



November 29, 2011

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The Arts & Business Council mission is to develop more creative partnerships between the arts and business communities in New York. We enhance the business skills of the arts sector and the creative engagement of the business sector. We engage, as volunteers, smart people who care about the arts. And we develop leaders in the business of the arts, for people entering the arts field and for those already making a difference.

E Pluribus Unum

I had a cup of tea recently with Rachel Cohen. You might not know Rachel, which is too bad. She's a choreographer, and her dance company is called [Racoco Productions](#). She's lithe and creative—and happens to be really smart and articulate (it cracks me up to know her Ivy League alma mater, a place you do **not** associate with turning out dance talent). She has a day job, three days a week, in order to afford cups of tea and, really, to feed her demon within, which cries out her version of *Gotta dance!* There is absolutely one and only one Rachel Cohen, but—you know what I mean, you know some of them, you may be one of them—there are hundreds, maybe thousands, of Rachel Cohens here in NYC.

She talked to me about how Racoco partners with a dozen other dance companies—in the Construction Company Dance Portfolio—to pay for a booth at the Association of Performing Arts Presenters gig in NYC each January, and for the space and times to showcase some of their work. How else, we wondered to one another, might Racoco partner with other companies? Share the effort to get college residency bookings, and share the residencies? Share marketing, having figured out who would perform on which weekend in which venue, so every one of their precious few NYC performances isn't on the same Saturday? Share auditions, and you know what—share hiring of dancers who *can* perform the work of more than one choreographer, offering them a longer, contiguous chunk of employment?

A couple weeks before, half a dozen people showed up at the Arts & Business Council—

we're *really* into matchmaking and nurturing collaboration, and we have a room with a table and more than six chairs—each of whom represented a small company in another arts discipline. No, wait, they actually represented what they estimated were as many as 70 groups doing related work in NYC. They want to form an Independent League. They want to block-buy and share use of the precious few appropriate rehearsal and performance venues; share scheduling of their precious few performances; share the marketing; generate excitement over a Festival. They want to share casting, maybe share hiring... is this sounding familiar?

You know three's the charm. Back in late October, *Crain's New York Business* (shout-out: their coverage of the business side of the arts—how does it *work?*—is the best in this crowded City) reported on the [Lower Manhattan Arts League \(LoMAL\)](#): a group of eleven companies across different arts disciplines. All downtown. Shared marketing. Lowered costs through joint purchases of goods and services. And LoMAL takes the prize, achieving the hardest feat in partnering: **they applied for grants together, and figured out how they would divide the \$\$\$**. Not in theory, for real. They were awarded and shared money they would never have received separately.

So. No matter how often you have heard it before, here it is again: you are **not** going to fundraise your way out of the ongoing recession, which will stay very much alive and unwell through 2012. You are **not** going to sell enough additional tickets or at such higher prices to transcend the New Normal.

You are going to collaborate your way through.

Easy? Of course not—in fact, I think it is contradictory to the **ego** that is central and essential to creative genius. But we live in 2011, soon 2012. You have got to try. This does not mean you have to merge; it does not mean you have to create a new 501(c)(3) consortium organization. It does not mean if you buy/rent a building together and share a photocopier, all will be good (though don't we all wish). And this does not just apply to dance companies and the geographically conjoined. It applies to arts service organizations as well. If you are under-staffed, under-boarded (there's a whole other topic), and under-resourced (do I see any hands going up?), you have got to try. **We** have got to try.

—Will Maitland Weiss, Executive Director

Local Arts Agencies, Unite!



Americans for the Arts invites you to participate in its first ever Local Arts Agency Webinar, focusing on local trends, challenges, and opportunities for 2012. The webinar will take place on Wednesday, November 30, at 3:00 p.m. EST. Panelists include:

- Randy Cohen, Vice President for Research at Americans for the Arts
 - Derek Gordon, Executive Director, Arts Council of Baton Rouge
 - Sarah VanLanduyt, Executive Director, Arts Council of Johnson County
 - Michael Killoren, Director Local Arts Agencies/Challenge America Fast-Track, National Endowment for the Arts
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This webinar is free to all Americans for the Arts Members. [Register now!](#)

Following the webinar, Americans for the Arts will be hosting a [Local Arts Agencies Blog Salon](#) from December 5-9, featuring entries from Baton Rouge to [Yoknapatawpha](#).

Happy Hour Wednesday in Williamsburg



What are you doing Wednesday evening? Come grab a beer and a bite with your NYC art buds before the holidays completely hijack us 'til January.

WHEN: Wednesday, November 30, 6:30-9:30pm

WHERE: [Radegast Hall & Biergarten](#), 113 North 3rd St, Brooklyn, NY 11211

HOW: RSVP [here](#). Then take the L to Bedford Ave. Just one stop out of Manhattan and the fresh

pretzels are so worth it!

P.S.: There's a great Django-like guitarist playing at 9:00.

Hope you can join us,

The ELNYA Board & Fellows

See you at Green:Inspired:Art?

Participants will create sculptures using imagination and recycled materials, while improving professional cognitive skills, creativity and communication skills. Working under a deadline of two hours, teams of four members will assemble recycled materials into artworks that represent the enhancement, rather than the destruction, of the environment.



Your Hosts: The Arts & Business Council of New York in partnership with Tekserve.

Date: Friday, December 9, 2011, 1:00 – 5:00 p.m.

Location: Tekserve, 119 W. 23rd Street, between 6th and 7th Avenues

You can sign up to participate by contacting Fran Smyth at fsmyth@artsandbusiness-ny.org or 212-279-5910 x1121. Or just come out and watch the fun!

Access '12: Art in the Twenty-First Century



Art21 Access '12 is an international screening initiative that provides opportunities to increase knowledge of contemporary art, ignite dialogue, and inspire creative thinking through hundreds of public screenings and events celebrating the premiere of the sixth season of the Peabody Award-winning television series, *Art in the Twenty-First Century*.

Individuals and institutions are invited to host preview events in April and May 2012 in anticipation of the series premiere. Access events are co-hosted by museums, schools, libraries, galleries, and community centers across the U.S. and around the world. Art21 provides a free screening tool kit to each partner, which includes:

- A broadcast quality screener DVD
- Educator and Screening Guide with suggestions for pre- and post-screening activities
- Customizable press release
- Press images
- Poster and postcards

To host an Access event or to find out more, please visit www.art21.org/access or contact Carrie Caroselli at carrie@art21.org.

The Warning Signs



Know the Warning Signs of Art!

Do You Want To...



See a larger image of The Warning Signs of Art? Find out the latest entity scheduled to be Occupied? (Hint: it's artsy—and it's big!) Talk about the Big List? Read a funny anecdote about Anne Hathaway at an arts event? Check out [our Facebook page](#) for info and links to articles you won't see in this newsletter, as well as occasional job listings and catalysts for your creativity.

Like us on Facebook—you don't have to have an account to [view our page](#).

Want to Live Long and Prosper? Donate More!

No matter what the motive, [research shows](#) that generosity directly benefits the well-being of those who give. There's a growing body of research indicating that generosity makes people happier, more popular and more likely to live longer.

Please help ABC/NY continue its work serving arts organizations of every size and every discipline in every borough by making a [tax-deductible contribution](#) today. It's easy!

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