

## North: A Graphic Guide to the Northside

Released April 2009



### Program Description

The ToonSeum partnered with Northside cultural organizations, artists and writers to create *North*, a graphic guide to the Northside featuring outstanding destinations, remarkable neighborhoods, notable Northsiders and more.

3,500 copies of the guide were distributed free of charge to hotels and cultural institutions around Pittsburgh. The project encourages tourists, new college students, families and all Pittsburghers to visit the Northside, creating revenue, foot traffic and a renewed sense of community to Northside neighborhoods.

Editor Harold Behar and ToonSeum executive director Joe Wos secured 21 artists and writers to highlight Northside institutions, neighborhoods and people. They capitalized on the talents of legendary cartoonists Wayno, Mark Zingarelli and many others to expose readers not only to the many interesting features of the Northside, but also new and emerging Pittsburgh artists.

In addition to promoting tourism and the history of the area, *North* offers its readers an inside view into artistic collaborations and what is possible when a community works together.

### Collaborative Partners

ToonSeum  
Harold Behar, Editor  
20 additional artists and writers

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