

Visit Lake City for Artfields

Host:

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Guests:

Reagan Gonzalez, Center Manager for Center for Executive Succession

Alantis Seckal, Center Manager for Smart State Center for Innovation + Commercialization

Artfields is the 10-day annual event that transforms Lake City, South Carolina into an art town. In 2024, the Moore School sent a bunch of faculty and staff to experience Artfields as not only is Lake City our school namesake, Darla Moore's hometown, but Artfields is spearheaded by the Moore Foundation and is the entrepreneurial effort of a coalition of Lake City leaders. In visiting Artfields, our Moore School faculty and staff hoped to get a glimpse into the event's breadth and depth.

This episode is an interview with two staff members, Reagan Gonzalez, Center Manager for Center for Executive Succession, and Alantis Seckal, Center Manager for Smart State Center for Innovation + Commercialization. Their perspectives on the art they saw and the way Artfields consumed Lake City, are testaments to the power of the event. In its twelfth year, Artfields welcomed ~80,000 people to Lake City to browse local shops, businesses, and restaurants, all transformed into galleries with nearly 400 pieces on public display, many for the first time.

Winners of the Lake City Artfields 2024 grand prizes can be found here.

Conversation topics:

- Being inspired by kid art
- Hanging Cherry Trees and interpreting artists' intentions
- Shopping and Arting
- How Artfields works
- Specific pieces' interpretations and impacts
- Expectations of Artfields
- The expansion of Lake City via Artfields
- The connections between Lake City, Artfields, and our student experience at the Darla Moore School of Business in Columbia

This has been Moore Impact. When you learn Moore, you know more, and when you know Moore, you do more. Thanks for listening.

Learn more about Artfields at [this link](#)

Learn more about the Moore School of Business at [this link](#)

Learn more about the Center Manager for [Center for Executive Succession](#)

Learn more about the Center Manager for [Smart State Center for Innovation + Commercialization](#)

