



Members Celebrate with Food, Fun, and Frivolity

The Lehigh Valley Arts Council unveiled a theatrical smorgasbord of bloody lacerations, improvisational sketch comedy, and a “build your own mash-tini bar” for the annual spring membership reception, *Getting in on the Act*, on May 30 at Moravian College’s Arena Theatre.



The excitement of creating a theatrical moment was the theme of the evening, and members and their guests quickly adopted a playful spirit.

More than ninety attendees marveled as Smooth-On, Inc., Vice President Clay Western and his team applied special-effects makeup to willing subjects. Smooth-On, an Easton-based company and a leader in the realm of theatrical effects and makeup, has created special effects for major films, including the *Harry Potter* films, *The Hobbit*, and *Pirates of the Caribbean*. During his presentation, Western told how Smooth-On had supplied fake wounds for a staged terrorist attack in Washington, D.C., because the material has such a strong resemblance to skin.

Another highlight of the evening was watching local actors from Allentown Public Theatre, Lehigh Valley Charter High School for the Arts, Pennsylvania Playhouse, Pennsylvania Youth Theatre, and Touchstone Theatre improvise five-minute plays with involvement from the audience.

“It was fun to watch the actors play with each other and to especially see the ease with which the high school

students interacted with the older actors,” said Arts Council Executive Director Randall Forte.

Even the refreshments required “getting into the act” as guests created their own mashed white or sweet potato martinis with a myriad of sweet and savory garnishes.

Special thanks to the following: Christopher Shorr and the Moravian College Theatre Program for their hospitality; premier sponsor PPL; and supporting sponsors Baldrige Asset Management, CISS, Ltd., and Vaughan Communications Group.



Photos by
Marco Calderon

Membership Strengthens Arts Advocacy!

The Lehigh Valley Arts Council is pleased to send our members the new ARTix Passport to the Arts, a buy one, get one free ticket to twenty-four arts and cultural venues in the Lehigh Valley, valid through June 30, 2014.

The Arts Council is the region’s central voice for the arts. It’s our calling to promote arts awareness and advocate its value. It’s our vision to ensure that everyone has access to a rich, diverse arts culture. Membership lets us pump up the volume and open the door a little more for greater arts engagement.

The larger our collective voice, the more impact we can have. Together, we help create arts-friendly public policies at the state and local levels.

- It enables us to remain a Pennsylvania Partner in the Arts and grant \$56,000 of state funding to local arts programs and projects.
- It allows us to manage the Pennsylvania Arts Access Program and offer visually and hearing-

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ARTS COUNCIL MATTERS

impaired persons access to cultural events by providing Lehigh Valley venues the use of audio-description and open-captioning equipment.

- It empowers us to advocate to our elected officials and community leaders about how the arts affect Valley life. The region's nonprofit arts industry generates \$208 million in economic impact annually, including 7,114 full-time jobs and \$21.4 million in local and state taxes. ("Arts & Economic Prosperity IV," Americans for the Arts, 2012, was administered locally by the Arts Council.)

"This year marks the fifteenth anniversary of this successful arts marketing promotion," says Randall Forte, Arts Council executive director. "The Arts Council is proud to provide regional leadership that advances the arts in this growing community."

ARTix is distributed to real estate and corporate relocation offices in order to introduce new residents to the variety of arts programming in the region. There is definitely something for everyone to enjoy—from symphonic to folk music, fine arts to vintage cars, Shakespeare to Broadway—fun and entertainment for the entire family. Volunteers and staff at the Lehigh Valley Health Network also receive the passport, which helps reinforce the belief that the arts are part of a healthy lifestyle.

ARTix is a value-added membership benefit. The Arts Council welcomes new members throughout the year; join today and receive your very own ARTix Passport to the Arts. With passport in hand, you can start planning a full year's itinerary of events at the Pennsylvania Shakespeare Festival, Muhlenberg Summer Music Theatre, the Da Vinci Science Center, the Sigal Museum, Godfrey Daniels, the Lehigh Valley Zoo—and

many more! Members also receive discounts to workshops and conferences, subscriptions to the bimonthly *Inside the Arts / Arts Calendar* and *Lehigh Valley Style*, and invitations to the annual spring and fall membership receptions.

Special thanks to our premier sponsor, Fegley's Brew Works. Additional support was provided by Air Products and Chemicals, Inc.; Christmas City Printing; County of Lehigh; PPL; and Harry C. Trexler Trust.



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

Phone: (610) 437-5915 E-mail: info@LVArtsCouncil.org
Fax: (610) 437-5259 Website: www.LVArtsCouncil.org

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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.



New Lehigh Valley Arts Council T-Shirt

Express your pride and love of the arts with this colorful and graphic t-shirt designed by the Lehigh Valley Arts Council. This bright red, 100% soft cotton t-shirt celebrates the joy of art with the exclamation "Getting in on the Act." Available in sizes S, M, L, and XL. \$12.00 each; or \$20.00 for two.

Visit LVArtsCouncil.org to place your order.

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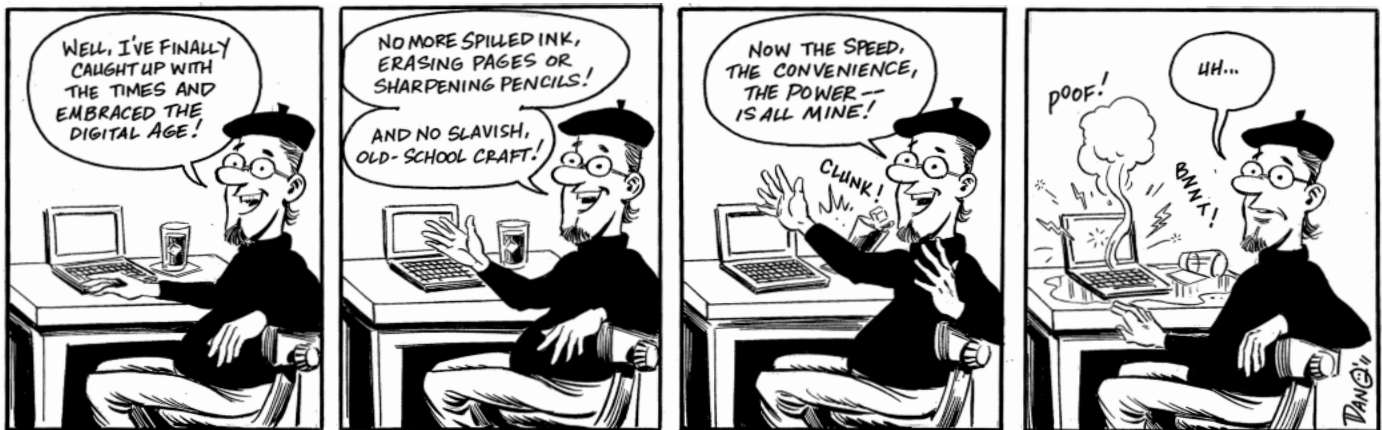
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THE INSIDE TRACK

Bel Canto Children's Chorus is celebrating its 20th anniversary with the grand opening in

September of a new satellite choir in the Lehigh Valley. Over the July 4th holiday, the choir is traveling to Germany to perform for American armed services families.

Techne Music Camp awarded the Tirone Scholarship to Timothy Schwarz's violin students Leah Bruckno and Julia Costacurta.

Photographer Lydia Panas's exhibition After Sargent continues at the Print Center in Philadelphia through July.

Bach Choir of Bethlehem recently published *Dear Mr. Funfgeld* in honor of Greg Funfgeld's 30th-anniversary year as artistic director and conductor. This 100-page, full-color, hardcover book is priced at \$50; proceeds help fund the choir's educational outreach programs.

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ONE LAST THOUGHT

Walk, Don't Run

The most important events in my life have been marked by a simple walk, transformed, of course, by ritual and spectacle into a procession.

Recently, I escorted my daughter down the aisle on her wedding day, and a month later, I watched my son "walk" on his graduation from college.

Proud papa? Absolutely, and elated...and awed by the passing of time.

It is fitting that rites of passage are observed with ceremony. Those solemn moments in our lives when a few yards are able to span a larger emotional distance need to be commemorated.

Randall Forte