

CREATIVE ECONOMY SUMMIT 2

MARCH 18 & MARCH 19 - 2011



FRIDAY



8-9am

First Stop

Caffeine at the Shelburne Buckland Community Center
53 Main Street-Pay registration fee and get map here.

9-10:30am

Opening Panel

Welcome from Mary Clare Powell, Poet and Founding member of Fostering Art and Culture Project

Where's the Money?

A panel and conversation with State Senator Stan Rosenberg, Meri Jenkins-Massachusetts Cultural Council, Dee Boyle-Clapp-Arts Extension Service/UMass, and Adrienne Petrillo from NEFA-New England Foundation for the Arts.

Shelburne Buckland Community Center at 53 Main Street

11-12:30pm

Morning Sessions

Shoot!

Not all artists are photographers. Excellent images can mean the difference between getting work, getting into shows, and getting hits on your website. Learn how to shoot or what to look for when hiring someone else. Beth Reynolds-The Photo-Documentary Press, Inc.

Rethinking the Creative Economy*

Abby Templer (UMass), Leo Hwang-Carlos (G.C.C., UMass, Fostering Art and Culture Partner), and a team of 22 artists interviewed over 120 artists and artisans, musicians and performers, writers and poets, and a bunch of other creative cross-pollinators. Hear what they discovered about what really sustains local artists.

Neighbors with a vision = The North Quabbin Garlic and Arts Festival

Founders Rick Baruc, Lydia Grey, and Deb Habib, along with their co-organizer neighbors, and hundreds of volunteers created a model for green festivals that is economically self-sustaining and builds community vitality...where are they now?

To Do List: Make Art, Spread The Word

From guerrilla street performances to fine art, is your social media marketing reaching the right audience? Streamline your efforts and learn valuable techniques.

12:30-2:00pm

Lunchtime Options

12:30-2pm Bring Lunch-Eat together: Joy Rides*

Shelburne Buckland Community Center

A drop-in session where community members can help develop creative itineraries for visitors/local residents. Put your town/studio/favorite hot spot on the map.

Fostering Art and Culture Project steering committee members

12-1pm Co-op Yoga Session

Shelburne Falls Yoga Studio 1 Deerfield Avenue www.shelburnefallsyoga.com

Franklin Community Co-op members: \$3 at the door; Summit Participants: \$5

Please note: You cannot sign up for this through summit registration so get there a little early.

2:15-3:45pm

Afternoon Sessions

Art, Place & Community Development*

How can re-engaging and re-imagining a place help turn around a community's perception? Why are artists usually involved in successful community development efforts? Local examples, conversation, and brainstorming about your community.

Lisa Davol-Turners Falls RiverCulture/Fostering Art and Culture Partner

Writing About Your Work

Descriptive writing is an art form. Work on the language to portray your art in a small group setting.

Penfield Chester-Author and local Renaissance woman

To Do List: Pay Taxes?!

April 18th is around the corner. Come with questions you've always wanted to ask about taxes.

Local Tax Professional

Reality Check: Are You Plodding Along Making Art and Not Getting Anywhere?*

A practical session about time and money. If you're afraid of goals and budgets this will break it down to help you move ahead. Amy Shapiro-Franklin County Community Development Corporation and Fostering Art and Culture Partner

Make Art

Afternoon Art-Making Options

Please be aware that these run at the same time as other sessions.

Fees for Make Art classes are separate from the summit fee and is paid directly to each artist.

2-4pm Throwing For the Hell Of It

Get centered and throw on the wheel without the pressure of making a finished object. Your piece becomes part of a sculpture that will be squished at 4 pm. No experience necessary.

Molly Cantor at Molly Cantor Pottery 20 Bridge St. www.mollypots.com

Limit: 7 people \$10 at the door

2-5pm Putting It Together

Use collage and hand-made book structures to explore ways (and meanings) of putting images (and other materials) together.

Jane Wegscheider at The Art Garden 14 Depot Street

(same building as the Shelburne Falls Trolley Museum)

theartgarden.wordpress.com Limit: 10 people \$20 at the door

2-5pm Guided Walking Tour of Shelburne Falls Galleries and Studios

Led by Shelburne Falls Area Business Association Limit: 15 people Cost: FREE

4-5pm

Networking Event

Cocktail Hour with the Green Fairy

Absinthe (also known as the 'Green Fairy' because of its herbal green color) has had a rich historical association with artists and art making, immortalized in song, poetry and paintings. It also involves an elegant ritual with a glass, spoon, water, and a cube of sugar. Having gone underground for nearly a century absinthe has recently gained in popularity and is now widely available once more. Painter Christin Couture, who introduced various absinthes to a Brooklyn audience during her exhibition at Dabora Gallery in 2003, will offer a tasting of her special absinthe punch along with related tales and a demonstration of the ritual. 4pm,

please note: To get to this event 3 flights of stairs are required punishment.

After hours

6-7:30pm Restorative Yoga

Hart Yoga 1 Ashfield Street (above Salmon Falls Artisan Showroom) www.hartyoga.com

Space is limited. \$10 at the door

Please note: You cannot sign up for this through summit registration so get there a little early.



SATURDAY



8-9 am

First Stop

Caffeine at the Shelburne Buckland Community Center

53 Main Street-Pay registration fee and get map here.

9-10:30am

Opening Panel

Facilitator Phyllis Labanowski, Art Worker and Celebration Artist

Making Art AND Paying the Bills

A panel and conversation with people who are making a living in the arts and others who are helping them: **Marlene Rye**, Artist/Painter; **Jim Neill**, Director of Marketing and Publicity for Iron Horse Entertainment Group; **Lou Leelyn**, Lou's Upcycles/Artisans of Western MA;

Matthew Glassman, Co-Director and Core Actor from Double Edge Theater; and **Deborah Balmuth**, Editorial Director for Storey Publishing Shelburne Buckland Community Center 53 Main Street

11-11:45am

Small Group Sessions With Panelists

Please be aware that these run at the same time as other sessions.

Marlene Rye - Fine Art Limit: 3 people

Jim Neill - Music Limit: 3 people

Deborah Balmuth - Literary Production Limit: 3 people

11:45-12:30pm

Small Group Sessions With Panelists

Please be aware that these run at the same time as other sessions.

Marlene Rye Limit: 3 people

Jim Neill Limit: 3 people

Deborah Balmuth Limit: 3 people

11-12:30pm

Morning Sessions

To Do List: Write Press Release and Get It Out A.S.A.P.

We all need them-learn how to write a good press release and get it out there.

Lisa Newman -Yiddish Book Center

Is the 'Craft Fair' Dead?*

Brainstorm how to breathe new life into traditional craft fairs and other thoughts for selling hand-made work. Lou Leelyn-Lou's Upcycles/Artisans of Western MA and Tim Neumann - Old Deerfield Craft Fair, Fostering Art and Culture Partner

Artists Who Need Work + Businesses Who Need Artists

Hear how Berkshire Creative did it... along with a lot of other inspiring responses to the needs of a community. Helena Fruscio-Berkshire Creative

Valley Time Trade: Growing Local Resiliency Using Time as a Currency

Join over 282 members of the Pioneer Valley's largest local time bank, an organized form of exchange. Find out what it is. Stay for orientation if you want to become a member.
<http://valleytimetrade.org> Jennifer Ladd-VT Coordinator

12:30-2:00

Lunchtime Options

12:30-2pm Bring Lunch-Eat Together Shelburne Buckland Community Center

beginning at 1pm: information about the Craft Emergency Relief Fund and introduction of Artists in Context.

12-1pm Pilates-Stretch Class

Rise Up Center for Movement & Arts 73 Ashfield St. www.riseupdance.com

Space is limited. \$10 at the door

Please note: You cannot sign up for this through summit registration so get there a little early.

2:15-3:00pm

Small Group Sessions Continued With Morning Panelists

Please be aware that these run at the same time as other sessions.

Marlene Rye - Fine Art Limit: 3 people

Jim Neill - Music Limit: 3 people

Lou Leelyn - Artisan Craft Limit: 3 people

Deborah Balmuth - Literary Production Limit: 3 people

3:00-3:45pm

Small Group Sessions Continued With Morning Panelists

Please be aware that these run at the same time as other sessions.

Marlene Rye Limit: 3 people

Jim Neill Limit: 3 people

Lou Leelyn Limit: 3 people

Deborah Balmuth Limit: 3 people

2:15-3:45pm

Afternoon Sessions

Spreading the Word: The Rural Initiative*

Hear about Double Edge Theater's efforts to grow Franklin County's creative economy by exposing and connecting their audiences to our local agriculture and ecotourism.

Carlos Uriona-Double Edge Theatre

What Do Artists Want and Need?*

A listening session and conversation with members of the Fostering Art and Culture's steering committee, the summit hosts.

Going Public!

A physical performance workshop to help you create confidence in public presentations about you and your art. Rod Hart-Teacher/Performance Consultant

A New Crop: Harvesting Our Own Art Funding

Join the founders of Valley F.E.A.S.T. (Funding Emerging Artists Through Sustainable Tactics), Boston F.E.A.S.T., and the Brattleboro Museums Micro Grant B.E.A.N. (Brattleboro Essential Arts Network) Suppers, to hear more about the local-grown movement that is funding the arts. Submit your questions in advance to: valleyfeast.wordpress.com

Make Art

Afternoon Art-Making Options

Please be aware that these run at the same time as other sessions.

Fees for Make Art classes are separate from the summit fee and is paid directly to each artist.

2-4pm Make A Mug (or Vase)

Hand-build a functional vessel using embellished slab construction. Fired, glazed, and ready for pick up 2-3 weeks later. Or for a few bucks, have it shipped to you. No experience necessary. Molly Cantor at Molly Cantor Pottery 20 Bridge St. www.mollypots.com
Limit: 8 people \$15 at the door

2-5pm Get Your Flame On!

Curious about flame-work? Step outside of your usual art-making medium, learn how to make a glass bead, and have some molten fun. Jeremy Sinkus and Joanne Soroka H.O.T. S. Glass Studio 4 Deerfield St. www.holderofthestone.com
Limit: 5 people \$30 at the door

4-6pm

D.I.Y. Celebration!

Bring your energy! Meet up back at the Community Center. Bring an instrument and join Rob Skelton (of Pitchfork) to make music and friends. We'll build our own party! FACP, the summit host, will provide libations and sustenance.

* Examples of model projects of Fostering Art and Culture Project