

Inside this Issue

A Word from Mitch.....2
The Arts Council "Under the Hood"

Our Current Members.....2
The full list of artists, arts organizations & supporters

Work of Art Award Finalists...4
View the nominees in all nine award categories

Office of Public Art.....6
Art at the New Arena, Upcoming Lecture and a Warm Welcome to Morton Brown

The Emerging Field of Social Media.....7
A look at the February Event in Light of National Trends

Artist Services Project.....8
Exploring ways to serve Individual Artists in Pittsburgh

How to Get Your Work of Art Awards Tickets.....8
Early bird, groups & more!

Grantee Spotlight.....10
Border Crossing: One Artist's Opportunity

Looking for a job, internship or volunteer opportunity?
View all the latest listings at www.ArtsWorks.org!

Artist Services!

If you're an individual artist looking for a consolidated directory of local artist services, help is on the way! Details on page 8.

Arts in Recession

by Ryan Freytag

Despite recent reports of cautious optimism from the White House to Wall Street, many experts agree that a reversal of the global economic downturn will take time and may result in further declines before reviving again. Certainly the local arts and culture sector is feeling the impact, a point that was well illustrated by the diversity of the standing-room-only crowd at the Greater Pittsburgh Arts Council's March 3 forum, *Pittsburgh Arts in Tough Economic Times*. Representatives from arts and culture organizations of every size, age, budget and genre made up the majority of an audience that also



Photo: Renee Rosensteel

included practicing artists and members of the media. Though neither the Arts Council nor the panel of local arts funders could provide quick solutions, the forum clarified the current funding landscape and admonished organizations to take serious, practical measures toward effective, long-term sustainability.

The panel, which included David Donahoe from the Regional Asset District, Robert Reed from the Multicultural Arts Initiative, Janet Sarbaugh from The Heinz Endowments and Germaine Williams from The Pittsburgh Foundation, made it abundantly clear that the funding community has been hit hard along with

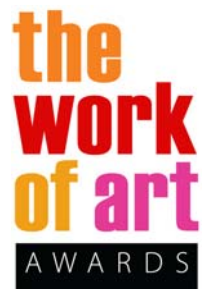
(cont. page 3)

The 2009 Work of Art Awards: Let Your Art Out!

by Tiffany Wilhelm and Event Co-Chair Angela Seals

On June 1st, spotlights will fall on members of Pittsburgh's arts community and its supporters as the Greater Pittsburgh Arts Council presents the 2009 Work of Art Awards. Arrive in your most 'artful' attire, walk the red carpet amid a flash of cameras, cheer for the award winners and unique performances, then celebrate with food, drinks and art of all kinds in the stunning new home of the Pittsburgh Opera. This is the night to recognize the arts' dynamic accomplishments, pace-setters and visionaries. This is the night to come together. This is the night the arts come out to play!

(cont. page 4)



New Benefits Bring Greater Value to Membership

by Dek Ingraham

With so many of our members feeling the effects of the current economic climate, the Arts Council has been working hard to find new ways to give membership greater value and, hopefully, offer some relief for the financial bottom lines of our members. With this goal in mind, we are pleased to announce that the Greater Pittsburgh Arts Council has partnered with Fractured Atlas, a New York-based arts service organization, through their NEA supported *Open Arts Network*. (You might have heard about them recently on NPR.) This gives all of our members and staff of member organizations free associate membership to Fractured Atlas. It also allows access to a variety of new member benefits.

By joining Fractured Atlas, we have entered into a community of thousands of artists, giving collective bargaining power that translates into excellent pricing in the various specialty insurances that arts organizations and individual artists need. When the associate membership is activated, members gain access to high-quality, low-cost Directors and Officers Insurance, General Liability Insurance, Event Insurance and Teaching Artist Insurance, among many other coverages that, outside of this system, tend to be much more expensive due to their specialization.

(cont. page 2)

Current Members

Arts Business Members

Artigianali Co., Artist & Craftsman Supply, Artists for Hope Foundation, Beleza Community Coffeehouse, Berlin International, Creative Reuse Pittsburgh, Developers Diversified Realty - The Waterfront, Inspirocity Inc., Institute of International Art & Languages, Japan-America Society of Pennsylvania, Kelly Custom Furniture and Cabinetry, KPR & Events, LLC, ModernFormations Gallery & Performance Space, Morgan Contemporary Glass Gallery, Palate Bistro, Passports: Art of Diversity, Pittsburgh Technology Council, SLB Radio Productions, Inc., The Art Shoppe The Clay Place, Trinity Gallery

Cultural Organization Members

Afrika Yetu, AFTRA Pittsburgh, American Jewish Museum, Art-iculate Pittsburgh Creative Network, Art All Night Lawrenceville, Artists Image Resource, Arts Education Collaborative, ArtUp (Artists Upstairs), Associated Artists of Pittsburgh, Attack Theatre, August Wilson Center for African American Culture, Autumn House Press, Bach Choir of Pittsburgh, Balmoral School of Piping, barebones productions, Birdie Nichols' Glorious Rebirth Performing Troupe, Boyd Community Center, Braddock Creative Arts, Brew House Association, Bricolage, Bulgarian Macedonian National Educational & Cultural Center, Cabaret Pittsburgh, Calliope: The Pittsburgh Folk Music Society, Carnegie Library of Pittsburgh - Foundation Center, Carnegie Mellon University, College of Fine Arts, Carnegie Museum of Art, Chatham Baroque, Chhandayan, Inc., Children's Festival Chorus, Children's Museum Of Pittsburgh, City Theatre Company, Craftsmen's Guild of Pittsburgh, Dance Alloy Theater, Dready or Knot Productions, Inc., Dreams of Hope, Enjoy Bellevue, Expressive Media, Inc. (EMI), Father Ryan Arts Center of Focus on Renewal, Fiberarts Guild of Pittsburgh, Inc., Frick Art and Historical Center, Gateway to the Arts, Guiding Star Productions, Hill Dance Academy Theatre (HDAT), Hillman Center for Performing Arts, -Shady Side Academy, I Made It! Market, International Poetry Forum, Ixtlan Artists Group, Inc., Jazz Workshop Incorporated, Kelly-Strayhorn Theater, Kente Arts Alliance, Kuntu Repertory Theatre, LABCO (Laboratory Company Dance), Lawrenceville Historical Society, Manchester Craftsmen's Guild (MCG Arts), Mary Miller Dance Company, Mendelssohn Choir of Pittsburgh, Nandanik Dance Troupe, Nathanael Greene Historical Foundation, New Hazlett Theater, Open Stage Theatre, Opera Theater of Pittsburgh, Phase 3 Productions, Phipps Conservatory & Botanical Gardens, PITT ARTS, Pittsburgh Arts & Lectures, Pittsburgh Ballet Theatre, Pittsburgh Banjo Club

(cont. next page)



L-R: Tom Kaiden, COO, Greater Philadelphia Cultural Alliance; Joan Israelite, former ED, The Arts Council of Kansas City; Jill McQuire, ED, Regional Art Commission of St. Louis; Michael Killoren, Director, Seattle Mayor's Office of Arts & Cultural Affairs.

A Word from Mitch: Looking at Your Arts Council "Under the Hood"

Thanks to all of you who attended our recent forum about the impact of the economy on future arts funding. Although the news can be a bit sobering, it's important to operate from fact, and we will continue to provide you with updated information.



As mentioned in the forum, effective evaluation is increasingly important. Have you ever wondered how your arts organization compares to others in the field? Are there great ideas you want to try, or programs you should discontinue? Now in our fourth year, the Arts Council is pondering these very questions. Rather than simply hiring a consultant to do a study, we took a more creative avenue. Last February we invited peers from arts councils in Kansas City, Philadelphia, Seattle and St. Louis to come "take a look under the hood." Each of these peer advisors (pictured above) came from a mature organization with similar programs, services and constituent base, but each also contained one differing aspect about which we wanted to learn. Specifically, we wanted feedback on our strategic plan and input about integrating research with cultural policy, stimulating individual giving, building better relationships with local government and marketing arts and culture.

With the help of Kate Dewey of Dewey and Kaye, the advisors were armed with information about the Arts Council and spent their first day interviewing staff and board members, along with artists and community leaders from outside the organization. On the second day, the advisors met again with board, staff and funders to discuss what they had observed: strengths, concerns, service recommendations, best practices and suggestions for programs that should be reconsidered or possibly discontinued. Most importantly, we heard the words, "Job Well Done!" tempered by the admonition, "Revisit your strategic plan; it's too aggressive," especially given the current economy.

The whole project was invaluable. We learned about ourselves, and our advisors left with a greatly improved view of our cultural community. We couldn't have done this without the help of our interviewees, board and staff and the support of The Heinz Endowments. Please contact me if you would like to learn more about the process.

New Benefits Bring Greater Value to Membership (cont. from page 1)

Additionally, our members will gain access to two new development grants, one for individual artist opportunities, and one to help build the infrastructure of organizations. There are also free online courses available in a variety of subjects, a national job bank and national events calendar and a much-expanded list of outside vendor discounts. To learn how to sign up for a free associate membership and begin taking advantage of these new benefits today, check your email box or speak to the Arts Council contact person at your organization. You can also contact Dek Ingraham, Development and Membership Coordinator at ringraham@pittsburghartsCouncil.org.

In addition to our new partnership, we are putting the finishing touches on our new events calendar. The new calendar will provide you with a more robust interface and the ability to expand your reach into social media such as Facebook and Twitter. The Arts Council understands that these times are challenging for everyone, especially those who work in the arts. We invite you to use us as a resource and tap into the wide variety of programs and services that we provide. Watch your inbox for new benefits as we launch them and, as always, we invite input from the community so that we can better understand and meet your needs.

Arts in Recession (cont. from page 1)

the arts and culture organizations that rely on them. According to David Donahoe, RAD is currently operating under an assumed 5% reduction in revenue for 2009; Janet Sarbaugh stated that the arts budget at the Heinz Endowments has already been cut by 15% and could be reduced further; and Germaine Williams said that the Pittsburgh Foundation has lost \$180 million dollars as a result of the economy. This insight, and the other information and concerns shared as the afternoon's discussion continued, made it clear that if cultural organizations want to survive through the next few years, they need to work together, plan accordingly, and use their creative skills in management as well.



Panelists David Donahoe, Robert Reed, Janet Sarbaugh and Germaine Williams respond to questions from the audience. Photo: Renee Rosensteel

One of the best things organizations can do as they prepare for the challenges they will likely face during the next few years is to look for opportunities to work together. Collaborations and partnerships present opportunities to cut costs while maintaining organizational autonomy. By

sharing office or rehearsal space, administrative staff and other costs organizations can reduce overhead. When it comes to necessary expenses that can't be shared, such as insurance, rates can be dramatically lowered through the collective bargaining power of partnerships like the Arts Council's recent connection with the Fractured Atlas Open Arts Network (see "New Benefits", page 1).

Planning is another crucial consideration for organizations who hope to survive this crisis. "You have to be ready," warned Germaine Williams. "If you're not asking questions about what's going to

happen in 2010, you're not paying attention." The results of the Pittsburgh Economic Snapshot survey released at the forum revealed that, despite the troubles of current economy, a number of organizations have not adjusted their operating budgets for the next fiscal year. Robert Reed may have put it best when he suggested that organizations "use this [crisis] as an opportunity to focus. What do you really need to do and what is really necessary?"

As a sector, creativity has always been our bread and butter. In this current climate it is important to harness some of that creativity to come up with solutions that maybe haven't been thought of yet. While Federal Stimulus money will certainly help, it is not the long term solution to our problems. We cannot yet say which organizations will or will not make it through the next few years. But, by uniting ourselves with those in the community who care about us, sharing ideas and expenses and coming up with new ways to face old problems, the creative sector will be able to emerge from this crisis stronger and more self-sufficient.

As you face the challenges of the next few years, it is important to remember that you are not alone. The Greater Pittsburgh Arts Council is here to help both artists and organizations in whatever way we can. If you are looking for another organization with which to share administrative expenses, have a specific legal or business problem or require other assistance, please do not hesitate to contact us.

For more information on the economic issues arts and cultural organizations are currently facing and tips on how to deal with them, please visit www.pittsburghartscouncil.org/cpr_economy.htm.



Photo: Renee Rosensteel

Current Members

Pittsburgh Camerata, Pittsburgh Ceili Club, Pittsburgh Center for the Arts, Pittsburgh Chamber Music Society, Pittsburgh CLO, Pittsburgh Concert Chorale, Pittsburgh Concert Society, Pittsburgh Cultural Trust, Pittsburgh Dance Council, Pittsburgh Festival Orchestra, Pittsburgh Filmmakers, Pittsburgh Folk Festival, Pittsburgh Glass Center, Pittsburgh International Children's Theater, Pittsburgh Irish & Classical Theatre, Pittsburgh Jazz Society, Pittsburgh Jewish-Israeli Film Festival, Pittsburgh Music Academy, Pittsburgh Musical Theater, Pittsburgh New Music Ensemble, Pittsburgh Opera, Pittsburgh Parks Conservancy, Pittsburgh Philharmonic, Pittsburgh Playwrights Theatre Company, Pittsburgh Public Theater, Pittsburgh Shakespeare in the Parks, Pittsburgh Society of Artists, Pittsburgh Symphony Orchestra, Pittsburgh Youth Chamber Orchestra, Pittsburgh Youth Pops Orchestra, Polish Cultural Council, Prime Stage Theatre, Quantum Theatre, Renaissance & Baroque Society, Renaissance City Wind Music Society, Royal Tribe Music, Senator John Heinz History Center, Silk Screen - Asian American Festival, Silver Eye Center for Photography, Society for Contemporary Craft, Sounds of Pittsburgh Chorus, South Hills Chorale, South Park Theatre, Squonk Opera, Stage 62, Steel Valley Arts Council, Steeltown Entertainment Project, StorySwap, STUDIO for Creative Inquiry, Sweetwater Center for the Arts, The Art Center, The Harmony Singers of Pittsburgh, The Heritage Players, Bethel Park Community Theatre, The Legacy Arts Project, The Mattress Factory, The Pillow Project, The Point Chamber Orchestra, The Pittsburgh Music Hall of Fame, The REP, Point Park University's professional theatre company, Tickets for Kids Charities, ToonSeum, Tuesday Musical Club, UMOJA African Arts Ensemble, University of Pittsburgh, Theatre Arts Department, USA Dance, Pittsburgh Chapter, Viaduct Studio Westmoreland Arts & Heritage Festival Women in Film and Media

Individual Artist Members

Jeanne Bergad, Enrique Bernard, Sam Boese, Kyle Bostian, Gratia Brown, Norman Brown, Rick Byerly, Michael Caldwell, Connie Cantor, Barbara Cherington Coffey, Marcia Clark, Ceci Dadisman, Luise Davis, Jesse Derflinger, Megan Dooley, Kimberly Ellis, Donna J. Fisher, Sherrie Flick, Geraldine Florida-Kaclik, Sandra Gould Ford, Toby Atticus Fraley, Ryan Freytag, Paula Garrick Klein, Kerry Gaydos, Ginger Green, Marjorie C. Greenberger, Teresa M. Harris, Laurel Herman, Olivia Hibel, Nathan Hollabaugh, Judy Hopson, Karen Howell, Chris Ivey, Lisa Johnson, Andrea Jones, Robert Anthony Jones, LaVerne Kemp, Amy G. Kerlin, Ermyn King, Yumi

(cont. next page)

Current Members

Kori, Akiko Kotani, Randy Kovitz, Christiane D. Leach, Carla Andrea Leininger, Tonya Lynn, Timothy Meehan, Nandini Mandal, David Motak, Jeffrey Nytch, Karen Rose Overholt Critchfield, Larkin Page-Jacobs, Kelly E. Parker, Ben Pelhan, Cassandra R. Phillips, Rebecca H. Price, Brenna Quinn, Gail Ransom, Allison Reeves, Larry Rippel, Tom Sarver, Brian Sesack, Kitty Spangler, John Stallings, Adrienne L. Stitt, Robert Strovers, Norine Thompson, Lauren Toohey, R. Weis, Joe Wos, Yanlai Wu, Cleo Zell

ARTS Ambassadors

Meyer & Merle Berger Family Foundation,
Bill Bodine, John C. Camillus
James L. Fawcett Jr.
Lilah Hilliard Fisher Foundation
Jane Harrison, J.L. Harrison & Associates
Elsie H. Hillman Foundation
Margaret Hynes
Kate E. H. Prescott
The Donald & Sylvia Robinson Family Foundation
Mitch & Tracey Swain
Tom Von Lehman & Maggie Good
Jane Werner
Thorp Reed & Armstrong
James Wilkinson

ARTS Champions

N. David & Janet Campbell
Jennifer Gula, in memory of Jason Gula
Lisa Hoitsma
Perot Systems Plano, in memory of Jason Gula
Andrew E. Masich
Sara Radelet
Janet Sarbaugh & Bill McAllister
John Sotirakis

ARTS Goers

OurStage, in memory of Jason Gula
Brooke Annibale & Family, in memory of Jason Gula
Suzy & Jim Broadhurst
David & Susan Brownlee
Geri Chichilla
Linda & Reynolds Clark
Margaret S. Cyert
Michele de la Reza
Dr. & Mrs. Robert Fidoten
Irving & Aronel deRoy Gruber Charitable Foundation
Michael Gula, in memory of Jason Gula
Herman Hittner
Constance F. Horton, MSW
Tammy Jozwiakowski, in memory of Jason Gula
Elizabeth Krisher
William & Nancy Lanham, in memory of Jason Gula
Larry P. Leahy, D.M.D.
Sally Minard & Walter Limbach
Brett Mercuri, in memory of Jason Gula
Perot Systems Global Sales Team, in memory of Jason Gula
Robert Neu
David & Nan Newell

(cont. page 6)

2009 Work of Art Awards (cont. from page 1)

This year, the Greater Pittsburgh Arts Council partnered with four outstanding organizations whose work and missions are central to two of the nine awards presented. The Arts Education Collaborative and Gateway to the Arts will co-present the award for Excellence in Arts Education. The Center for Arts Management and Technology at Carnegie Mellon University and the Pittsburgh Technology Council will co-present the Arts and Technology Award. These partner organizations helped solicit award nominations through their constituent networks and coordinated the panels of experts who chose the finalists and winners for the awards.



Justin Rothshank

Creating the Award Object

Justin Rothshank was selected through a juried panel process as this year's commissioned artist to create the Work of Art Award object. Rothshank is a local ceramic artist and cofounder of the Pittsburgh-based Union Project, a nonprofit job training for youth and community educational program center. Occupying 15,000 square feet of an old church building, the center operates a cooperative and houses a studio where he and his colleague, Saeeda Brown, produce pieces for sale. Rothshank utilizes hand-building and wheel-throwing techniques, combined with laser decals and multiple firings to create functional pieces that encourage dialog on social commentary. Rothshank has received several prestigious honors including the Award for Creative Collaboration-Capacity Building at the 2007 Work of Arts Awards. He was featured in the May 2007 issue of *Ceramics Monthly* as one of their Emerging Artists, and he received the Award of Excellence from the American Craft Council in February 2009.

Announcing the 2009 Finalists!

The **Arts & Technology Award** honors an artist or organization that has successfully incorporated technology in a skillful or inventive way to do their artistic or management work.

- **Carnegie Mellon University's College of Fine Arts**, which partnered with the *Pittsburgh Post-Gazette* to create a media-rich blog, *CMU@NYC*, designed to document Pittsburgh artists and arts events in New York City and highlight connections between the two cities.
- **Individual Artist Ron Nigro**, who utilizes technological cast-offs of every shape, size and color to create sculptural assemblages, uniting them in compositions with a formal yet whimsical approach.
- **Manchester Craftsmen's Guild's MCG Youth**, which partnered with the Pittsburgh "Robot 250" project and artist Dror Yaron, using Gigapan Technology to develop learning experiences that connected youth with their communities and opened collaborations around the world.

The **Creative Arts and Business Partnership Award** recognizes a successful collaboration between an arts organization and a business that furthered the interests of both parties.

- **Dr. Sketchy's Anti-Art School (ToonSeum) & Gypsy Café**, who partnered to host the Pittsburgh chapter of a world-wide movement that brings together artists, musicians, burlesque performers and unique models in a quirky, social atmosphere of drawing and imagination.
- **Passports Art Diversity Project & McCormack Baron Salazar**, who collaborated to place original work by local artists in three McCormack, Baron, Salazar, Inc. housing sites—a model of how local developers can work with Pittsburgh artists to complete interior design projects.
- **Quantum Theatre & Seagate Technology**, who created the Seagate Tech Circle of donors, in which Seagate committed to a financial match for donations by other tech-based companies, giving emerging companies a way to support and experience the arts in Pittsburgh.

The **Best Practices in Arts Management Award** recognizes an innovative and creative arts management practice that can serve as a model for the advancement of arts and culture in the region and beyond.

- **Manchester Craftsmen's Guild's MCG Youth**, which hosted the 2008 NCECA Conference and developed *Cera[m]x Pittsburgh*, a region-wide network of ceramic artists, educators and enthusiasts that placed 100 exhibitions in 60 venues and attracted 4,600 conference registrants.
- **New Hazlett Theater**, which has delineated a unique operating policy and structure that allows nearly 30 of Pittsburgh's small and mid-sized arts organizations, as well as individual artists, to pursue their own missions, present their own programs and connect with their own audiences.
- **Pittsburgh New Music Ensemble**, whose Artistic Director Kevin Noe introduced operating and artistic procedures that have led to a 600% audience increase since 1999, the release of two commercial CDs and a major international tour (2008).

(cont. next page)

2009 Work of Art Awards (cont. from page 4)

The **Working Artist Award** recognizes an individual artist who has demonstrated exceptional innovation, boldness and creativity when working on the business/promotion side of his or her art.

- **Gerry Florida**, an avant-garde, eco-friendly jewelry designer and recycle artist who reinvented herself after a disability by creating a home-based business that has connected her to boutiques, galleries and art shows.
- **Thomas Mosser**, whose twenty-year career as a working artist includes a Pittsburgh Pirates mural in the office lobby at PNC Park and a downtown mural created in collaboration with Sarah Zeffiro entitled *The Two Andys*.
- **David Motak**, a leading promoter and practitioner of the Cracow Szopka art form in the United States, whose individual works, student workshops, szopka exhibitions and cultural events have shown tremendous leadership, innovation and drive in promoting his Pittsburgh-based initiative.

The **Excellence in Arts Education Award** honors an individual or organization in the Pittsburgh region who has worked over time to implement excellence in arts education.

- **Dance Alloy Theater**, for the Dance Education Initiative, a multi-faceted project with six Pittsburgh schools using teaching formats that include intensive residencies, lecture demonstrations, mentoring relationships, studio site visits and guest artists.
- **Marilyn Egan**, who has grown the quality and reach of the Pittsburgh Opera's wide array of programs for educators, students, schools, families and adults, helping educators integrate the arts meaningfully into all subject areas.
- **McKeesport Area High School Opera Academy Team**, whose educators Ray Beard, Bonnie Butler and Debra Calise actively integrate opera into their lessons in meaningful and creative ways with a profound effect on students' motivation and learning.

The **Mayor's Award for Public Art** recognizes an individual's or organization's efforts in the development of a public art project that contributes to the quality of life and economic development of a Pittsburgh community.

- **Pittsburgh Parks Conservancy, Conservation of "A Song to Nature" in Schenley Plaza**, a large-scale public sculpture created by artist Victor David Brenner to honor Mary Schenley, who donated land in 1889 to establish Schenley Park.
- **Sports & Exhibition Authority, "Langley Observatory Clock" by R.M. Fischer**, part of the North Shore Riverfront Park, this site-specific installation is a response to the industrial history of Pittsburgh while simultaneously appearing timeless and looking forward.
- **Squonk Opera, "Astro-rama" performance in Schenley Plaza**, a site-specific, large-scale visual theatre performance—infused with a rock concert sensibility, wit and innovative spirit—that drew 10,000 people to Schenley Plaza.

The **People's Choice Award** recognizes a favorite arts or culture event and is selected through a public polling process.

- **Art All Night: Lawrenceville**, a grassroots, uncensored, non-juried art show staged by an all-volunteer crew in the Lawrenceville neighborhood of Pittsburgh.
- **Handmade Arcade**, an indie craft fair created to give grassroots, independent crafters an opportunity to show and sell their wares and to provide an alternative to traditional craft fairs.
- **Pittsburgh New Music Ensemble's 2008 Summer Season**, a summer festival of new music, visual art, theatre and computer-generated images in a thrilling arts experience.

The **Award for Outstanding Volunteerism** recognizes outstanding contributions of an active volunteer, firm or business from the Arts Council's Business Volunteers for the Arts® and/or Volunteer Lawyers for the Arts programs. The 2009 award is presented to **Pepper Hamilton LLP**, whose attorneys volunteered nearly 250 hours through VLA—a market value of almost \$50,000.

The **Leadership in the Arts Award** recognizes an individual or organization from the business, legal, arts or civic sectors whose work has had a significant impact on the region's cultural landscape. The 2009 Award will be presented to **Allegheny Regional Asset District** in recognition of the significant contribution this program has made and will continue to make on the arts in our region.

Visit www.workofartawards.com for more information about the finalists. See page 9 for details on how to get your Work of Art Awards Tickets!

the work of art

AWARDS

Greater Pittsburgh
Arts Council
Celebrates the People
Who Give Us Art

June 1, 2009

The 2009 Work of Art
Awards are generously
supported by



BNY MELLON



HIGHMARK
Blue Cross Blue Shield
An Independent Member of the Blue Cross and Blue Shield Association



Dominion



thought form
Design solutions beyond words



FIRST
Commonwealth.

flyspace
producers

KREIDER
PRINTING

Current Members

ARTS Goers (cont.)

Mr. & Mrs. Patrick O'Donnell
Dee Jay Oshry & Bart Rack
Sandy and Gene O'Sullivan
Robert & Annmarie Penrose, in memory
of Jason Gula
David L. Pollack, Esq.
Mark R. Power
Jim & Beverly Pugh
Mr. & Mrs. C.J. Queenan, Jr.
Robert & Sharon Scلابassi
Scott McFarlane & the Dell Account
Team, in memory of Jason Gula
Terry & Amanda Ukrainetz, in memory of
Jason Gula
The Weiner Family Foundation
Nancy Werner

ARTS Buffs

2 Anonymous
Madalon Amenta
Jane C. Arkus
Howard J. Wein & Susan Bails
Donald & Shirley Bates, in memory of
Jason Gula
Anthony Catania
Matthew Cottle
Ms. Eliese S. Cutler
Luise K. Davis
Libby Elbaum
Cynthia Ference-Kelly
Sherri Flick, Gist Street Reading Series
Joan Gaul
E. Jeanne Gleason
Charles Gray
Donna M. Gula, in memory of Jason Gula
Becky Hartgraves, in memory of Jason
Gula
Ms. Jane Haskell
Alan Helgerman
David & Mary Hunter, Hunter Associates
Donna Isaac
R. Craig and Mary M. Kirsch
Anne-Marie Lubenau
Allen Majeski
Gail McGloin
Katie Mihaly
Franklin Molin
Sam & Anita Napoli
Jeffrey Lawrence Pollock, Esq.
Kelly & Tom Price
Gelman & Reisman
Stephen G. Robinson
Shirley & Sidney Stark
Barbara M. Steinberg
June F. Swanson
Jacqueline Walker
Marvin & Dot Wedeen
Lynne Williams

This list includes Arts Ally members since July 1, 2008. Every effort has been made to ensure the accuracy of this list. Please contact us regarding any changes to your recognition and thank you for your support!

For information about how you can become an Arts Ally, please see page 9 or contact Tiffany Wilhelm, Director of Membership & Development, at twilhelm@pittsburghartscouncil.org or 412.391.2060 x222.

Public Art at New Arena, Upcoming Lectures, & Morton Brown!

by Renee Piechocki and Lea Donatelli

The Office of Public Art (OPA) has been working on a series of exciting projects. As a program that is dedicated to providing technical assistance and educational programs about public art, we have the opportunity to work with a number of partners in the public art private sector. Our efforts this winter have resulted in opportunities for local artists and lectures about new public art commissions in Pittsburgh.

Public Art Project for the New Pittsburgh Arena

The Sports and Exhibition Authority, Urban Redevelopment Authority and the Pittsburgh Penguins sponsored a public art master plan for the New Pittsburgh Arena. One of these projects is a community-based public art project called *Construction as Canvas*. The Office of Public Art managed the community organization and artist selection processes for this project. The goal of this project is to connect three artists who have experience working with young people with three organizations that serve young people in the Hill District and Uptown. Together, they will develop a temporary public art project that transforms the arena's construction fence into a work of art.

To learn more about upcoming public art projects locally and nationally, subscribe to OPA's Artist Opportunities Listserv. This monthly e-newsletter includes local exhibition opportunities, local and national public art opportunities and professional development opportunities offered by the Greater Pittsburgh Arts Council. To subscribe to this free service, email opa@pittsburghartscouncil.org.

Janet Zweig Artist Lecture & Community Meeting

The Office of Public Art and the Pittsburgh Parks Conservancy are co-hosting an artist lecture by Janet Zweig on April 24, 2009 at 6 pm. The lecture will take place at The Ellis School Auditorium, 6425 Fifth Avenue, Pittsburgh, PA 15206. The lecture is free and open to the public, but RSVP's are required. Visit www.ProArtsTickets.org to register or call 412.394.3353.

Janet Zweig was commissioned through a national request for qualifications to serve on the design team for the Ann Katharine Seamans Garden at Mellon Park. During her lecture, the artist will talk about her past work and discuss her proposal for the garden. Ms. Zweig is an experienced artist known for her innovative public art commissions. Recent completed projects include *Carrying On* for the MTA Arts for Transit Program in New York City; *Small Kindnesses*, *Weather Permitting* for the Hiawatha Light Rail in Minneapolis, Minnesota; and *Impersonator* in Santa Fe, New Mexico.



Impersonator, 2002 photo credit: Janet Zweig

A community meeting to discuss the restoration of the garden and Zweig's proposal will be held on Saturday, April 25 at 10:00 AM at the Pittsburgh Center for the Arts in Simmons Hall located at 1047 Shady Ave, Pittsburgh, PA 15232. The meeting is open to the public.

Welcome Morton Brown!

The City of Pittsburgh has hired Morton Brown as its Public Art Manager. He moved into his new office at the Department of City Planning in February. As the Public Art Manager, Morton is the employee in charge of public art issues that involve the City of Pittsburgh. He is the staff person for the Art Commission, serves as a resource for City Planning and all other departments regarding public art questions and is available to meet with community organizations and artists to discuss public art projects on City property.

He has also joined the Office of Public Art Advisory Committee. Although Morton's focus is separate from the Office of Public Art, he will be working closely with us on several projects. The Office of Public Art provides technical assistance and educational programs about public art to the public and private sector in the Pittsburgh region.

www.publicartpittsburgh.org
www.pittsburghartistregistry.org

The Emerging Field of Social Media

by David Seals

Mike Grzymkowski finished his presentation, took his seat and looked at his phone. Seconds later, he sent a message to his 237 followers: "It's pretty funny to read the local tweets from the last 30 minutes. Never had so much post-presentation feedback." Grzymkowski is a Twitterer, and while most of the in-house audience listened quietly, his Twitter "followers" in the crowd were engaged in an online, real-time chat about the content. This undercurrent of conversation ran parallel to the live event and illustrated the growing possibilities for audience engagement through online social media.

Grzymkowski was the first of three presenters in an evening hosted by the Pittsburgh Emerging Arts Leaders Network called, "Get a Plan: Online Social Media & the Arts." Almost 90 members of the cultural community came to the event—a testament to the general need for more structure in implementing these rapidly-emerging tools.

The Pittsburgh arts community is not alone in grappling with productive uses of social media. National newspapers from the *Wall Street Journal* to the *New York Times* have been lately enamored of Twitter, the "micro-blogging" platform whose user base has grown 900% in the last year¹. The blogosphere is ablaze with the connective possibilities of LinkedIn, Facebook and MySpace, dubbed respectively as "the office, the backyard barbecue and the bar" by LinkedIn CEO Reid Hoffman.² Here in Pittsburgh, the *Post-Gazette's* Mackenzie Carpenter has been following the growth of these tools, recently hosting a brown bag lunch for reporters about their uses for reporting.

Grzymkowski finished with an admonition that might be frustrating for those yet to take the social media leap: "You just have to go on these sites and play. You'll get it." Indeed, this could be frustrating to those who *have* leapt but remain concerned about which tools reach which audiences, and which (if any) can turn "friends" into paid attendees or donors.

It's hard to find *best* practices for media tools that have only been around long enough to yield *better* practices. If immersion is the new key to understanding, perhaps case studies are the new text book. At the event, Amy Constantine-Kline highlighted her use of Twitter at MCG Jazz to build audience relationships, and Flickr at the Columbus Association for the Performing Arts to solicit photos of the exquisite Palace Theatre.

Jeffrey Inscho also outlined two projects from the Mattress Factory: *MF iConfess*, a video



confession booth that instantly posts visitors' reactions to the museum on YouTube, and *SCREENtxt*, an exhibit that uses Twitter and Brite Kite to allow museum visitors to text their comments on the art to a screen in the lobby. Still more examples came at the urging of artist Elizabeth Perry, who steered individuals to small groups where they could offer suggestions specific to one another's work, give impromptu demos on laptops or help untangle the often-confusing lexicon of new media terms.

Clearly, there is still much to figure out. Even as the cultural community grows its social media presence, there is a corresponding need for hard data and concrete results. Some arts managers are waiting to see which platforms stand the test of time; others are cultivating an agility that can harness what is popular *at* the time. Regardless of your take, perhaps the greatest challenge is finding and connecting with your current audiences in their current virtual lives, so that you can bring them (and their "friends") into your gallery or performance space.

If you would like to join the ongoing conversation about how to integrate social media in your marketing/development efforts, we encourage you to post your questions and ideas on the Pittsburgh Emerging Arts Leaders Network.³

Special thanks to Steering Committee members Rebecca Humberger (Attack Theatre) and Dana Casto (Arts Education Collaborative) for their role in organizing this event.

¹ "Don't Fear Invasion of the Mind-Casters," *Los Angeles Times*, David Sarno, 3/11/09.

² "Bad News for Workers is Good News for LinkedIn," *USA Today Technology*, John Swart, 12/31/08.

³ <http://groups.google.com/group/pgheaders>

2009 Board of Directors

Jane Werner, Chair
Children's Museum of Pittsburgh

John Camillus, Executive Vice Chair at-large, Joseph M. Katz Graduate School of Business, University of Pittsburgh

Peggy Hynes, Vice Chair at-large
Streamline Communications

Bill Bodine, Vice Chair at-large
Frick Art and Historical Center

James Fawcett, Secretary
Highmark Blue Cross Blue Shield

Victor Dozzi, CPA, Treasurer
CrawfordEllenbogen LLC

Michael A. Wessell, Esq., Immediate Past Chair
Community Leader

Mitch Swain, CEO
Greater Pittsburgh Arts Council

Neil A. Barclay
August Wilson Center for African American Culture

Michele de la Reza
Attack Theatre

Lisa Hoitsma
Gateway to the Arts

Constance F. Horton, MSW
Fund for the Advancement of Minorities Through Education

Andrew Masich
Senator John Heinz History Center

J. Kevin McMahon
Pittsburgh Cultural Trust

Bill Peduto
Pittsburgh City Council

David L. Pollack, Esq.
Gefsky and Lehman, P.C.

Kate E. H. Prescott
Prescott & Associates

Sara Radelet
New Hazlett Theater

Elizabeth Reiss
Community Leader

John Sotirakis
ThoughtForm, Inc.

Jim Wilkinson
Community Leader

Arts Council Staff

Mitch Swain, CEO, x225
mswain@pittsburghartscouncil.org

Christiane Leach, Executive
Assistant, x228
cleach@pittsburghartscouncil.org

Susan Blackman, Director of Arts
Programs, x226
sblackman@pittsburghartscouncil.org

David Seals, Programs Manager, x227
dseals@pittsburghartscouncil.org

Tiffany Wilhelm, Director of
Development & Membership, x222
twilhelm@pittsburghartscouncil.org

Dek Ingraham, Development &
Membership Coordinator, x234
ringraham@pittsburghartscouncil.org

Ryan Freytag, Manager of Cultural
Policy & Research, x232
rfreytag@pittsburghartscouncil.org

Sue Mencher, Internal Systems
Administrator, x221
smencher@pittsburghartscouncil.org

Maggie Johnson, Manager of
Marketing & Ticketing, x229
mjohnson@pittsburghartscouncil.org

Tanaz Balaporia, Box Office
Manager, x223
tbalaporia@pittsburghartscouncil.org

**Earl Haines, Elizabeth Gardner,
Laura Robison, Sean Collier**
ProArtsTickets Representatives

Renee Piechocki, Director, Office of
Public Art
publicart@pittsburghartscouncil.org

Lea Donatelli, Program Manager,
Office of Public Art, x233
opa@pittsburghartscouncil.org

Maggie Huppi, Volunteer, x238
mhuppi@pittsburghartscouncil.org

Online Resources:

www.ArtsWorks.org
Job, Internship & Volunteer listings

www.pittsburghartistregistry.org
A database of regional artists

www.publicartpittsburgh.org
The Office of Public Art (OPA)

pittsburghartscouncil.blogspot.com
Thoughts on the industry by our
staff, board and guest bloggers

groups.google.com/group/pgheaders
Local Emerging Arts Leaders Network

Artists Services Project

by Ryan Freytag

"Everyone thinks they know what artists need or want but no one ever bothers to ask us." That was the statement I made prior to becoming an arts administrator, and I have heard it echoed countless times since by artists from a variety of disciplines. It is something that I have been working to change since joining the Arts Council's staff in 2006, and we recently took another step toward rectifying this by conducting the "Pittsburgh Artists Needs Survey" in February.

Two similar, six-question surveys were distributed—one directed at artists and the other at organizations that provide services or resources to artists. Over 230 responses were collected and, while a more in-depth analysis of the survey responses is needed, a cursory review of the results yielded two surprises. First, a number of the artists who participated were unaware of many existing services and resources that are already available to them locally. For example, 34 of the 117 artists expressed the need for an online artist registry, unaware that one currently exists through the Office of Public Art (www.pittsburghartistregistry.org.)

Secondly, what also came as a surprise was that of the list of twenty-one typical services offered by artist services organizations, none are being offered by fewer than three separate organizations. For example, six different organizations reported that they currently offer online artist registries. While there was a category for "other services," and certainly some organizations will have discipline-specific offerings, it is clear that there is some duplication of services being offered to local artists. Moving forward we will need to work together to address these issues, and I am excited about the number of artists and arts organizations that have already volunteered to advise us as we seek solutions. By analyzing the survey results and continuing to work with these partners, we expect to have a completed, online resource directory for artists available sometime this spring.

Events to Your Inbox

Want to know more about the latest theatre, dance, exhibitions, films, gallery openings, and projects being produced by Greater Pittsburgh Arts Council Members? Subscribe to the weekly **Arts Pittsburgh Events Listing**, and receive the news directly to your inbox! You can choose from this and several other listservs online at www.pittsburghartscouncil.org.

Get Your Tickets to the Work of Art Awards!

Event Details

Location: Pittsburgh Opera, 2425 Liberty Avenue

Schedule: 6:15 to 7 pm - Red Carpet Gathering
7 to 8:30 pm - Award Ceremony
8:30 to 11 pm - After Party

Performances: Video by Chris Ivey, Music by Cellofourte, Theatrical performances by Wali Jamal, dance performances by The Pillow Project, video by Curtis Reaves, after party music by Donora and DJ Edgar Um

Business, Cocktail, or 'Artful' Attire Encouraged

Get Your Tickets Today!

www.ProArtsTickets.org or 412.394.3353

Before May 15: Member \$35, Non-Member \$65
(Groups of 6 or more members or non-members, \$5 discount per ticket*)

After May 15: Member \$40, Non-Member \$70

Not a member? **Join the Arts Council*** when you buy your ticket and receive even bigger discounts! (Individual Artist or Arts Ally Memberships only)

*Discounts not available online. For groups and new member discounts, call ProArtsTickets at 412.394.3353.

the
work
of art

A W A R D S

Greater Pittsburgh
Arts Council
Celebrates the People
Who Give Us Art

June 1, 2009

Support Your Arts Council



**BE A PART OF IT
JOIN NOW!**

There is no doubt that times are tough for everyone. We know that you are likely to be feeling pressure to manage your finances carefully, both personally and professionally. The situation is the same for the arts and culture community. The Arts Council's focus, now and always, is on how we can ensure the health and stability of arts and culture in the Pittsburgh region.

We know that you receive many requests for donations and memberships and this year you will be considering your priorities more carefully than ever. Please continue to support both your favorite arts groups and your Arts Council through active

participation and giving. Join the Greater Pittsburgh Arts Council today! Visit us online and choose the membership category that is right for you!

pittsburghartscouncil.org/membership_home.htm

Don't forget! You can actually SAVE with Your Arts Council Membership!

ARTS Buff \$1-99

- The Arts Council *Update* newsletter
- Member discounts on all Arts Council workshops, programs and services
- Weekly arts events listings by email

ARTS Goer \$50-249

All of the benefits above, plus:

- **Weekly emails about ticket and admission discounts!**

ARTS Champion \$250-499

All of the benefits above, plus:

- 2 tickets to the Arts Council's Annual Meeting or Work of Art Awards event

ARTS Ambassador \$500+

All of the benefits above, plus:

- A guided public art walking tour by the Office of Public Art for your family and up to 6 guests

Thank You

We extend our thanks to each of the following major supporters:

Alcoa Foundation
Allegheny Regional Asset District
BNY Mellon
Claude Worthington Benedum Foundation
Dominion Foundation
The Fine Family Foundation
Elliott Marketing Group
The Grable Foundation
Giant Eagle
The Heinz Endowments
Highmark Blue Cross Blue Shield
Pennsylvania Council on the Arts
Prescott & Associates
Richard King Mellon Foundation
ThoughtForm, Inc.

To discuss ways **your company or organization can support** the work of the Greater Pittsburgh Arts Council through sponsorships or partnerships, please contact Tiffany Wilhelm, Director of Development and Membership, at 412.391.2060 or twilhelm@pittsburghartscouncil.org.

Greater Pittsburgh Arts Council

Contact Us:

707 Penn Avenue, 2nd Floor
Pittsburgh, PA 15222-3401
www.pittsburghartscouncil.org

Administrative Office:

9 am-5 pm, M-F
412.391.2060
info@pittsburghartscouncil.org

ProArtsTickets: A Program of the Greater Pittsburgh Arts Council

10 am-5:30 pm, M-F
12-5:30 pm, Sat.
412.394.3353
www.ProArtsTickets.org

Sell Your Event through ProArtsTickets!

We're pleased to offer your organization an easy to use, easy to administer ticketing solution. Find out how ProArtsTickets can work for you: contact Maggie Johnson at 412.391.2060 x229 or visit www.ProArtsTickets.org.

Yes! I want to join the Arts Council as an ARTS ALLY with a gift in the amount of: _____

ARTS Ambassador \$500+ ARTS Champion \$250+ ARTS Goer \$50+ ARTS Buff \$1+

Name(s) _____ (as you wish to be recognized) Anonymous

Company/Organization _____

Address _____ City _____ State _____ Zip _____

Telephone _____ Email _____

I / We prefer to receive the Arts Council's **Update** newsletter by mail email

I / We are also interested in emails about Arts Events (Weekly) Artist Opportunities
 Arts Council Events Public Art in Pittsburgh

Check Enclosed (payable to Greater Pittsburgh Arts Council) Please invoice me

Please charge my: Visa MasterCard American Express Discover

Account Number _____ Exp. Date _____ CID Number* _____

Name (as it appears on card) _____

Signature _____

*For Visa, MC and Dis : the 3-digit number in the Signature box on the rear; for AMEX: the 4-digit number above account number on the front

Contributions to the Greater Pittsburgh Arts Council are tax-deductible to the fullest extent of the law. A copy of the official registration and financial information for the Greater Pittsburgh Arts Council may be obtained from the PA Department of State by calling toll-free within Pennsylvania

✂ Please clip and mail or fax your completed form to:

Greater Pittsburgh Arts Council, 707 Penn Avenue, 2nd Floor, Pittsburgh, PA 15222-3401 or (fax) 412.394.4280

GREATER PITTSBURGH Arts COUNCIL

Empowering the people who give us art.

707 Penn Avenue, 2nd Floor, Pittsburgh, PA 15222-3401



alphagraphics®

DESIGN ■ COPY ■ PRINT ► COMMUNICATE

IN THE CULTURAL DISTRICT

Grantee Spotlight: Border Crossing—One Artist's Opportunity

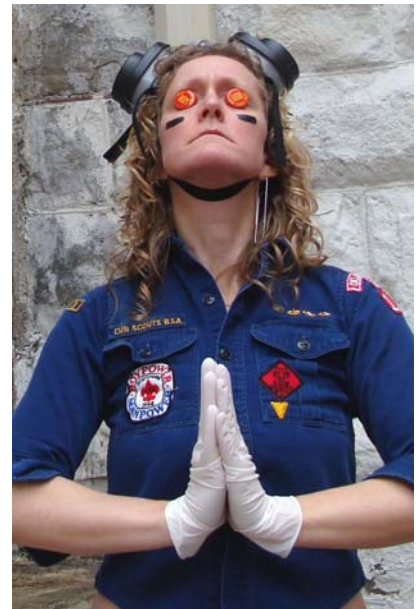
by Susan Blackman

Tavia LaFollette, multi-disciplinary artist and founder of Artists Upstairs (ArtUp), was invited as one of a select group of 24 performance artists to participate in *La Pocha Nostra's* "International Intensive Workshop" led by performance artist Guillermo Gómez-Peña in January 2009. Her invitation letter read:

Congratulations! You have been accepted to our upcoming performance workshop in Tucson, Arizona.... The prestigious Pocha workshop is an amazing artistic and anthropological experiment in which artist from several countries and every imaginable artistic, ethnic and sub-cultural background begins to negotiate common ground. Performance becomes the connective tissue and lingua franc for our temporary community of rebel artists.

The Greater Pittsburgh Arts Council funded her \$1,500 request for an Artist Opportunity Grant to help cover her costs. In the following excerpt, she captured some of her initial experiences.

"Gómez-Peña is dressed in black jeans, boots and a black western shirt with a bolo tie of a skull. 'You need to think of us as Cultural DJs as opposed to instructors,' he explains on the first day. 'The workshop becomes a micro universe that represents the world. Unlike a university, we nurture risk taking here and we hold no political or sexual prohibition.' He sways as he speaks but with a high and kinetic energy. 'In the next two weeks we are going to build a de-militarized zone that needs to be tolerant and safe. We will be crossing each other's individual borders, but you need to ask permission to cross the border before you cross it, as we constantly push you to cross your own borders.'"



Tavia LaFollette
Blind Faith

Indeed, her last statement might be the perfect summation of the intent of the Artist Opportunity Grant: to help artists cross their own borders into the next phase of their careers.