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Artlink Launches Artinerary 2.0, Connecting Arizona's Creators, Places, and Experiences

Updated platform makes it easier to discover, connect with, and engage Arizona's creative community

PHOENIX, AZ - (July 28, 2026) Artlink announces the launch of [Artinerary 2.0](#), the next evolution of Artlink's free online platform and mobile app designed to connect the general public directly with Arizona's creative community. Artinerary makes it easier to discover, engage with, and support all of the visual and performing arts, culinary creators, arts-forward businesses, and cultural experiences that make our region unique.

More than an arts calendar or directory, Artinerary is a living digital platform connecting the people, places, and experiences that make Arizona's creative ecosystem thrive. Through interactive search discovery, real-time updates, and a growing map of Arizona's creative destinations, Artinerary helps users discover what is happening, who is creating it, and where creativity comes to life.

"Artlink has always been committed to creating connections between artists, businesses, and communities," said Catrina Kahler, Artlink President & CEO. "Artinerary builds on that mission by using thoughtful innovation and technology to make Arizona's creative sector more visible, connected, and accessible."

What's New?

Artinerary uses smart technology and AI to make finding local culture easier and streamline the event uploading process. A few of the new features in Artinerary 2.0 include:

- **Search Your Way:** Browse events by map, specific location, organization, type of creative experience, or by your favorite artists.
- **Build an Artinerary:** Save your favorite events to a personal Artinerary calendar to plan your perfect creative outing or have AI build one based on your interests.
- **Easy Upload:** Add events to Artinerary with a simplified form or upload an event flier to have AI use that information to create your event
- **See Results:** Analytics are now available in creator profiles to track visits and see how audiences discover their art and events.

Free for Creators and Businesses

Artinerary is also completely free for artists, local business owners, venues, and cultural organizations - called Articipants. Creators can build profiles and upload their upcoming events and programs for free, giving them instant visibility to audiences looking for things to do all over Arizona. The platform also powers [ArtistsAZ](#), a searchable online directory of Arizona's creatives, making it easier than ever for businesses, collaborators, and fans to discover and support local creative talent. While being an Artlink Articipant does not require payment, there are additional benefits to paid levels.

Artinerary doesn't just tell you what's happening. It helps you discover the creative life of Arizona. Visit artlinkphx.org/articipants for details.

Connecting Audiences With Creative Experiences

Artinerary will expand how Artlink connects audiences with Arizona's creative experiences. Through initiatives such as First Fridays, Art Detour, and other curated art walks and creative experiences, Artlink will use Artinerary to help people discover creative destinations, create their own paths through the arts community, and engage more deeply with the places and people shaping Arizona's creative landscape.

Together, Artlink and the creative community are building new ways for people to explore, experience, and connect with Arizona's creativity. Learn more at artinerary.com.

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About Artlink Inc

Artlink keeps the arts integral to our development by connecting artists, businesses and the community. Founded as a 501(c)(3) nonprofit organization by artists in 1989, the Artlink name is a guiding principle for the organization, as it supports stakeholders of the arts and culture community, amplifying its collective strength. Visit artlinkphx.org and artinerary.com.