

ARTS COUNCIL

WINSTON-SALEM FORSYTH COUNTY • 2018 NEWSLETTER

ENRICHING
YOUR LIFE
EVERY DAY

WWW.INTOTHEARTS.ORG



INTRODUCING A REFRESHED VISION FOR 2018

As the first arts council in the nation, we have a legacy of setting the standard for how to effectively support arts and culture. As The Arts Council moves into its eighth decade, we are continuing to evolve to meet the needs of today's cultural ecosystem with a fresh focus on how the arts can help advance greater community objectives. In this spirit, we have adapted our three vision pillars to concentrate our work on areas that the community has identified as priorities, that our arts partners need most, and that we are uniquely positioned to deliver.

Sustainable Systems of Support:

In 2018, The Arts Council will provide crucial operating support to a broadened pool of 25 arts organizations through our Organizational Support Grants and Annual Event and Series Grants. This financial support is the single largest driver of an arts community that annually reaches more than 500,000 people and creates more than \$156 million in economic impact. Though we recognize that there are additional ways in which we can sustain our arts assets including training and shared services to grow capacity and impact and maintaining the community's primary arts venues.

In this newsletter, you will read about ways in which The Arts Council's facilities provide our partners with accessible, affordable places to showcase their work and serve as important convening locations where our community can come together in celebration and support of the arts.

Education and Access:

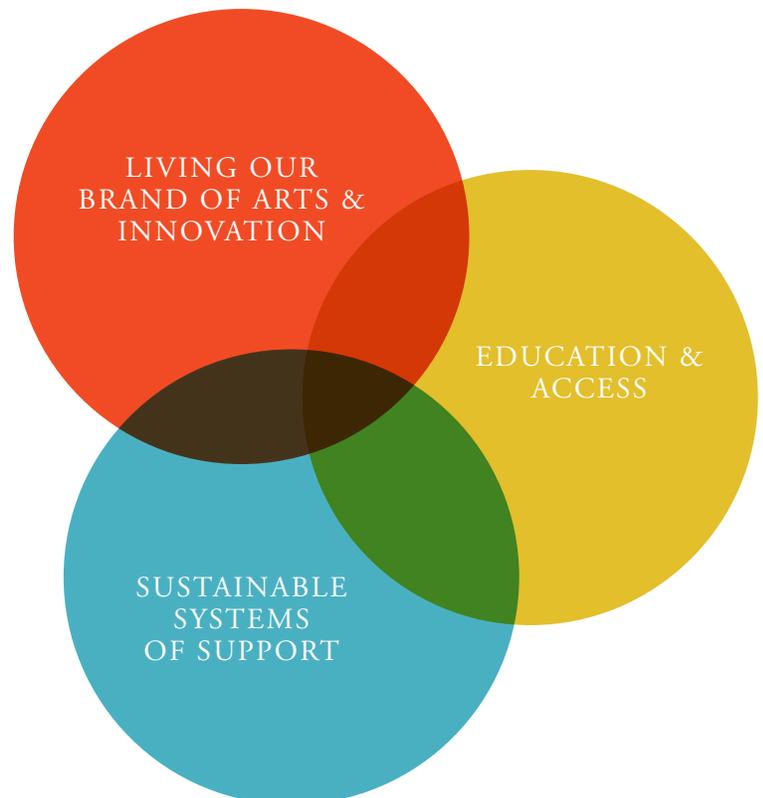
For more than three decades, The Arts Council has been partnering with our public schools to enrich the education of our children. Today, this partnership infuses the arts into the lives of more than 45,000 students and we're expanding upon it by piloting new early learning and after-school opportunities and forging new partnerships to bring the arts to underserved communities.

In this newsletter, you will read about an Arts Council-funded early childhood learning collaboration between El Buen Pastor, Sawtooth School for Visual Arts, and Winston-Salem State University.

Living Our Brand of Arts & Innovation

In 2014, The Arts Council recognized that we must actively work to embody our arts and innovation moniker. In addition to financially supporting artists and arts organizations, this requires that we proactively work to use the arts as a tool to address community needs and capitalize on community opportunities. Our Target Initiatives are doing this by bringing the arts out into public spaces, advancing health and wellness by integrating the arts, and investing in creative entrepreneurs.

In this newsletter, you will read about ways in which The Arts Council is advancing public art and get a sneak peek at new projects that will be unveiled in 2018.



INVEST AND GET INVOLVED: WWW.INTOTHEARTS.ORG

ART IN PUBLIC PLACES

The Arts Council has a long history of championing public art. From the early Artiva mural that is still enjoyed in the Arts District today to curating collections and installations in Innovation Quarter's Biotech Place and Inmar's new headquarters, we have worked to ensure that the arts are infused into our community's growing infrastructure and iconic spaces. Read on for highlights of how we are continuing this work and projects to look forward to in 2018.

Inspiration from National Colleagues:

In 2017, we launched the Creative Conversations Network, through which you can engage in a dialogue about building community through the arts through a monthly podcast and new quarterly speaker series. On January 29th at 5:30pm in the Hanesbrands Theatre, we will host Christian Gaines, Executive Director of ArtPrize in Grand Rapids, Michigan. Born out of the idea to create an open art competition to award the world's largest art prize (\$250,000 in that first year) to a participating artist based on votes from the public and expert jurors, ArtPrize has grown into the most attended public art event in the world. Last year, more than 500,000 people visited the 19-day festival to view 1,453 works created by artists from 40 states and 44 countries that were exhibited in 170 venues.

New Projects:

We are also partnering with private developers and public agencies on a series of permanent and temporary public art installations.

Journal Building Elevators: As part of the transformation of the former Winston-Salem Journal Building on Marshall Street, local artist Trena McNabb was selected from a statewide RFQ process led by The Arts Council and commissioned by The Arden Group and Lambert Architecture and Interiors. McNabb, a painter and collage artist who specializes in colorful montages of flora and fauna, used her work to reimagine the interiors of two elevator cabs. The resulting effect transports riders from an urban building interior to a sun-filled field populated by birds and flowers native to North Carolina.

Particle Falls: The Arts Council and Grubb Properties are teaming up with the Piedmont Triad Regional Council, Clean Air Carolina, NC Clean Energy Technology Center, and NCDOT to bring Andrea Polli's light projection, *Particle Falls*, to Winston-Salem. This animated light projection of real-time air quality data will be projected onto the UNCSCA Stevens Center in February 22 through March 24. The animation is generated by translating real-time particulate matter data from the surrounding air into imagery using specialized computer software created by the artist. When particle pollution is present, visual bursts of bright color illuminate over a background of "falling" blue light onto the building with the visualization updating with new air data in almost real time. For more information, visit www.particlefallsws.org.

Winston-Salem Portrait Project: Arts Council Staff and volunteers are working with the Winston-Salem/Forsyth County Public Art Commission (PAC) on their first city-wide project. Envisioned as a photographic portrayal of our community that represents our many faces and brings us together where we're divided, the PAC will name the lead Portrait Project artist in March after a thorough RFQ and selection process. The successful artist will be one whose proposal can promote communication, understanding, compassion, and empathy while enhancing the visual identity of our city.



ARTS COUNCIL FACILITIES BY THE NUMBERS

A part of The Arts Council's mission in the community is creating sustainable systems for artists and cultural partners. By managing the Milton Rhodes Center for the Arts and Hanesbrands Theatre downtown, and The Arts Council Theatre on Coliseum Drive, as affordable, high-quality arts facilities, we hope to aid our partners in their space and facility management needs and allow them to focus more on cultural programming. You can help us by planning your corporate and social events in these facilities. For more information, please visit intothearts.org.

- More than 135,000 people (that's **1 in 3 Forsyth County residents!**) attend an Arts Council facility each year.
- The Arts Council's facilities showcase **more than 1,000 events**, performances and offerings by arts groups each year.
- The Arts Council **invests \$800,000 a year** in maintaining and operating our three facilities.

ARTS IN EARLY CHILDHOOD

On a bleak cold winter day in the Old Town neighborhood, there was the warm smell of homemade burritos and laughter between Latino mothers and their children who worked together to paint portraits of each other through a piece of clear plastic. Lauren Duncan, Director of Youth Programs at Sawtooth School for Visual Arts, translated for art instructor Ali Kapps, who led the mother-child art activity that reinforced both Spanish and English vocabulary and introduced the art concept of portraiture.

Sawtooth School has been working with El Buen Pastor Latino Community Services' youth after-school program for the past 2 years by bringing arts instructors to work with Latino elementary school students. El Buen Pastor serves low-income Latino families in this neighborhood and knows that the path to high-school graduation begins in infancy and requires the engagement of the whole family. With support from the Kate B. Reynold Charitable Trust, El Buen Pastor is able to offer preschool readiness and parent education classes for these families that focus on child development, positive discipline, and healthy eating and more.

This fall, Sawtooth School, El Buen Pastor, and Winston-Salem State University's Occupational Therapy Department with support from The Arts Council's early learning and after-school enrichment target initiative partnered to establish a pilot program that will measure the impact of early childhood art enrichment and exposure on Latino children ages 3-5 years old.

Access to this program is key as these Latino mothers face many barriers including trust, language, knowledge, awareness, cost and transportation. Odette Sanchez, Executive Director at El Buen Pastor, says "for our families, coming here, is an escape from their daily routine to a safe haven, the children light up at seeing the art instructors, and the mothers' are overjoyed to see their children's artwork."

Beth Fain, Assistant Professor at WSSU's Occupational Therapy program is thrilled to be able to provide a community immersive experience to her graduate students who will assess the developmental age of the children and their school readiness by collecting data and evaluating their gross and fine motor skills. She says through these assessments, "we will be able to give these parents suggestions on things that would be helpful for their children to practice more."

The goal of this pilot study is to see if early childhood art education and exposure will help to enhance low-income Latino children's skills, including cognitive, self-confidence, verbal, and collaborative work, which are all needed to increase a student's success in preschool and beyond. It also is providing an enriching arts experience for those underserved in our community.





251 North Spruce Street
Winston-Salem, NC 27101-2747

intothearts.org - 336.722.2585

Non-Profit Organization
U.S. Postage
PAID
Permit #20
Winston-Salem, NC

JOIN US AS WE LAUNCH INTO 2018

Please join The Arts Council on **Monday, January 29** at 5:30 pm at Hanesbrands Theatre as we launch both the **2018 Community Fund for the Arts** and our new **Creative Conversations Network** speaker series with guest speaker, **Christian Gaines**, Executive Director of **ArtPrize** in Grand Rapids, Michigan.

ArtPrize is an open art competition that awards the world's largest art prize on votes from the public and expert jurors, ArtPrize is the most highly attended public art event in the world. Last year, more than 500,000 people visited the 19-day festival

to view 1,453 works created by artists from 40 states and 44 countries that were exhibited in 170 venues.

RSVP to Devon MacKay at (336) 747-1417 or dmackay@intothearts.org by January 22. Seating is limited.



Christian Gaines
