



Arts & Business Council of New York

September 17, 2015

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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!](#)

Dance & Design Take Flight for Cole Haan's Fall '15 Line



[Cole Haan](#) recently partnered with parkour athletes and dancers from the [New York City Ballet](#) (NYCB) on an ad campaign "Prepare for Takeoff," designed to convey the ultra-lightness of the company's new ZeroGrand shoe line. The dancers were photographed in gravity-defying poses at the [TWA Flight Center in JFK International Airport](#), an airy, futuristic space designed by architect Eero Saarinen in 1962. The terminal is the perfect setting to promote the ZeroGrand. "The thing that kind of drew me to it was the idea of 'take flight,' which is something that comes very naturally to those dancers," Cole Haan design director Elyse Siegal told [Footwear News](#). The campaign also promotes Cole Haan's new Global Innovation Center, which is responsible for a variety of design platforms including the Grand.OS technology used in ZeroGrand.

[Continue reading](#) on the pARTnership Movement!

Diversity in Arts Leadership Internship Program Top Ten



The [Arts & Business Council of New York](#) graduated its most recent class of [Diversity in Arts Leadership](#) interns. The program brings college students of diverse and underrepresented backgrounds to New York City for the summer where they are placed in local arts organizations and paired with mentors from the business community. Head over to ARTSBLOG and take a look at some of the [top moments of the summer](#) as the

group participated in site visits to local arts organizations, cultural outings, arts and volunteer projects, and professional development workshops!

New Essay Puts The Spotlight on Arts and Business Partnerships

Arts partnerships offer companies effective and cost-efficient methods of achieving critical business goals. In fact, 79% of businesses agree that the arts increases name recognition, and 74% of businesses say the arts offer networking opportunities to developing businesses (2010 BCA National Survey of Business Support for the Arts).

The newly launched second essay in The pARTnership Movement essay series, [Put Your Company in the Spotlight](#), shares stories of how some of America's top companies partner with the arts to build market share, enhance their brand, and reach new customers. Also check out the first essay in the series, [Recruit and Retain Talent](#), to learn how, by partnering with the arts, businesses can attract and retain the talented, motivated people they need in order to gain a competitive edge and outperform the competition.



Do you know of a company that partnered with the arts to enhance its brand and reach new customers? We want to hear from you! Tell us about it on [Twitter using #ArtsandBiz](#) or email us at pARTnership@artsusa.org.

[Learn more about The pARTnership Movement essay series.](#)

Save the Date! ABC/NY Arts Volunteer Fair

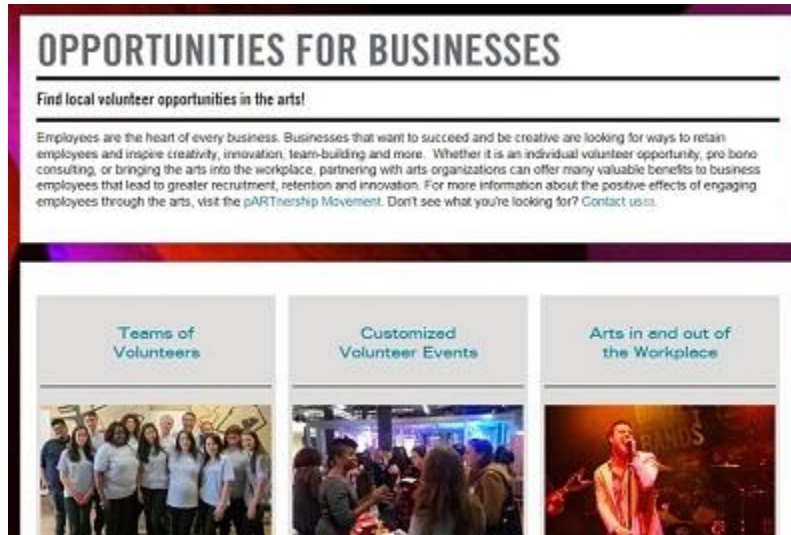
Save the date and stay tuned for more details about the Arts & Business Council of New York's third annual Arts Volunteer Fair!

Tuesday, November 17, 2015
6:00 - 8:00 PM
[WIX Lounge](#)
[235 West 23rd Street, 8th Floor](#)
[New York, NY 10011](#)



Join ABC/NY, along with arts organizations from across the city, for an evening of volunteer matching in the arts. If you are an arts organization interested in featuring your volunteer and employee engagement activities, please contact Caleb Way at cway@artsandbusiness-ny.org.

Feature Your Business Volunteer & Employee Engagement Projects with ABC/NY!



The [Arts & Business Council of New York](#) recently launched its **matching portal** where individuals and business groups can connect with local arts opportunities - ABC/NY would love to feature your projects!

Projects range from individual and group volunteering, to arts-based training initiatives. Let ABC/NY connect you to local business professionals that are interested in contributing to and learning from the great work you are doing!

View the **matching portal** [here](#), navigate around to see where your opportunities might fit into ABC/NY's [menu of options](#), and [submit your own project\(s\)](#) using our web-form!

For more information about ABC/NY's work with volunteerism and employee engagement, please email Amy Webb (awebb@artsandbusiness-ny.org) or Caleb Way (cway@artandbusines-ny.org).

National Arts in Education Week - Happening Now!



National Arts in Education week is a national celebration recognizing the arts importance to a well-rounded education. Designated by Congress in 2010, through [House Resolution 275](#), the celebration is designated to bring attention of this cause to elected officials and educational decision makers across the country and to support

equitable access to the arts for all students.

Downloadable resources have been made available for those interested in **celebrating**, **advocating** and **participating** in National Arts In Education Week. A shared domain (www.NationalArtsInEducationWeek.org) and logo have been created to unify the field in celebration.

October 6: Celebrating The Best Businesses Partnering with the Arts in America

On October 6, join Americans for the Arts as it celebrates the [BCA 10: Best Businesses Partnering with the Arts in America](#) with a gala at the Central Park Boathouse. This year's honorees include:



Ameriprise Financial (Minneapolis, MN)
AutoZone, Inc. (Memphis, TN)
BNY Mellon (New York, NY)
Corning Incorporated (Corning, NY)
GE's FirstBuild (Louisville, KY)
NV Energy and the NV Energy Foundation (Reno, NV)
Prospective Inc. (Reston, VA)
Spec's Wines, Spirits & Finer Foods (Houston, TX)
The Trust Company of Kansas (Wichita, KS)
U.S. Bank (Minneapolis, MN)

2015 BCA Hall of Fame Award honoree: Duke Energy

2015 BCA Leadership Award honoree: Jorge M. Pérez, Chairman, The Related Group

[Learn more about the BCA 10.](#) If you are interested in purchasing seats or have questions, please contact bca@artsusa.org.

Do you know of a business that deserves to be recognized for its arts partnerships?
[Nominations for the 2016 BCA 10 open in November.](#)

ProjectArt Calls All Volunteers!



Join the **ProjectArt Everywhere** team! On Saturday, October 17th, 75 pop up art studios will appear in 35 locations across New York City, from South Bronx to South Jamaica. These studios will feature blank canvases waiting to be energized by the self-

expression of the passerby. Everyone will have the chance to add their mark- from the stroller mom and her young family, to the lawyer and the taxi driver. The resulting collaborative masterpieces will be displayed in a free public exhibition at the [Hole Gallery](#) on October 20th, showcasing the creative voice of the city.

Interested in volunteering? [Project Art](#) needs your help! For more information and a full volunteer job description, email Clare Yaghjian (clare@projectart.org) and save the date for the mandatory training session on **Saturday October 3rd, from 9am - 11am** at the [Brooklyn Central Public Library](#).

Diversity in Arts Leadership Intern Alumni

The Arts & Business Council of New York has just launched an alumni group on LinkedIn for participants of the [Diversity in Arts Leadership Internship Program](#), previously known as the **Multicultural Arts Management Internship Program**.



The page will provide alumni with information regarding future reunions and events, help cultivate new and old connections, and promote the work that alumni are currently doing.

Click [here](#) to join the group and stay tuned!

Share Your Arts & Business Story!

Are you a New York City arts organization or artist that has partnered with the business community? The [Arts & Business Council of New York](#) would love to share your story. Whether through volunteerism, employee engagement, arts-based training, or sponsorship, ABC/NY believes in spreading the word about how the arts and business communities in New York City are collaborating and having an impact on one another! We regularly feature arts and business partnerships in our newsletter and various outlets and are always on the lookout for new success stories. Tell us about your work! Email cway@artsandbusiness-ny.org and check out some past examples on [the pARTnership Movement](#).



Want More?

Stay connected to the [Arts & Business Council of New York](#) in between newsletters!

Access more arts and business partnership stories or catch up on ones you may have missed. Visit the [events section](#) to stay up to date on upcoming professional development opportunities, networking events, webinars, and blog salons. Read more about our current programs, our board, and our advisory council!



Our Facebook page features even more news and amusements about the arts and business communities. You don't need to have an account to [view our page!](#)

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](#)

Do a kindness to ABC/NY! Please show your support of our work by [making a tax-deductible contribution](#) today.

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