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CONTACT: Darrell Bulmer, 207/ 287-6746, or  
Email: [darrell.bulmer@maine.gov](mailto:darrell.bulmer@maine.gov)

## Maine Arts Commission Provides Artistic Innovation for Creative Economy Conference

The Maine Arts Commission is providing an abundance of creativity for the November Juice Creative Economy Conference. Besides supporting the conference through monetary, marketing and technical means, the agency has organized six conference workshops that address topics such as audience development, community action and programming for teens. The agency has also been instrumental in bringing exceptionally talented dancers, such as Liz Lerman and Aniruhdda Knight, to the conference as performers and speakers.

The Maine Arts Commission has always been at the forefront of the Creative Economy movement since its introduction to Maine by Governor John Baldacci at the 2004 Blaine House Conference. Now, as the movement begins to reshape itself through the guise of "quality of place," the Maine Arts Commission continues to work at its forefront with partners all around the state. One of those partners, Midcoast Magnet, is the producer of the 2009 Juice Conference.

The Maine Arts Commission has collaborated with its Midcoast Magnet partners to develop arts-related sessions that include:

- *Funders and the Funded — A Symbiotic Relationship.* This panel will focus on lesser known opportunities for funding from state and federal agencies. It will also allow the funders and the funded to talk to each other about what each needs from the other.
- *Mobilize Maine: Achieving Quality of Place Through Community Action.* This session will assist participants in understanding the economic impact of art and culture on the community and provide an update on the Mobilize Maine effort.
- *Boomers and Beyond, Building a Multi Generational Audience for Your Work.* This session will focus on strategies for creating audiences across generations.
- *Dude! You're on You Tube! Arts Programs for Teens.* The first half of this session will include a discussion of four success stories involving arts programs for teens. The second half will include demonstrations.
- *From Away: The Richness of Multicultural Programming.* This session will encourage participants to formulate action plans using progressive notions about multiculturalism for their organizations.
- *Speed Dating for Fun and Nonprofits.* This session will focus on the potential for collaboration and partnerships.

Beyond attending conference workshops, attendees can enjoy the talents of performance headliners Liz Lerman, of the Liz Lerman Dance Exchange, and Aniruhdda Knight.

Lerman is renowned for creating dance pieces in innovative settings, including the Portsmouth Bridge, and groundbreaking dance works performed by a cross-generational company. "Artistic practices," says Lerman, "are essential not just to innovation but to the way communities live and thrive." Lerman plans to perform excerpts from dances *Ferocious Beauty*, about the human genome; *Drift*, about the evolution of a plot of land from farmland to strip mall to supermarket, and finally to a house of worship; and a brand-new work about physics and the origin of matter. Lerman will give an address at the conference in addition to performing.

Aniruddha Knight is a solo dancer and sole remaining exponent of the hereditary practice of bharata natyam. The only grandchild of the great dancer T. Balasaraswati, Knight is the ninth generation of one of India's most distinguished families of professional musicians and dancers, and the last direct inheritor of his family's style and repertoire. His concerts, a suite of music and dance compositions partly choreographed and partly performed extemporaneously, follow the format established in the early 19th century in the Royal Court of Thanjavur.

Full details of the Juice Conference can be found at [www.JuiceConference.org](http://www.JuiceConference.org).

