

# seARTS society for the encouragement of the arts on Cape Ann

For Immediate Release...

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## Celebrate the Arts and Economic Development at seARTS Annual Meeting on

### Details of the evening:

When: Tuesday, February 26, 2013 from 6-9pm

Where: Gloucester Engineering, Cafeteria

Cost: Free and open to the public

For information: [info@searts.org](mailto:info@searts.org) or 978-281-1222, [www.searts.org](http://www.searts.org)

RSVP: requested and taken through Feb 26

(Tuesday, February 26, Gloucester, Mass.) The Society for the Encouragement of the Arts (seARTS) invites the community to learn more about its initiatives and programs and enjoy an evening of networking with fellow artists and arts organizations at its 2013 Annual Meeting.

Following a brief business meeting we will turn our attention to a group of presentations called Pecha Kucha (pronounced pehChak-cha). Pecha Kucha is a new form of intellectual entertainment, a world-wide phenomenon that's part education, part meet-up, and all fun—a gathering of people making and witnessing presentations on just about any topic. The only limitation is the format: with 20 slides at 20 seconds each, presentations are fast-paced, rhythmic, sometimes poetic idea events. seARTS has invited four artists/organizations to present a story using this methodology – among them, Karen Ristuben and Marty Morgan. seARTS hopes to build on the program later in the year with a larger group of members.

Our keynote speaker will be Dr. Steve Immerman who will discuss the work being done at Montserrat since they have taken over the The Creative Economy Association of the North Shore (CAENS) initiative and melded it with Montserrat's critical role as an arts educator and the betterment of the larger community through various related programs. Montserrat was a founding member of seARTS in 2000.

## **What is the Creative Economy?**

Creative organizations contribute significantly to their local economies. Defined as any business where creativity is essential to success and where the potential for wealth and job creation comes through the generation of ideas, products and/or services, creative economy businesses encompass both innovative companies and cultural organizations. They include engineers as well as artists, marketers as well as musicians. The creative economy is alive and well in Massachusetts on Boston's North Shore.

“Cape Ann, with its wealth of artists and cultural and natural resources, is the ideal location to expand the creative economy, as studies show that creative businesses tend to cluster where there's a good pool of creative thinkers, easy access to big city energy, and recognition of the importance of lifestyle amenities. Cape Ann has it all—talented people, a world-class city less than an hour away, and an incredibly beautiful landscape dotted with both small towns and larger cities. It's a wonderful place to live, loaded with cultural amenities, restaurants and shopping, good schools, and recreational opportunities. And did we mention the ocean? “

Keynote speaker: Dr. Immerman Ed.D is a seasoned, charismatic leader who, since taking the role of president of Montserrat in November 2009, has increased the college's enrollment, balanced the finances, and enhanced the academic environment with new faculty appointments, upgraded technologies, and renovated facilities.

seARTS, a registered 501(c)3 is a coalition of artists, art lovers, cultural institutions, businesses, and municipal organizations, all working together to improve the economic base for the arts and the larger Cape Ann community. Since its inception during Gloucester's plan 2000, seARTS has received funding through grants from the Mass Cultural Council, Essex County Community Foundation, Bruce J. Anderson Foundation, its membership, and sponsors. For more information, visit [www.searts.org](http://www.searts.org)