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Illinois Office of Tourism Reveals New #AmazingForAll LGBTQ Art Installation at Northalsted Market Days

CHICAGO – The Illinois Office of Tourism debuted a new larger-than-life art installation celebrating its “Amazing for All” LGBTQ and diversity campaign during Northalsted Market Days in Chicago’s Boystown neighborhood. Designed and created by local Chicago artist, Matthew Hoffman, the 6 by 23-foot wooden #AmazingForAll sculpture was made to both celebrate and welcome the LGBTQ community from around the world to Chicago and Illinois.

“The #AmazingforAll sculpture is a visual representation of our commitment to continue to make Illinois a welcoming and inclusive place to visit and explore,” said Cory Jobe, director of the Illinois Office of Tourism. “As America’s first recognized gay village, Boystown is the perfect location to unveil this incredible piece of artwork that champions diversity.”

Launched in March 2018, the Amazing for All campaign was launched by the Illinois Office of Tourism to welcome locals as well as domestic and international visitors to experience the places and people that make Illinois amazing.

Later this year, the #AmazingForAll will move to a permanent location in Boystown on the southeast corner of Halsted and Addison.

Known for “You Are Beautiful,” a global project that aims to better the world in little ways, Hoffman was the ideal partner for the Illinois Office of Tourism to create this meaningful piece of art. His public art displays featuring positive messages have been exhibited around the world, with nearly 30 currently featured in the Chicagoland area.

“The fact that you can put a message out into the world that might stop someone in their tracks and completely change their outlook for that moment - it doesn't get any better,” said Hoffman. “To me, everyone is amazing in their own way.”

During the art installation event, thousands of festival goers engaged with the installation and shared photos. They also sent postcards to friends and family as a way to encourage visitors to experience Chicago and celebrate the local LGBTQ community.

Northalsted Market Days is the largest street festival in the Midwest with nearly 200,000 attendees. Founded in 1980, the celebration spans a half mile of North Halsted in Chicago's Boystown neighbourhood—America's first recognized gay village.

"Boystown is the perfect neighbourhood to showcase this stunning sculpture," said Chad Honeycutt, Executive Director of Northalsted Business Alliance, "The Amazing for All campaign embodies our spirit of pride and mirrors our mission of equality."

"Amazing for All" consists of a portrait and video series that ties together Illinois' amazing LGBTQ community with amazing experiences, sites, attractions and destinations. EnjoyIllinois.com/AmazingforAll features new digital and social content illustrating the excitement Illinois locals have about welcoming LGBTQ visitors from across the world. To view the new "Amazing for All" video click [here](#).

For more information on Amazing for All visit www.EnjoyIllinois.com/Amazing-for-All.

For images and footage of the #AmazingForAll sculpture and festivities [here](#).

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The Illinois Department of Commerce and Economic Opportunity, Office of Tourism manages industry efforts that result in sustainable and significant economic and quality-of-life benefits for Illinois residents.