially conscious art and good works project of Cody TheCreative, creating a more loving and compassionate world, one key at a time.

Identity

As an artist, I carry a powerful message tattooed on my hands: 'Create to inspire; inspire to create.' These words serve as more than a mantra; they are the embodiment of my purpose – to inspire people to create the lives they truly desire, to see the world through their own lens, and in turn, cultivate a happier, more fulfilled existence for us all. - Cody TheCreative

LoveKey is a primary extension of this, spreading love one key at a time.

Through murals, installations, brand partnerships, and nonprofit collaborations **LoveKey** becomes a catalyst for change. Vibrant murals remind us of love's power as we unite behind one image. Installations engage us around one theme. Collaborations with non-profits enable meaningful impact, and Brand partnerships amplify the message to wider audiences. Through these avenues and more, participants in the **LoveKey Movement** co-create a world where love prevails over fear and animosity.

Message: *Love is the Key*

Tag line: *When love is the focus there is no divide, so we're spreading the love one key at a time.*

The Problem Addressed:

Exacerbated by the digital age, people feel ever more disconnected from one another. There's a lack of human connection, social cohesion, shared or common purpose and the consequent division and prejudice.

The Solutions Provided:

LoveKey Movement engages with its audience via live events such as installations and exhibitions at art fairs, festivals, community events, fundraising events, and elsewhere; as well as online via social media and website. Every engagement is meant to:

- Spread love and emphasize our shared humanity;
- Challenge divisions and prejudices, promoting inclusivity and understanding among diverse individuals;
- Promote a shift towards love and positivity, encouraging people to express their affection and care for one another;
- Evoke and nurture positive emotions, encouraging people to experience and share moments of joy, love, and kindness;

- Bridge the gap between individuals and foster deeper connections, breaking down barriers and promoting unity.

Current Expressions

LoveNotes Installations & Coffee Table Book editions - participants answer a prompt on paper, take a key from the wall and replace it with the paper. Starts as a wall of keys. Ends as a wall of papers (**LoveNotes**). The notes are then compiled into a coffee table book.

Fill The Heart with Love Installation - installation in which participants write **LoveNotes** that are placed on a wall in the shape of a heart.

LoveKey Movement Community Mural Project murals are community-created murals inspired by a prompt.

LoveKey Pop-up Experience: an immersive experience in which participants are guided, step-by-step, through a physical pop-up with multiple rooms, responding to the various prompts in each, leading them through the process of healing an issue they decide upon at the onset.

Opportunities to Join the Movement:

- Merchandise Sales
 - Keys & other branded and co-branded merchandise (online and at art exhibitions, fairs, music festivals and other events);
- Special Edition Coffee Table Book
 - Coffee table books compiling **LoveNotes**, and other branded/co-branded content;
- Licensing **LoveKey Movement** IP;
- Commissioning **LoveKey Movement** Artwork
- Grants & Sponsorships
 - Wholly or partially funding suitable special projects and events;
- Provide wallspace for a mural that engages your local community
- Book **LoveKey** activities/installations and/or **LoveKey** creator, Cody TheCreative for charity galas and fundraisers, community events, corporate events, private events, wellness retreats and mindfulness workshops, educational youth programs, speaking events

Current Partners

11:11 Projects - nonprofit arts organization on board for project specific partnerships and as fiscal sponsor

Punk Rock Gives Back - nonprofit organization managing select fundraising, and giving opportunities that fall within IRS guidelines

Morgan:Production & Design - Art fair wall installation company on board to facilitate installations requiring walls & custom builds

2023 Clients

The Other Art Fair

Tumaini International - Nonprofit

Superfine Art Fair

2023 Highlights

The enthusiasm expressed at every event has been through the roof! At The Other Art Fair in LA, the keys were gone in under two hours opening night. At the fair in Dallas, multiple people were brought to tears through the process facilitated by the installation. Both of these shows have led to invitations to present proposals to additional clients and potential partners.

LoveKey joined nonprofit, Tumaini International, in Kenya in June and in California in September as part of their fundraising efforts via a co-branded Hope/LoveKey.

Additional Information

You will find footage and additional info here: <https://codythecreative.com/lovekey-movement>