

NEWS REACH

an Art-Reach publication

www.art-reach.org

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FALL 2008

LETTER FROM THE EXECUTIVE DIRECTOR

It's been a busy couple of months at Art-Reach:

- In March we received a major three-year grant from the Philadelphia Cultural Management Initiative to conduct a comprehensive programmatic assessment, our first-ever, to evaluate the deeper and long-term impact of our programs.
- In May we relaunched our website at www.art-reach.org to be easier to navigate for our members and arts partners. Like all websites, ours is ever-evolving, so please contact us if you have suggestions for improvement. A big shout-out to Geeta Ahya, the Arts & Business Council volunteer who spent literally hundreds of hours creating the new site.
- And in June Stephanie Walsh, our part-time Program Assistant, became our full-time Program/Development Assistant. Stephanie provides invaluable support to Program Director Stephanie Borton and Program Manager Matt Bryan, and she's also supporting some of our fundraising efforts, particularly our upcoming auction in November, and managing a host of administrative duties here in the office.

Now it's fall again, and that means the arts season goes into high gear. Our arts partners

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Art-Reach to Honor Lisa Nutter and HMS School at 17th Annual Jazz Brunch



Art-Reach's 17th Annual Jazz Brunch & Silent Auction will take place **Sunday, November 2, 2008**, from 11:30 a.m. to 2:30 p.m. at the Park Hyatt at the Bellevue, at Broad and Walnut Streets in Philadelphia.

At this year's event Art-Reach will present its **Commitment to Cultural Access Award** to First Lady of Philadelphia **Lisa J. Nutter**, president of Philadelphia Academies Inc., and to the **HMS School for Children with Cerebral Palsy** in West Philadelphia. The award recognizes the outstanding contributions of individuals and organizations to making the

arts more accessible to people with disabilities or economic disadvantages.

Lisa Nutter has been an active and vocal champion for the arts for many years, both individually and in her role as president of Philadelphia Academies Inc., which prepares public high school students in the city for careers or higher education. Art-Reach partners with the Academies on the annual "Cultural Treasure Hunt" project, which introduces students in the Academies' hospitality program to the local cultural scene and makes them aware of the impact the arts have on our economy. Last year Art-Reach also partnered with the Academies on an award-winning project at William Penn High School where students in the business and health academies there took part in an anti-violence silk-screening workshop and created original T-shirt designs. Lisa Nutter was a member of Art-Reach's advisory board, joined our full board in 1996 when Art-Reach received its

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Art-Reach Coordinates Summer Field Trips



This summer Art-Reach facilitated a unique partnership with Taller Puertorriqueño, a well-known Latino community arts agency in North Philadelphia. Over the course of five weeks students enrolled in Taller's Cultural Awareness Program and Youth Artist Program visited numerous cultural venues in the tri-state region.

Students in the Cultural Awareness Program, who range in age from 5 to 7 years old, enjoyed trips to the Schuylkill River Center for Environmental Education, the African American Museum in Philadelphia, the Independence Seaport Museum and Longwood Gardens. For the majority of these visits,

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have an exciting array of diverse cultural offerings for our members to partake of, and we're finalizing plans for our annual benefit, the Jazz Brunch, on November 2. It's a great honor for us to be recognizing Lisa Nutter for her deep commitment to Art-Reach's mission over the years, and we look forward to a great event.

I hope you can join us!

Michael L. Norris

Michael L. Norris
Executive Director



ARTIST PROFILE:

ANGEL BABY MUSIC

A small circle of friends and family cooperating with local musicians and instructors, Angel Baby Music has performed and worked in Philadelphia for the past four years.. With offerings ranging from single-day performances and lessons to more extended sessions, ABM's versatility is an ideal match for Art-Reach's diverse audiences.

As Vikki Wright, president of ABM, says, music can be cathartic and empowering, lending new tools for expressing thoughts and emotions. ABM has performed extensively in situations where the importance of music is often overlooked. While members can look forward to exciting musical performances and lessons, they also will benefit from ABM's holistic view of music, learning the history and culture of the instruments they hear and play and translating these musical experiences into their daily lives.

Art-Reach members that want to schedule Angel Baby Music should complete an In-Facility Performance Request Form or call (215) 568-2115.

Lisa Nutter at 17th Annual Jazz Brunch (cont'd)

own nonprofit status, and served as board chair from 2002 to 2006. She stepped down from the board in 2007 but now serves on Art-Reach's new Council of Advisors.

The HMS School is a longtime Art-Reach member agency. The school serves children ages 2 to 21 with multiple disabilities resulting from cerebral palsy or traumatic brain injury. Founded in 1882, it was the first institution of its kind in the nation. HMS School's mission is to educate, nurture and care for children and youth with motor impairments who may also have other disabilities resulting from brain injury with the goal of assisting each individual in achieving his or her maximum potential. The creative arts—art, music, dance movement and theater—are integral to HMS's programs. For students with significant physical and developmental disabilities and limited verbal capacity, the creative arts provide an alternative means of self-expression, an important opportunity to free their emotions and to interact with other youngsters. In addition to its own talented staff, HMS collaborates with Walnut Street Theatre's educational outreach artists, with area dancers and other specialists to enrich

students' involvement with the arts. The work of HMS students was on display at a special exhibit in City Hall this past spring to celebrate the school's 125th anniversary.

Each year Art-Reach celebrates a different type of jazz at the Jazz Brunch. This year's event, titled "Boffo Bossa Nova!", will showcase the rhythmic sounds of classic Brazilian jazz, celebrating its 50th anniversary this year. The John Hoey Orchestra will perform the sounds of Rio, and the event will also feature a Brazilian-themed menu and décor and an extensive silent auction of travel, cultural and enrichment packages, including two roundtrip airfares to Europe on Air France.

The Jazz Brunch is Art-Reach's most important fundraising event, generating over 15% of our annual operating budget. Tickets to the Jazz Brunch are \$85 or \$175, which includes free parking at the Bellevue and admission to the exclusive VIP Brunch Preview in October on Rittenhouse Square. Corporate packages range from \$1,500 to \$5,000. For tickets and more information about the Jazz Brunch & Silent Auction, call us at (215) 568-2115 or log on to www.art-reach.org.



Art-Reach Wins 2008 Business/Arts Partnership Award



Art-Reach was honored with a Business/Arts Partnership Award at the 2008 Arts & Business Council of Greater Philadelphia luncheon, which took place in May at the Pennsylvania Convention Center, for a collaborative project that partnered Sneaker Villa, the Fabric Workshop and

Museum, and Philadelphia Academies Inc. with students from William Penn High School in North Philadelphia.

The students participated in a 12-week Anti-Violence Silk-Screen Workshop led by teaching artists from the Fabric Workshop. Students created original T-shirt designs displaying a positive response to urban violence and learned how to silk-screen them onto T-shirts. A panel of community leaders and fashion experts then reviewed the designs, and the winning design—Robfrey Thompson's "Turn Your Brain On...And Violence Off"—was reproduced commercially on T-shirts sold at the Sneaker Villa store on North Broad Street. The project culminated with a T-shirt launch party and community reception at Sneaker Villa. All proceeds from the T-shirt were donated to extracurricular programs at William Penn High School.

This project was generously funded by a grant from the United Way of Southeastern Pennsylvania's North Central Empowerment Zone Neighborhood Funding Stream. Art-Reach is planning to remount this project in spring 2009.



Arts Partner Profile: Institute of Contemporary Art Showcases Established and Emerging Artists

The University of Pennsylvania in West Philadelphia is home to the city's premier contemporary art museum: the Institute of Contemporary Art (ICA).

Founded in 1963, ICA uses site-specific work to create a dialogue between artists and the public. Exhibiting artists have included David Smith, Laurie Anderson, Robert Rauschenberg and many other artists who defined contemporary art in their time. In 1965 ICA was home to Andy Warhol's first solo museum exhibition. A large crowd arrived for the opening, some to protest pop art, which was controversial at the time. As the crowd grew larger, the director removed Warhol's paintings from the walls to prevent damage. When Warhol arrived, he was mobbed and had to sneak out escorted by police. Warhol was thrilled by the whole experience, even though the paintings were taken down, because he believed he was the art that evening.

ICA works primarily work with living artists, either locally or from around the world. Exhibitions are supplemented with gallery notes, and the museum offers workshop, films, lectures and tours. Many artists participate in these programs, which familiarizes audiences with the process and the ideas behind the art. ICA also collaborates with other institutions around the city: recently artist Karen Kilimnic staged an installation in a local historic house and another recent exhibition collaborated with Bartram's Garden.

Being an Art-Reach arts partner has been beneficial to ICA, according to Jill Katz, the museum's director of marketing and communications. ICA does not have the staff to focus on building new audiences, but Art-Reach can introduce new viewers who might not have otherwise visited the museum. In addition, Art-Reach helps ICA to realize their mission by connecting more people with the artists and the institution. Working with people from different backgrounds and with different needs also enriches ICA programs by incorporating different learning techniques and visual experiences.

The Institute of Contemporary Art is at 118 S. 36th Street between Chestnut and Walnut streets. The building is ADA-compliant and easily accessible, and recent renovations were made to the restrooms to ensure accessibility. There are two floors of gallery space, the second of which is accessible by elevator.

Current exhibitions include the work of counter-cultural cartoonist—and Philadelphia native—R. Crumb. Art-Reach members can arrange a visit to the ICA by submitting a Museum Request form to the Art-Reach Programming Dept.

Member Profile: Little Sisters of the Poor

Little Sisters of the Poor is one of many Art-Reach member agencies in northern Delaware. A local affiliate of an international organization that serves the elderly in need, Little Sisters of the Poor offers quality care in a home-like setting to 103 residents of the Jeanne Jugan Residence in Newark. Since last fall LSP has gone to nearly 30 Art-Reach events, including trips to the Philadelphia Flower Show and Winterthur and performing-arts events at such Art-Reach arts partners as Arden Singers, Brandywine Ballet, Hedgerow Theatre and the Opera Company of Philadelphia. They've also hosted an In-Facility performance by Nocturne Music. Art-Reach's programs for underserved audiences in northern Delaware are supported by a grant from AstraZeneca.

Summer Field Trips (cont'd)

the cultural venues provided an educational workshop to heighten each student's experience. For example, students participated in an Afro-Latin workshop provided by the African American Museum in conjunction with its new exhibit, The African Presence in Mexico.

The Youth Artist Program serves high-school students, allowing them to enhance creative abilities, communicate feelings and thoughts and comment on their culture through exposure to Latino art and artists. The program's curriculum was primarily focused on film and media production. To complement this curriculum, students visited the WHY? studio, the National Constitution Center, the National Mall in Washington, DC, MiND TV studios and Walnut Street Theatre to see its production of *Les Miserables*. During their visit to MiND TV, the students toured the station and actually got to operate the control room during a mock TV production.

Support for Art-Reach's partnership with Taller Puertorriqueño was generously provided by United Way of Southeastern Pennsylvania through its American Street Empowerment Zone Neighborhood Funding Stream.

Special Thanks to Our Interns!



Special thanks to Summer 2008 Intern Ambassadors Katie Haldeman, Cailin Lechner and Sarah McCague (pictured left) and Administrative Ambassadors Gretchen Boyum and Katherine Theriault and Marketing Intern Shameer Davis for

all their recent hard work. If you are interested in supporting Art-Reach as a volunteer Ambassador, call (215) 568-2115, ext. 3.

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MISSION

Art-Reach is a Delaware Valley nonprofit cultural service organization that helps underserved audiences to experience arts and cultural programming and that serves as a community resource by increasing accessibility to cultural venues and events. Founded in 1986, we are the only organization in the Philadelphia region solely devoted to increasing cultural participation among all traditionally underserved audiences.

PROGRAMS & SERVICES

Our programs and services allow the entire range of traditionally underserved audiences, including people with physical and developmental disabilities, at-risk youth and the elderly in need, to enjoy the power and beauty of the arts. Art-Reach's primary programs and services are:

- **The Ticketing Program** distributes donated and discounted tickets to performing-arts events, museums and other cultural institutions through our network of member agencies and also serves as a community-outreach tool for our cultural partners.
- **The In-Facility Program** brings the arts directly to our members through on-site performances and arts activities at participating agencies.
- **The Workshop Program** provides in-depth, participatory arts programs that address specific social needs.
- **Accessibility Resources** give people with disabilities and their family and friends the information they need to attend cultural events. Our online **Access Guide**, available on the Art-Reach website, provides information about the physical and programmatic accessibility of over 140 arts and cultural facilities. In addition, Art-Reach maintains a calendar of accessible events on *PhillyFunGuide.com*, the Philadelphia region's comprehensive, up-to-date consumer website featuring entertainment events.

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INSIDE:
Art-Reach
Honors
Lisa Nutter

share the experience

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