



Festival of New Work

Project Description

ArtsWestchester will mount a Festival of New Works in 2015, as one of the signature projects it is planning to celebrate its 50th anniversary.

The Festival of New Works gives the public an opportunity to join ArtsWestchester in celebrating the county's growing reputation as a regional hub of creative activity.

The Festival is a collaborative venture, based on the successful model of the county-wide "All Fired Up: A Celebration of Ceramic Art" that included more than 70 venues and attracted 50,000 visitors from the county and beyond. The goals are to:

- build greater visibility for ArtsWestchester
- position Westchester as a hotbed of cultural activities, where the creative spirit flourishes
- showcase ArtsWestchester affiliates and local artists.

A County-wide Cultural Collaboration

ArtsWestchester's affiliate organizations play a central role in the Festival. Several already have plans to present new work in 2015, featuring artists from within Westchester and beyond. These concerts, exhibitions, films, and performances form the core of the Festival. Other affiliates may serve as venues showcasing the work of local artists of extraordinary merit identified by ArtsWestchester through a competitive process. We envision a broad and diverse group of collaborating partners, including colleges, libraries, and alternative sites such as corporate headquarters. ArtsWestchester will invite a broad range of cultural organizations, non-profit and commercial, to submit brief proposals for projects consistent with the "new works" theme. While the Festival centers on work by active, professional artists, family-friendly work by students and community members may be included to demonstrate the value of participatory arts experiences throughout life.

Recognizing Westchester Artists

ArtsWestchester will recognize 50 Westchester artists through a competitive process. The selected artists will receive a cash prize and an opportunity to have their work showcased at the Festival. Every year,

ArtsWestchester awards grants to a handful of artists to create new work. Recognizing 50 artists at one time has greater impact, and makes tangible the depth, diversity and merit of Westchester artists.

Unlike grants panels that adhere to strict criteria, the panel adjudicating the awards will have broad discretion. Factors the panel will consider:

- Artistic merit
- Currently active in their field, as indicated by having produced a significant amount of work during the past three years
- Evidence that current work has been presented to the public (e.g., published, exhibited, performed, produced).

Building Visibility for the Arts in Westchester

Beyond recognizing 50 artists, ArtsWestchester's primary role is to package cultural events under the rubric of "Festival of New Work," and develop a comprehensive marketing plan to attract audiences from Westchester and beyond to affiliates and other venues. As with "All Fired Up" ArtsWestchester will

- Produce a comprehensive guide of events and activities
- Develop an advertising campaign utilizing print and electronic radio
- Create a web-based presence for the Festival
- Lead public relations efforts to gain feature coverage in local print, television and radio
- Use social media extensively