



Lehigh Valley Arts Council Invites Community to Theatrical Soirée

The Lehigh Valley Arts Council will host its 2013 membership reception, “Getting In On the Act,” on Thursday, May 30, from 5:30 to 7:30 p.m. at the Arena Theatre in Moravian College’s Hauptert Union Building in Bethlehem. This annual event for members is also open to the community. The excitement of creating a theatrical performance is the theme of the evening, with improvisation the centerpiece. It’s a chance to watch local theatre companies create live art on the spot in three minutes.

“The annual get-together is a popular occasion for members to renew their connection to the arts and to each other,” says Randall Forte, executive director of the Arts Council. “We thought it would be fun to indulge some of that creative energy—both the inane and the serious—and transform it into an arts event.”

Attendees will have the opportunity to compete for the Most Dramatic Appearance Award, enter a fifteen-minute stand-up comedy scramble, and have fun learning how to create bloody scabs and scars through stage makeup.

Beginning at 6:30 p.m. on the Arena stage, acting troupes from area theatres, including Allentown Public Theatre, Lehigh Valley Charter High School for the Arts, Pennsylvania Playhouse, Pennsylvania Youth Theatre, and Touchstone Theatre, will improvise three-minute plays with involvement from the audience.

Generously underwritten by PPL, light food will be provided. Wine and beer will be available on a cash basis. Members attend for free; nonmembers pay \$10. Reservations are required; please call the Arts Council at 610-437-5915. Nonmembers may pay their registration online at www.LVArtsBoxOffice.org.

Professional Development Series

On Thursday, April 11, 2013, the Lehigh Valley Arts Council will offer “Estate Planning for Artists and Collectors,” the second workshop in the 2013 Professional Development Series, from 5:30 to 8:00 p.m. at the Butz Corporate Center, 840 Hamilton Street (second-floor conference room), Allentown.

As the visual artists of the baby-boom generation begin to age and plan for the future, they need to address



Gladys E. Wiles

custody issues surrounding their body of work. What happens to an artist’s work after his/her death? What are the options? How do artists protect their heirs from paying estate taxes on the work? Presenters: Gladys E. Wiles, Esq., estate law attorney of Snyder & Wiles, PC; and Kattina V. Barsik, Esq., LLM, patent and trademark attorney. Fee: \$25 for members; \$40 for nonmembers. Refreshments provided. To register, visit www.LVArtsBoxOffice.org.



Kattina V. Barsik

ARTS COUNCIL MATTERS

Arts Alive Schedules Second Season

After a successful inaugural season, the Lehigh Valley Arts Council is pleased to announce an exciting lineup for the 2013 Arts Alive series for those who are eager to rub shoulders with the creative process.

The second season kicks up its heels on Tuesday, May 7, 2013, with “Learn to Swing” presented by the Allentown Area Swing Dance Society at 6:30 p.m. After receiving a short history on the evolution of swing dance, attendees will join the society’s weekly gathering for swing lessons and dancing. Location: Starlite Ballroom, Fearless Fire Co., 1221 S. Front Street, Allentown.

On Saturday, July 13, 2013, “An Intimate View of Public Sculpture” will feature a visit with sculptor

Dan Kainz, who apprenticed with European artisans and is the creator of large-scale abstract works, many of which have been shown at exhibitions throughout the United States. Mr. Kainz will lead a tour of the sculpture in Cedar Beach Park. The tour begins at Wenz Company, Inc., 1928 Hamilton Street, Allentown.

This year’s series completes its behind-the-scenes exploration of arts experiences with “Expanding the Kemerer” on Saturday, September 28, 2013. Participants will tour the Kemerer Museum’s 5,000 sq. ft. addition and discover how the design process shaped the new facility that will house the most sensitive artifacts in the Historic Bethlehem Partnership collection. Location: Kemerer Museum of Decorative Arts, 427 N. New Street, Bethlehem.

The fee for each session is \$10 for members, \$15 for nonmembers. Attendance is limited to twenty-five persons, and reservations are required. Tickets are available at www.LVArtsBoxOffice.org.

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.

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.

Project Stream Grant Cycle Begins

The Pennsylvania Partners in the Arts (PPA) Project Stream Grant cycle begins this spring, and individual artists, community groups, and nonprofit organizations are invited to apply for up to \$2,500 to fund arts projects or activities benefiting the communities of Carbon, Lehigh, and Northampton counties. Mark your calendar! The deadline for the 2013–14 Project Stream application is June 28, 2013.

The PPA program is a partnership initiative of the Pennsylvania Council on the Arts and is administered locally by the Lehigh Valley Arts Council. To find out more about this opportunity, eligibility requirements, and the application process, join us for one of the following grant information workshops:

May 16, 2013: At Lehigh Valley Arts Council, Butz Corporate Center, 840 Hamilton Street, Second Floor, Allentown, 4:00–5:30 p.m.

May 21, 2013: At Nazareth Arts Center, 30 Belvidere Street, Nazareth, 4:00–5:30 p.m.

To register, please e-mail your name, address, telephone number, and choice of workshop to ppa@lvartscouncil.org.

The 2013–14 Project Stream Grant guidelines and application will be available in late April on the website, www.LVArtsCouncil.org.

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THE INSIDE TRACK

In January, photographer **Lydia Panas** presented in the Photographer's Lecture Series

at the International Center of Photography in New York City.

Photographer **Norman Sarachek's** chemigrams are featured in an exhibition at the Perkins Center for the Arts Gallery in Collingswood, New Jersey, through March.

Jill Dunn was recently appointed artistic director of the **Pennsylvania Youth Theatre**; she previously served as the theatre's educational director.

In March, the **Bach Choir of Bethlehem** tours Mendelssohn's fiery oratorio *Elijah* to the Strathmore Music Center in Bethesda, Maryland, and to Millersville University in central Pennsylvania.

Tahya is presenting her "Shaking the Systum & Sacred Spiral Dance" program in Granada, Spain, in May.

NEW MEMBERS

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ONE LAST THOUGHT

Data collection and analysis are essential advocacy tools because they demonstrate that the arts are key to economic development in the Lehigh Valley. However, the value of this information is only as strong as our ability to get it out to the public.

Every five years the Lehigh Valley Arts Council has undertaken research to track the state of the arts in the region and compare the results to national trends. For example, the 2012 economic impact study of the region's nonprofit arts industry revealed a \$208 million industry—one that provides 7,114 full-time jobs and generates \$21.4 million in state and local taxes annually. The Lehigh Valley experienced double-digit growth, a 23% increase from the previous study. Attendance at arts events grew to five million; 33.5% were nonresidents who spent on average \$30.77 per person, almost twice as much as residents.

My outreach efforts have included presentations at public forums, service clubs, and community groups. If you believe a full account of this study would interest your group, please contact me (rforte@lvartscouncil.org) to arrange a presentation.

Randall Forte