



Upcoming Events

Preparations are underway for an exciting and adventurous 2016, as the Lehigh Valley Arts Council is planning the launch of a new spring arts expo and an eclectic series of professional development seminars. Additionally, the Arts Council will continue to drive momentum for greater inclusion through Arts & Access, the yearlong celebration of the passage of the Americans with Disabilities Act through the lens of the arts. (Check out ArtsandAccess.org for the disability-friendly events calendar.) Two public forums are on the horizon, in January 2016 and June 2016, to assess the progress in customer service and to expand access to artists with disabilities. For more information about these events, visit the website at LVArtsCouncil.org.

YOUNG AT ART

On Saturday, March 12, 2016, the Lehigh Valley Arts Council will present Young at Art, an expo of arts camps and schools, to assist parents with selecting the appropriate summer classes for their children. This inaugural event will be held at Penn State Lehigh Valley, from 9:00 a.m. to 2:30 p.m., and feature thirty exhibitors who offer lessons in the performing, literary, media, and visual arts. Free admission to the expo is provided to the public.

Families with children (ages four to eighteen) will enjoy meeting the various exhibitors and learning about the artistic opportunities for their aspiring creatives. The day's festivities will showcase an arts demonstration or performance every twenty-five minutes, so children will have a chance "to try on what kind of artists" they want to be this summer.

A limited number of exhibition spaces are available on a first-come, first-serve basis. Deadline for registration, with payment, is January 20, 2016. The rental for a 10 ft. x 10 ft. space (includes skirting, one 8-ft. table and two chairs) is \$250 for Lehigh Valley Arts Council members, \$350 for nonmembers. Members who register by



December 15, 2015, receive an early registration discount of \$50. For more information, visit LVArtsCouncil.org.

PROFESSIONAL DEVELOPMENT SERIES

January 19, 2016: Digital Storytelling: Put Your Best Story Forward. With the tremendous growth of web and social media marketing, it is vital to capture attention in an engaging and concise way. The presenters will provide examples of how to clearly define your message. Presenters: Caroline Savage, Program Director of Pennsylvania Council on the Arts; Ken Unangst, Owner & Founder of Digital Feast. Both of these professionals specialize in working with arts organizations and arts businesses, assisting them with communicating through visuals and technology. Location: Butz Corporate Center, Second Floor Conference Room, Ninth and Hamilton Streets, Allentown. Time: 5:30 p.m. to 8:00 p.m. Fees: \$25 for Arts Council members; \$45 for nonmembers. Refreshments provided. Registration is required.

May 21, 2016: An Introduction to 3-D Printing. A workshop for artists and designers to experience the newest craze in technology. Attendees will learn how to design and print their own creations. Presenter: Brian Slocum, Managing Director, Design Labs, Lehigh University. Location: Lehigh University, Wilbur Powerhouse Prototyping Lab, Bethlehem. Time: 9:30 a.m. to 12:30 p.m. Fees: \$75 for Arts Council members; \$100 for nonmembers. Limited class size. Reservations required.

July 12, 2016: Call for Artists: Are You Ready to Answer? Competition in the arts for commissions, exhibitions, and sales requires that an artist be ready in advance to submit a professional application. This seminar will explore the various components of a successful submission, including the right marketing materials and contractual requirements. Presenters: Daniel Kainz, Sculptor; Nicole J. O'Hara, Esquire, Gross McGinley, LLP. Location: Butz Corporate Center, Second Floor Conference Room, Ninth and Hamilton Streets, Allentown. Time: 5:30 p.m. to 8:00 p.m. Fees: \$25 for Arts Council members; \$45 for nonmembers. Refreshments provided. Registration required.

ARTS COUNCIL MATTERS

Membership Matters

As 2015 comes to a close, we'd like to take the time to thank all the people who have been our dedicated members over the past twenty-six years. Working together as a community, we have promoted and advocated for the arts, made strides in ensuring the arts are accessible to all, enriched our region's culture by awarding funding to arts projects, and facilitated research to support business and education in the arts.

It is through your support as members that we grow stronger and have a greater impact. But this is a mutually beneficial relationship; as we receive your pledge through membership, you also receive several benefits beyond expressing your commitment to the arts.

INDIVIDUALS & HOUSEHOLDS

- With an Arts Council membership card, receive discounts to local services and businesses (full listing on lvartscouncil.org/who-we-are/membership/benefits)

Inside the Arts is a bimonthly publication of the Lehigh Valley Arts Council, 840 Hamilton St., Suite 201, Allentown, PA 18101.

Editor-in-Chief: Randall Forte

Call for submission guidelines. News items must be received by the fifth of the month preceding publication.

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Our Mission:

To promote the arts; to encourage and support artists and their development; to assist arts organizations; and to facilitate communication and cooperation among artists, arts organizations, and the community.



The Lehigh Valley Arts Council is a Pennsylvania Partner in the Arts, a program of the PCA.

- Free subscriptions to *Inside the Arts*, *ArtLinks*, *Arts Advocate*, and the *Arts Calendar*
- Free subscription to *Lehigh Valley Style* magazine
- Free ARTix Passport to the Arts, a buy one, get one ticket to eighteen participating organizations in the Lehigh Valley
- Discounted rates to our Arts Alive Series and Professional Development Events
- Invitation to annual Membership Receptions and numerous networking opportunities, including grant workshops and Arts Council activities
- The opportunity for discounted advertising in our bimonthly *Arts Calendar*
- **NEW!** One full year of a **FREE** professional membership to Fractured Atlas (and half-off membership dues after the first year). Fractured Atlas is a nonprofit technology company that helps artists succeed as entrepreneurs. It builds and operates products, services, and systems that help artists and arts organizations. (For more information: fracturedatlas.org.)

ORGANIZATIONS

With a nonprofit or business membership, enjoy all of the above plus:

- Free organizational listings for arts and cultural events, workshops, and classes in the *Arts Calendar*, which is distributed throughout the Lehigh Valley in local hotels, bookstores, businesses, libraries, and art venues
- Complimentary listing on the online Cultural Organizations Directory
- Rush-ticket services, an e-mail campaign offering discounted admission to your events
- Member discounts to run an organization ad or flyer insert in our *Arts Calendar* and *Inside the Arts* publications
- Reduced advertising rates for nonprofits in *ICON* and *The Morning Call's Guide to the Lively Arts*
- Cooperative marketing opportunities, i.e., working together with other organizations to expand your marketing reach
- **NEW!** The opportunity to be included in our Young at Art, an expo of arts camps and schools, that assists parents in selecting the appropriate summer classes for their children. Receive a discount on early registration as a member of the Arts Council.

For more information on becoming a member and teaming up with the Lehigh Valley Arts Council, visit our website at lvartscouncil.org/who-we-are/membership or contact us at 610-437-5915.

Promoting the Value and Impact of the Arts in the Lehigh Valley

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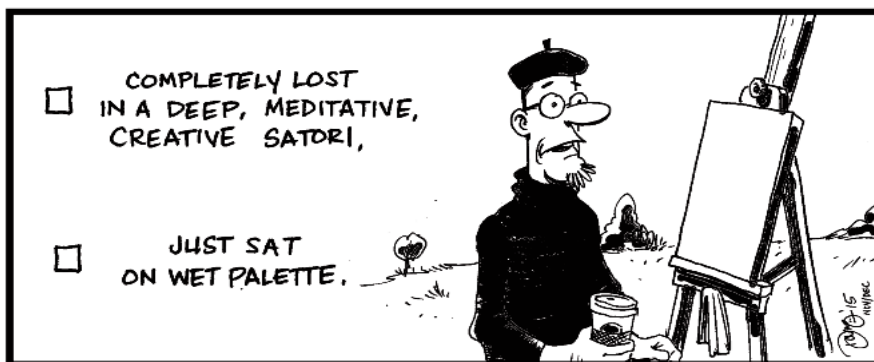
**THE
INSIDE
TRACK**

Civic Theatre of Allentown announces the appointment of John Hedges as its new managing

director. Most recently, Mr. Hedges was the executive director of the Booth Tarkington-Civic Theatre in Indianapolis, Indiana, one of the oldest and largest community-based theatres in the country. He has more than two decades of experience in theatre management with a track record of increasing audiences and revenues. He studied at Indiana State University, the DeVos Institute of Arts Management at the Kennedy Center, the Professional Theatre Training Program at the University of Delaware, and the National Shakespeare Conservatory, and he holds a MFA from Stafford University.

Photographer **Lydia Panas** is the featured artist at the Bebe Gallery in Philadelphia, where her exhibit, *Falling From Grace*, is on display until mid-November.

Art historian **Christine Oaklander** has begun a quest to resurrect the reputation of 19th-century artist Henry Grant Plume (1847–1930). Since her discovery of a treasure trove of Plumb’s artwork and personal letters last April, she has been researching the international scope of this artist’s life and work. Last June she gave a talk at the artist’s hometown public library in Sherburne, NY. On January 6, 2016, Oaklander will lecture on the artist at the National Arts Club, NYC. The lecture is at 8:00 p.m. and is open to the public.



NEW MEMBERS

Individual

Kenneth Browne
Alexander Francis
Judy Hahn

Household

Mary Goodman

**ONE
LAST
THOUGHT**

Dear Friends,

2016 is shaping up to be another artful and busy year, both in front of and behind the curtain. In addition to presenting the Professional Development Series and Young at Art Expo (page 1), we will be announcing details of the Arts Alive Series and the spring membership reception in the coming weeks.

Our behind-the-scenes activities include the launch of the Arts & Economic Prosperity Study, the economic impact study of the nonprofit industry in the Lehigh Valley, in January 2016. This is the Lehigh Valley Arts Council’s fifth study since 1997 and will take eighteen months to compile and analyze the data from our more than one hundred cultural nonprofits and their audiences. With all this activity, it is very likely that we will rub shoulders more than once.

I look forward to working and playing with many of you. As arts advocates, we are stronger together. Have a very blessed holiday.

Randall Forte