



April 17, 2014

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ABC/NY's mission is to develop more creative partnerships between the arts and business communities in New York, enhancing the business skills of the arts sector and the creative engagement of the business sector. ABC/NY provides programming in volunteer and leadership development, and builds and celebrates the arts' role in New York's economic revitalization. [View our upcoming events!](#)

Automated Asks and Personalized Packages: Arts Management in 2023

For the past nine years, I've been in the business of [creating new technology systems for the arts](#), and [teaching arts managers](#) (particularly those in marketing, development, and box office roles) how to get the most value out of the tools available to them.

The world's technology landscape has changed dramatically in the nine years I've been at my job. Thanks to all the amazing developments that have happened since early 2005 (YouTube, iPhones, and Twitter ...just to name a few), today's arts patrons are more tech savvy, more connected, and more engaged than they were when I started working in this industry.



ARTSBlog contributor, Michelle Paul

Many of today's arts managers are keenly aware of the opportunity that this presents, but there are some who look at these trends and sound alarm bells for the end of the arts world as we know it. With so many "high tech" entertainment options available, will people continue to value traditional art forms? If the very idea of "tweet seats" makes you shudder, it's easy enough to look at technological advancement as yet another challenge that's facing the arts.

But when I look at the progress I've seen in the past decade or so, and extrapolate forward in time, I see the potential for a world where arts leaders have transformed their organizations into more efficient, more interactive, and more relevant institutions in the lives of their patrons.

Let's visit the spring of 2023. How will running an arts organization and being an audience member be different?

[Continue reading on ARTSBlog!](#)

Blue Moon Shines Brightly on Americans for the Arts

On March 1, Blue Moon Brewing Company took to the skies of Brooklyn, NY, to celebrate the lunar new moon, promote their "artfully crafted" brand of beer, and raise money for Americans for the Arts through a Twitter campaign. The Colorado-based company, easily recognized by its orange-colored Belgian White ale, enlisted artist Heather Gabel and Johalla Projects, a team of Chicago-based creatives, to bring public art to the people of Brooklyn's DUMBO (Down Under the Manhattan Bridge Overpass) neighborhood. The installation was designed to call on art and beer-lovers alike to support a mutual cause.



Heather and her team created a multi-faceted art display, which featured complete indoor and outdoor attractions. The first feature, a compilation of ambient music emitting from a set of speakers in Old Fulton Plaza, setting the mood for the event. This mood was then

reinforced by the cosmic graphics display that danced on the walls of the DUMBO Archway and Archway Café. The centerpiece for the event was an enormous, glowing sphere suspended overhead in the Plaza.

The idea—a fairly new and untapped social engagement strategy—was simple: Throughout the day on March 1, Americans for the Arts would receive a \$5 donation from Blue Moon on behalf of anyone who re-tweeted a message from @BlueMoonBrewCo, using the hashtag "#RaiseAMoon". For every \$5 that was donated, the gigantic moon-like shape would be raised a few more inches into the air.

[Continue reading and watch the "moonrise" on the pARTnership Movement!](#)

Upcoming Webinar: Engaging Business Advocates

Wednesday, April 23, 2014 at 3:00 p.m. ET

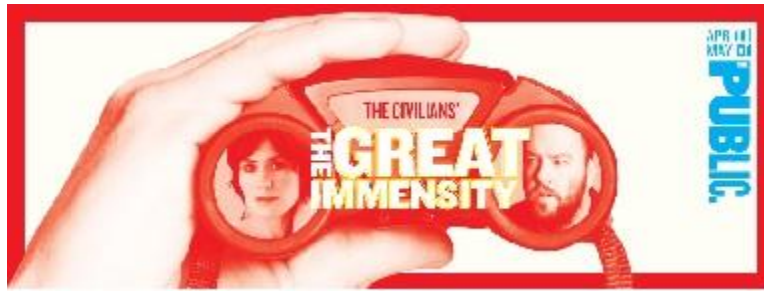
Engaging your community's business and philanthropic leaders as arts advocates and advisors is a goal many arts organizations aspire to but don't always accomplish. Learn by example with a case study from Dan Bowers, President of ArtsBuild in Chattanooga, who recently spearheaded the creation of a community-wide cultural plan with input from local artists and business leaders. Hear from the two community advocates—artist and Lyndhurst Foundation program officer, Karen "Rudy" Rudolph and ArtsBuild board member and Vice President of Global Programs at Unum, Cissy Williams—who each played a role in the plan's development and are actively involved in its implementation today.

The second half of the webinar will bring us John Bryan, President of CultureWorks in Richmond, Virginia. CultureWorks was formed in 2009 through a recommendation by the Richmond Region Cultural Action Plan, a process that engaged leaders from the cultural and business worlds, as well as members of the community. In addition to its support of arts non-profits, CultureWorks collaborates with local businesses and other sectors to spur the economic development of the greater Richmond area.

These case studies will give you the building blocks to engage business and community leaders outside of the funding realm through practical (and successful) examples from local communities around the country.

Register [here!](#)

ELNYA Culture Club



Join [ELNYA](#), The Civilians, and the Public Theater at a performance of THE GREAT IMMENSITY, written and directed by Civilians' Artistic Director, Steve Cosson, with music by Founding Associate Artist, Michael Friedman. Created through a rare and prestigious grant by the National Science Foundation, THE GREAT IMMENSITY is a continent-hopping thriller following a woman, Phyllis, as she pursues her husband, Karl, who disappeared from a tropical island while on an assignment for a nature show. Through her search, Phyllis uncovers a mysterious plot surrounding the upcoming international climate summit in Paris. As the days count down to the summit, Phyllis must decipher the plan and possibly stop it in time. With arresting projected film and video and a wide-ranging score of songs, THE GREAT IMMENSITY is a highly theatrical look into one of the most vital questions of our time: how can we change ourselves and our society in time to solve the enormous environmental challenges that confront us?

A post-show discussion will take place in the Library with The Civilians' Artistic Director, Steve Cosson.

Saturday, April 19, 2014
2:00 p.m.
The Public Theater
425 Lafayette Street (at Astor Place)
New York, NY 10003

TICKETS: \$15 with code CIVILIAN.
Click [here](#) or call the Public at 212-967-7555.

Support ELNYA! Donate [here](#).

ELNYA is supported, in part, by public funds from the New York City Department of Cultural Affairs in partnership with the City Council.

ELNYA Creative Conversation

How to Run a Successful Kickstarter Campaign

Over the past five years, Kickstarter has been used to fund over 8700 creative projects in New York, activating new spaces, supporting innovative programming, and building community. Join us on Thursday, April 24 for a panel discussion about several NYC-based projects that have run successful



campaigns. They'll share their experiences, lessons learned, and tips for raising funds through Kickstarter. Bring your questions!

Thursday, April 24, 2014
Doors open at 6:30 p.m.
Panel Discussion from 7:00 - 9:00 p.m.
Kickstarter Headquarters
[58 Kent Street](#)
Brooklyn, NY 11222

RSVP [here](#).

Support ELNYA! Donate [here](#).

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ELNYA Happy Hour

Spring is upon us! Join [ELNYA](#) for an evening of networking and drinks with young professionals from across the arts industry! They'll be celebrating the end of the polar vortex in style at [Antler Beer & Wine Dispensary](#), a low-key, music-inspired bar new to the Lower East Side.



Happy hour specials have been extended until 9:00 p.m. exclusively for ELNYA and include: \$4 draft beer, \$5 wine and \$5 snacks!

Wednesday, April 30, 2014
6:00 - 9:00 p.m.
Antler Beer & Wine Dispensary
[123 Allen St.](#), Back room
New York, NY 10002

RSVP [here](#) by April 29.
Bring your friends and colleagues!

Support ELNYA! Donate [here](#).

ELNYA is supported, in part, by public funds from the New York City Department of Cultural Affairs in partnership with the City Council.

Now Hiring: Arts & Business Council of New York Director of Programs

Americans for the Arts is hiring a Director of Programs for the [Arts & Business Council of New York](#) (ABC/NY). This is a great opportunity for an experienced individual interested in corporate social responsibility (CSR), employee engagement, volunteerism and the arts in NYC. For more information and to apply, visit [AmericansForTheArts.org/careers](#).

The Art Market and the Museum: New Realities in Public Collecting

Much has changed over the last generation in how museums collect. Federal legislation has all but eliminated fractional giving of art, soaring prices have reduced purchasing power, contemporary art is often evanescent and uncollectable, and private museums have redirected gifts and bequests away from public art museums. A moderated panel of distinguished experts will consider such seismic shifts and how museums can hope to compete and continue to build their collections in this changing environment.



Introduction by Maxwell L. Anderson, the Eugene McDermott Director, Dallas Museum of Art.

Moderated by Lindsay Pollock, Editor in Chief, Art in America.

Panelists:

Barbara Gladstone, Owner, Gladstone Gallery

Arnold Lehman, Director, Brooklyn Museum

Scott Rothkopf, Nancy and Steve Crown Family Curator and Associate Director of Programs, Whitney Museum of American Art

Thaddeus J. Stauber, Head of Nixon Peabody's Art & Cultural Institutions Practice

[AFA ArtViews: New York](#)

Monday, April 28, 2014

Panel Discussion 4:00-6:00 p.m.

Reception 6:00-8:00 p.m.

[The Museum of Modern Art](#)

Roy and Niuta Titus Theater 1

11 W. 53rd Street

New York, NY 10019

Click [here](#) for tickets.

Click [here](#) for more information about this event, sponsorship, and the AFA.

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You can also follow [ABC/NY on Twitter](#), for even more arts news with a business focus (or, if you prefer, business news with an arts focus!). [@ArtsBizNY](#)

Links We Like

[What's Next in Employee Engagement?](#)

"Employee engagement is about empowering your team to not only participate in, but determine and lead CSR activities. It's also about building an inspired workforce, while

attracting and retaining top talent."

[Funding Arts Education One Vans Custom Culture Shoe at a Time](#)

Listen in as Scott Bryer, Brand Marketing Manager for Vans Custom Culture, discusses the exciting ways they support arts education and their thriving partnership with Americans for the Arts!

[Lincoln Motor Company Partners with Tribeca Film Festival](#)

Get inspired with Lincoln Motor Company as they celebrate the arts of filmmaking and storytelling.

"...we scientists have found that doing a kindness produces the single most reliable momentary increase in well-being of any exercise we have tested."

- University of Pennsylvania professor Martin Seligman

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