



Indy Arts Council and Indiana Sports Corp announce the SWISH 2026 arts and culture festival lineup

Immersive experiences, including live music, dance, visual art, and food to take place during the 2026 Men's Final Four®, April 3-6 in downtown Indianapolis

[Media assets](#)

Indianapolis (March 18, 2026) – Indy Arts Council and Indiana Sports Corp, in partnership with Forty5 Presents, GANGGANG, Epicurean Indy, and the Local Organizing Committee for the 2026 NCAA® Men's Final Four®, announced today the featured artists and schedule for SWISH 2026. As Indy prepares to host one of the largest college basketball events in history, all of downtown will be transformed into an exciting, welcoming site for visitors and residents to experience arts activities and local talent.

The free and family-friendly festival experience includes live music and performances, new Sidewalk Galleries murals, an Epicurean Market and food festival, a Herron School of Art + Design student poster giveaway, Through2Eyes walk and talk tours, and more. This initiative will provide paid opportunities for over 200 local artists, performers, vendors, and chefs. For a comprehensive look at SWISH activations taking place April 3 – 6, 2026 during Final Four weekend, visit:

indyarts.org/swish-2026.

"We're excited to showcase the incredible depth of Indianapolis' arts and culture community during Final Four weekend," said Judith Thomas, co-chair of the Local Organizing Committee for the 2026 NCAA® Men's Final Four® and President & CEO at Indy Arts Council. "From live music and dance to murals, poetry, and food experiences, SWISH invites everyone to explore downtown and discover the creativity that makes our city special – whether you're here for the games or simply to experience Indy's vibrant cultural scene."

"Indianapolis is known for hosting world-class sporting events, but what truly sets our city apart is the way we bring the entire community together to celebrate them," said Patrick Talty, President at Indiana Sports Corp. "SWISH highlights the creativity, flavor, and talent of Indianapolis, giving visitors and residents alike a chance to experience the energy of Final Four weekend beyond the court."

SWISH 2026 sponsors include Central Indiana Community Foundation (CICF), Downtown Indy Alliance, Herbert Simon Family Foundation, The Indianapolis Foundation, and The Lacy Foundation.

Live Music and Performances

Central Indiana-based musicians, dancers, spoken word poets, and other performers will activate downtown with live performances during the tournament, April 3 – 6. The performances, produced by Forty5 Presents, will take place from 12 – 6 p.m. each day at five different locations, including Monument Circle, 1 Virginia Ave, PNC Plaza, the Starbucks on 30 S Meridian St, and more to be



announced. Over 175 artists will take center stage over the weekend, including a total of 68 different acts and performances – across multiple musical genres and dance styles. The artist selection and performance curation was a collaboration between Indy Arts Council, Indiana Sports Corp, Forty5 Presents, GANGGANG, and the Local Organizing Committee.

Sidewalk Galleries

The city's Mile Square and Capitol Avenue underpass, a key thoroughfare and entryway to downtown Indianapolis, will come alive with a series of 60 vinyl-wrapped storefront murals featuring original artwork and poems created by over 40 local artists and poets. Selected works embodying the spirit and energy of Men's Final Four weekend, are available for public viewing in the weeks leading up to and during the tournament, with selected works remaining after the event concludes. Additional visual art activations include mural-wrapped traffic signal boxes as well as installations at the Indianapolis International Airport.

Epicurean Market and MOKAO at the Stutz

Inspired by international markets and open-air food festivals abroad, Epicurean Indy presented by Indiana Sports Corp and Herbert Simon Family Foundation returns to the Stutz on Saturday, April 4 from 11 a.m. – 4 p.m. during Men's Final Four weekend. More than 50 distinct vendors will gather to celebrate Indy as the crossroads of sport, food, art, music and culture. Admission to the Epicurean Market is free; and food, beverages, and art are available for purchase. Coffee and chocolate enthusiasts can also experience MOKAO, featuring a variety of artisan coffee and chocolate vendors. Visit epicureanindy.com to learn more.

Student Poster Project at IU Herron School of Art + Design

Five Indiana University Herron School of Art + Design students have been selected to design original commemorative posters and postcards inspired by the Men's Final Four in Indianapolis, which will be printed and distributed free to visitors throughout the weekend. Final designs and poster pickup locations will be unveiled leading up to the tournament.

Walk & Talk Tours with Sampson Levingston

Lover of Indiana history and Through2Eyes founder Sampson Levingston will lead walking tours within downtown's Mile Square footprint, featuring stops at key SWISH activations. Sampson has led over 1,000 Walk & Talks in Indianapolis, including during the 2024 U.S. Olympic Team Trials – Swimming. Free reservations can be made [here](#).

A Touch of Glory at The Basile Theatre

From March 27–April 4, the Asante Art Institute presents A Touch of Glory, a theatrical production that brings to life the inspiring story of the 1955 Crispus Attucks Tigers, the first all-Black team to win a state championship in an integrated sport. The production tells the story through benchwarmer



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Willie Burnley, who scored the final two points of the championship game and died of leukemia just seven years later. In partnership with Project 44, founded in honor of Butler basketball player Andrew Smith, who also died of blood cancer, attendees will have the opportunity to join the national bone marrow registry during championship weekend and at all performances. Tickets are available [here](#).

More arts and culture events

The community, visitors, and fans are invited to a wide range of additional arts and cultural events and activities leading up to and during the Final Four weekend. Explore events [here](#).

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About Indy Arts Council

[Indy Arts Council](#) is central Indiana's leading arts advocacy and services agency. Their mission is to champion arts and culture. Indy Arts Council believes every resident should experience arts and culture in a way that nourishes and inspires them. This vision of a creative life for all is central to the work they do to support artists, arts organizations, and the community.

About Indiana Sports Corp

Founded in 1979 as the nation's first sports commission, [Indiana Sports Corp](#) is a not-for-profit organization focused on bringing premier sporting events to Indiana to drive economic vitality, facilitate a vibrant community with civic pride, and garner positive media attention. As a result, Indiana Sports Corp can provide positive, sports-related opportunities for youth in the community.

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