



PRESS RELEASE  
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## **CARTA and Understory Announce October 9 Opening of “Search Party”**

*“The Call” opening weekend brings an immersive arts experience featuring over 40 local artists to CARTA’s downtown rooftop.*

**CHATTANOOGA, TN** — Something new is taking shape above downtown Chattanooga. This fall, CARTA and Understory will transform the rooftop of CARTA’s Shuttle Park North parking garage into *Search Party*, an immersive arts experience featuring the work of over 40 local artists.

The experience will officially open with “The Call,” an opening weekend taking place October 9–10 that will invite the community to experience the rooftop in an entirely new way through interactive installations, live performances and hands-on experiences that encourage visitors to explore, participate and connect.

The project brings together Chattanooga’s creative community to reimagine how public infrastructure can become a space for art, connection and civic life.

“This project reflects CARTA’s commitment to being more than a transportation provider,” said Charles D. Frazier, CARTA CEO. “We’re proud to partner with Understory and grateful to the funding and supporting partners for investing in a project that supports Chattanooga’s artists, activates public space, and demonstrates how transportation infrastructure can strengthen community connections.”

Through *Search Party*, over 40 local artists will contribute to an experience designed specifically around the unique architecture and elevation of Shuttle Park North. The project creates an opportunity for Chattanooga artists to showcase their work while inviting the public to experience a familiar downtown space from a completely different perspective.

“We’re excited to partner with CARTA to transform an everyday space into a place for creativity, exploration, and connection,” said Jules Downum, Understory’s Founder and Creative Director. “This project demonstrates the power of art to activate public spaces and bring people together in new and unexpected ways.”

“I think it’s fair to say we’ve never seen an event like this in a downtown parking garage, but that’s the beauty of *Search Party*,” said Tim Kelly, Mayor of Chattanooga. “By looking at our public infrastructure as more than infrastructure, we can build connections through this creative experience. Kudos to CARTA, Understory and the Lyndhurst Foundation for giving us something to look forward to in the garage besides an open parking spot.”

*Search Party* is made possible through our funding partners WauMaus, Bobby Stone Foundation, Lyndhurst Foundation, Benwood Foundation, ArtsBuild, Tennessee Arts Commission, and Community Foundation of Greater Chattanooga. The project is also supported through partnerships with The Chattanooga Theatre Centre, the University of Tennessee at Chattanooga, Sound Corps, and River City Company, with sponsorship from BASE Structural Engineering, EXP, and PCI Municipal Services.

### **“The Call” Opening Weekend**

The launch of *Search Party* begins with “The Call” on October 9–10. The opening weekend will introduce visitors to the rooftop experience and the artists, installations and performances that make up *Search Party*.

Tickets for “The Call” are now on sale:

[Purchase tickets for “The Call”](#)

The rooftop activation will primarily operate as a community-focused space, with a limited number of ticketed events supporting programming and performances.

### **More Coming to Shuttle Park North**

*Search Party* is part of a larger effort to bring new activity and experiences to the rooftop of Shuttle Park North, during off-peak hours. CARTA and its partners will continue to activate the space with events, community programming and other experiences throughout the coming months.

Additional programming and event details will be announced as they are finalized.

Beyond creating a new cultural destination, *Search Party* highlights the important role CARTA plays in supporting downtown mobility through the Chattanooga Parking Network. CARTA's downtown parking facilities provide convenient, accessible parking while supporting the broader transportation system and helping connect people to jobs, education, healthcare, entertainment and other destinations throughout Chattanooga.

CARTA's parking system also includes rate-protected parking, providing downtown visitors, employees and residents with predictable parking options as they navigate the city. Revenue generated through CARTA's parking operations helps support public transportation services while allowing parking facilities to serve multiple roles within the downtown community.

By activating the rooftop of Shuttle Park North, *Search Party* demonstrates how parking infrastructure can be more than a place to leave a vehicle. It can also become a gathering place, a platform for local artists and a destination that contributes to the vibrancy of downtown Chattanooga.

The project represents a broader vision for Chattanooga, one where transportation and parking infrastructure can contribute to the city's creative economy, support local artists and create opportunities for meaningful public engagement.

To learn more about Understory and *Search Party* visit [www.understory-exp.com](http://www.understory-exp.com).

To learn more about the Chattanooga Parking Network visit  
<https://chattanoogaparking.org/consumer-protection-home-pg>.