

DC COMMISSION ON THE ARTS AND HUMANITIES

**the Business
of the**

A **Ar** **tS**

Professional Development Series



The Business of the Arts: Communications and Public Relations for Artists

[By: DC Commission on the Arts & Humanities](#)

July 19, 2016



What is Communications?

Marketing

Getting the Word Out

Public Relations

Crafting the “word” with an eye to the
audience

Knowing your target audience
Defending the “word”

General Marketing Plan

You have a project or show coming up and you need to drive audiences

What is your story? Crafting your story

Create a timeline

Branding / visually presenting yourself / raising awareness

Audience identification

Understanding your capacity

How to Prepare for Prime Time

Press Release

Media List

Talking Points

Artist Statement

Press Release

ON EXHIBIT La Chanca: Living on the Margin

Posted by Mark on Oct 7, 2014 in Blog, Exhibits | No Comments

La Chanca: Living on the Margin

An exhibition of photographs by Mark Parascandola

Studio 1469

1469 Harvard St NW REAR

Washington, DC

October 10-25, 2014

Public Reception: Friday, October 10th, 6:30 – 8:30 pm

Artist Talk: Saturday, October 18th, 6:30 – 8:30 pm

Gallery Hours: Fridays and Saturdays, 11:00 am – 6:00 pm. Also by appointment.



Studio 1469 with Dot Projects + Artwork is thrilled to present new photographic work from local visual artist Mark Parascandola, in his first solo exhibition with the gallery. The exhibition will feature approximately ten prints from the artist's current project, *La Chanca: Living on the Margin*. The photographs will be accompanied by a video revealing the shifting patterns and juxtapositions that unfold through the neighborhood's narrow, winding streets.

La Chanca is a historically built up of small dwellings built into the hillside on the outskirts of the city of Almería in southern Spain. The inhabitants painted their homes using whatever ingredients were available, resulting in a multicolored patchwork. Ruins still remain of a nineteenth century lead mining and transport operation that ran down the mountain to the nearby port. La Chanca has long been home to a diverse population, including fishermen and their families, a strong community of gypsies, and, more recently, immigrants from Morocco. And over the years, the zone has attracted writers, artists, and photographers inspired by its unique urban structure and cultural mix.

In creating this body of work, Parascandola conducted research over several years, reviewing and analyzing historical records, interviewing and touring the area with local residents, artists, government officials, and community activists connected to the subject. Local contacts and research were essential to understanding the context of the location he was photographing and to building a narrative. During visits to the region, he explored key locations multiple times. Persistence in returning to locations on multiple visits and at specific times is crucial in photography, as conditions of light and weather are always changing.

For centuries, as entire civilizations have come and gone, Almería has served as a point of passage between Africa and Europe. More recently, La Chanca has gained international attention for its unique model of social organization and integration. City services do not extend up the steep, winding streets along the hillside, so residents have developed cooperatives to clean and maintain public spaces. The public school includes classes in Arabic language and culture, and students learn about the diverse history of the region through musical performances and festivals.

At the same time, however, the neighborhood remains isolated from the rest of the city. Mark Parascandola's interest in the neighborhood of La Chanca is both personal and conceptual. He has a personal relationship with the region. His mother's family is from Almería and he has been traveling there most of his life. As a child, he was told that La Chanca was a dangerous place. This mysterious warning inspired an interest in knowing the neighborhood and its inhabitants. At the same time, he comes to La Chanca as an outsider.

Professionally, Parascandola is trained and works as an epidemiologist, and this has come to inform his artistic work over time. Instead of focusing on the individual, epidemiologists study populations of people. They seek to understand the causes — social, economic, and environmental, as well as biological — that are behind the patterns they observe in health and disease.

Despite profound changes, La Chanca maintains strong connections with the past. In pursuing this project, Parascandola seeks to connect with his own family's history and the landscape that they abandoned many decades ago. At the same time, the complex networks of streets and architectural juxtapositions serve as evidence of ongoing economic and social change.

Press List

Name

Outlet

Phone

Email

Notes: where did you meet, what did you talk about

What coverage did you receive, add link to track it

Talking Points

Themes to hit upon:

- This is Chamber Dance Project's third season in Washington, DC.
- Chamber Dance Project presents three world premieres by guest choreographers Victor Adebunso and Jennifer Archibald and Artistic Director Diane Coburn Bruning this June at the Lansburgh Theatre.
- Pushing the boundaries of what is traditionally considered ballet with new hip hop work by Victor and both guest choreographers works with DC street band Brass Connections.

Chamber Dance Project's vision

- In 2000, choreographer Diane Coburn Bruning founded Chamber Dance Project, dancers & musicians (CDP) in NYC with her conviction that dance should be performed with live music, that smaller venues afforded a more intense experience and that sharing the creative process engages audiences on a deeper level

Season basics:

Dates:

- June 16: Happy Hour Preview of the new hip hop ballet by Victor Adebunso and informal basic hip hop lessons at CityCenterDC. Free
- June 18: Community Open Rehearsal at Howard University afternoon and Street Jam on G Street by Sidney Harman Hall, 3-4 PM. Free – need to reserve place as space limited rsvp@chamberdance.org
- June 18: street jam with BCB, dancers and hip hop community across from Verizon Center by Harman Hall 6-7pm
- June 23 - 26: Chamber Dance Project 2016 Season at The Lansburgh Theater
- Matinee performance on June 25 at 2 PM, includes a 20-minute hip hop and ballet workshop with the artists onstage after the performance for children of all ages.

For more information and tickets: <http://chamberdance.org>

Community engagement

- As a part of their community engagement program, Chamber Dance Project donates 200 tickets to area social service agencies including tickets to Sitar Arts, The Lab School, N Street Village, Street Sense vendors among others. Chamber Dance Project's Community Open Rehearsal will be hosted by Howard University Dance Department.

Artist Statement



Matt Sesow, detail: *A Choice*, 2016, Acrylic/oil on stretched canvas, Collection of the artist.

"I have been bent and broken, but – I hope – into a better shape." – Charles Dickens

AVAM is thrilled to announce an all-new original art exhibition, **MATT SESOW: *Shock and Awe***. Washington, D.C.-based self-taught artist Matt Sesow's "raw, visceral, good to the bone" paintings will be displayed in the museum's third floor gallery of its Zanyvl A. Krieger Main Building beginning Memorial Day Weekend 2016 (Friday, May 27, 2016) and remain on view thru June 4, 2017. Among the original 150 plus works on display, visitors will witness Sesow's salute to the first 100 American soldiers killed in the Iraq War, his fantastical depictions of animals and birds, personalized tributes to great humanitarians, his own autobiographical paintings, and an illustrated "Key" to understanding the artist's repeated singular language icons. Curated by museum Founder and Director, Rebecca Alban Hoffberger, this will be the first exclusive showing of Sesow's work at AVAM.

Matt Sesow (1966–) was born in Omaha, Nebraska. At age eight, a life-changing "shock" came, interrupting an idyllic summer evening of outdoor play among his posse of childhood friends. Captain of a game of "SPUD" in a field behind his home, Matt's outstretched arms threw high a ball into the night sky just as a 19-year-old pilot cut his plane's engine to silently swoop in for a practice manual landing at an adjacent small grassy airfield. The plane's propeller blade struck Matt's raised left arm and severed it instantly. The young pilot didn't see Matt until it was too late.

Matt recalls a loving female spirit's appearance that offered him the choice of a gentle death or a "very interesting life." Matt chose life. Matt credits his family with giving him the support to live as normal a life as possible. As a gifted young computer savant, 14-year-old Matt wrote his own program code for agricultural businesses and designed icons for Apple personal computers. He also ran track, played high-school football, and was crowned Homecoming King at the University of Tulsa, which he attended after winning a Mensa Foundation scholarship for a passionately-written essay arguing against nuclear warfare. Matt's academic studies were focused on his computer and business interests and a drive to be independent.

It was not until 1994, while employed at IBM in Bethesda, MD, that Matt accidentally became an artist. Trying to impress a bohemian young woman and her art school grad house-mates, Matt lied when one of them asked if he had ever painted. "Sure," he told the house-mate and picked up a brush and paper and started painting on the spot. "That began this great journey that has never stopped," says Matt.

"Art has been a way for me to communicate values and emotions that were themselves all too difficult to be said." –Matt Sesow

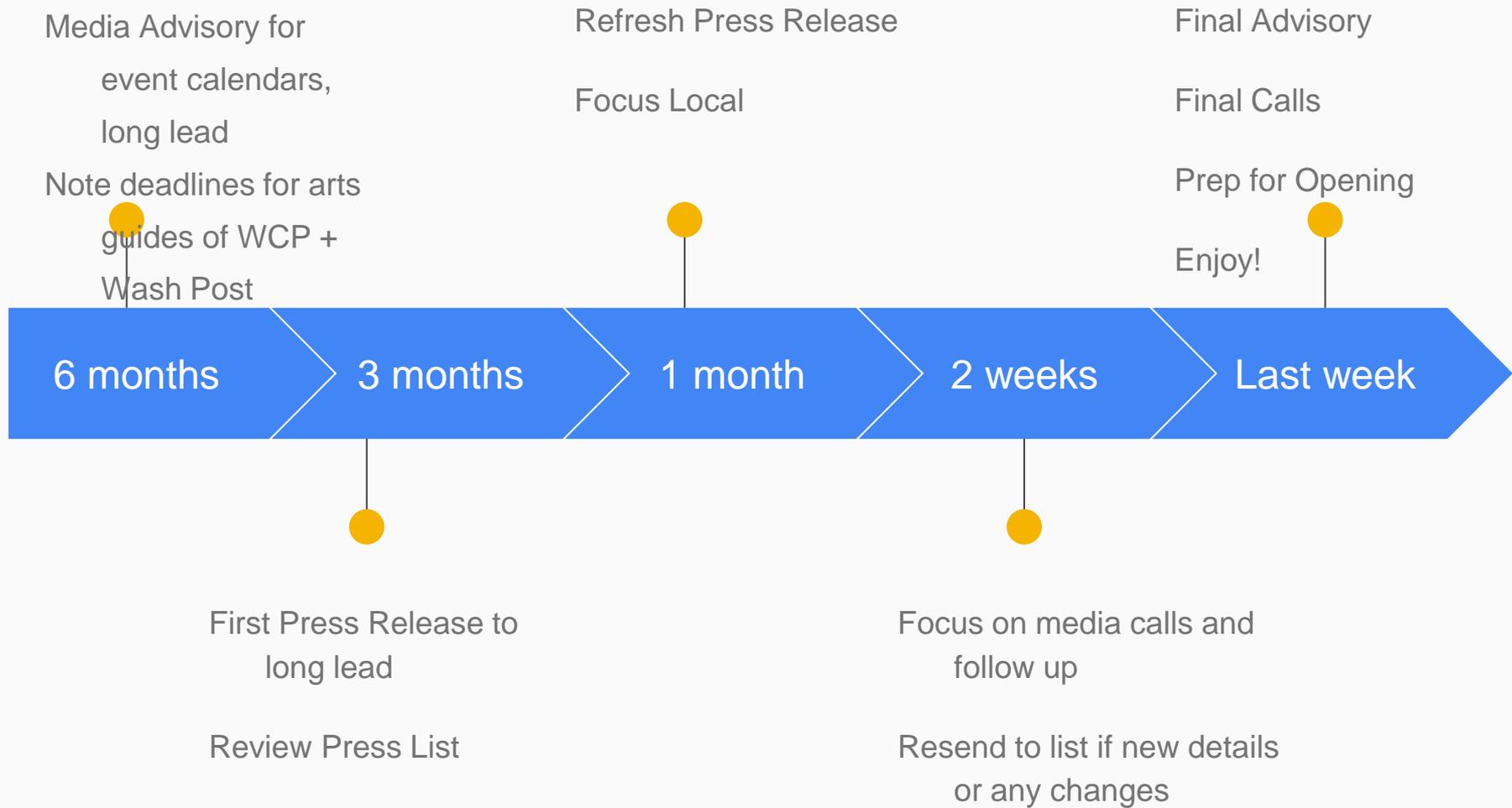
MEMORIAL DAY OPENING WEEKEND

The American Visionary Art Museum is a proud participant in the National Endowment for the Arts' **Blue Star Museums Program**. Each year from Memorial Day to Labor Day, AVAM grants free museum admission to active duty military members and their families, as a small token of our appreciation for their honorable service to our country. AVAM is pleased to open its latest original exhibition, **MATT SESOW: *Shock and Awe***, this Memorial Day weekend 2016, and grant free museum admission to Active Duty Military Members and their families, as well as Veterans on this national holiday weekend (Friday, May 27 – Sunday, May 29, 2016). A reminder that AVAM will be closed on Memorial Day (Monday, May 30, 2016).

MEMBERS OPENING RECEPTION & ARTIST TALK

Sunday, June 5, 2016 • 4pm • Free, Members-Only Event
Museum Members: join AVAM in welcoming our newest 3rd floor show, **MATT SESOW: *Shock and Awe***. Enjoy lite fare and beverages and hear a special introduction from AVAM Founder/Director, and the exhibition's curator, Rebecca Alban Hoffberger, and a talk with the artist himself, Matt Sesow. Members please RSVP to melissa@avam.org. To join AVAM's Fan Club Membership, call 410-244-1900 or [CLICK HERE!](#)
MORE INFO...

MEDIA OUTREACH TIMELINE



Media Advisory for event calendars, long lead

Note deadlines for arts guides of WCP + Wash Post

Refresh Press Release

Focus Local

Final Advisory

Final Calls

Prep for Opening

Enjoy!

6 months

3 months

1 month

2 weeks

Last week

First Press Release to long lead

Review Press List

Focus on media calls and follow up

Resend to list if new details or any changes

WASHINGTON
CITY PAPER

**Spring Arts &
Entertainment Guide
2016**



Maxwell MacKenzie's photographs of tumbledown barns and other largely abandoned buildings in the upper Midwest have always been about the passage of time—peeling paint, missing windows, and sagging beams. Now, in the exhibition "Going Deep: Exploring the Melancholy Beauty in the Midwest over 35 Years," his images are doubly about the passage of time: Taking a page from William Christenberry, MacKenzie's exhibit includes before-and-after images of some of his favorite locations, such as the little building in Everts Township, Minn., with a fresh coat of red paint amid a field of golden wheat in the 1980s but in later renderings with a window in increasing states of disrepair. For this critic, the exhibition will be thrice about the passage of time: A review of MacKenzie's "Abandonings West: Black & White Panoramic Photographs of the Dakotas, Idaho, Montana & Minnesota" was my first major photography assignment for *City Paper*, more than 16 years ago. *Through March 31 at Cross MacKenzie Gallery. Free. —Louis Jacobson*

Things to Do in DC This Week (July 18-20): Gypsy-Jazz, A Rocky Horror Singalong, and Belgian Beers

MONDAY, JULY 18

MUSIC Gypsy-jazz musicians The Olivarez Trio play Kennedy Center's [Millennium Stage](#) with the help of accordionist **Matty Metcalfe**. Along with capturing the sound made famous by Django Reinhardt in the 1930s, the Charlottesville-based musicians also bring an eclectic mix of folk, classical and even Beatles melodies, promising a little something for everyone to enjoy. Free, 6:30 PM

FILM Some movies are more enjoyable with audience participation, and the minds behind [Night of Horrors Sing-A -Long](#) at the Black Cat totally understand. Head to the venue's Backstage for a double feature of musical cult-classics *Rocky Horror Picture Show* and *Little Shop of Horrors*, where singing along is definitely encouraged. Free, 7:30 PM

Cultivate Your Brand

MAIN: What is YOUR story?

Colors

Fonts

Consistent and meaningful
iconography

Own your influences

Be different. Be energized.

Consistent Look



Colors, Moods



Mary Early

HOME

SCULPTURE
WREATH SERIES
PAPER / PANEL
2007-2008

2004-2006
1999-2003

BIO
STATEMENT
CITATIONS /
PUBLICATIONS

LINKS
NEWS/PROJECTS

FOLLOW
guestbook

WHO IS YOUR AUDIENCE?

Some Dos + Donts

DO

1. Have fun
2. Build a website and social media
3. Go to openings and events
4. Visit galleries and museums
5. Be consistent
6. Build your press list
7. Build your collector list
8. Know your audience

DON'T

1. Approach gallerists without knowing who they represent
2. Hand out your flyer at another artist's opening
3. Be late or neglect to call a reporter back
4. Neglect to update your website

MASSEY

WWW.MASSEY-MEDIA.COM