



ARTS BRÈVE

WINTER—SPRING 2025
PROGRAMMING EDITION

NATIONAL TRENDS

IN THE ARTS
WITH
EXCITING
PROGRAMMING

WINTER

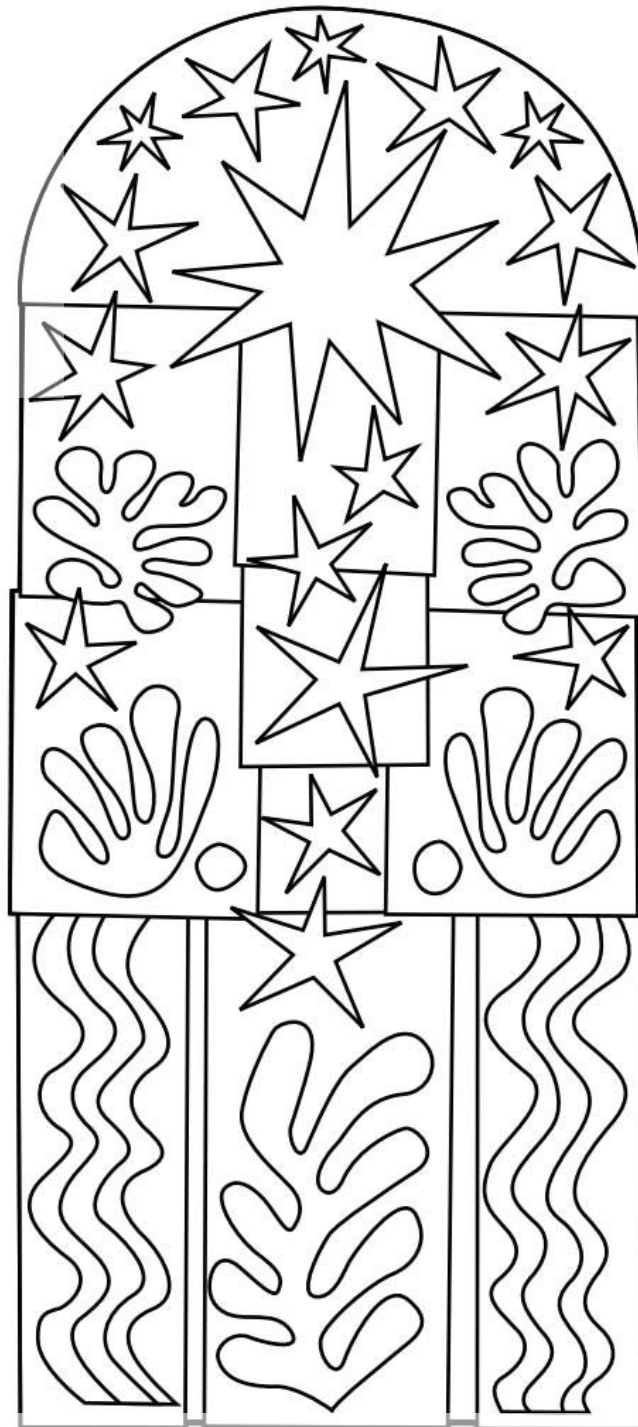
READS
& STREAMS
IN THE ARTS

MAXIMIZE

YOUR
AUDIENCE
WITH A FEW
STEPS

COLOR

THIS AND
RELAX
LEARN MORE
INSIDE



COLOR COVER

HENRI MATISSE

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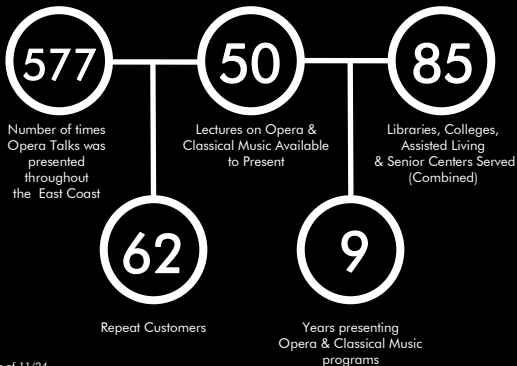
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**PROGRAMMING
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Learn how to maximize
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next program



OPERA TALKS BY THE NUMBERS



Tanisha presents an Opera Talk on Marian Anderson
for Poughkeepsie Public Library at Christ Episcopal
Church, 10/4/24, operatalks.com



COLOR COVER FEATURE

The Color Cover is *Nuit de Noël*, which was exhibited at Rockefeller Center during the holiday season, 1952. French artist, Henri Matisse (1869-1954) was a leading figure in the Modern art era during the early 20th century. His use of colors and fluidity in shapes and style were hallmarks of Matisse's unique style. Although he was a sculptor and a printmaker, he would always be known as a painter who helped the Modern art movement evolve through expressive use of color.

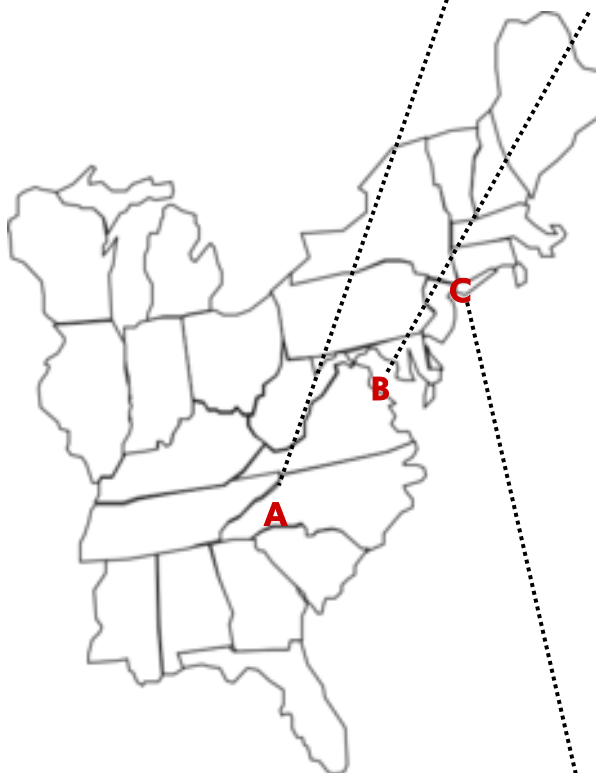
"If you have a chance to see it you will agree with me that a maquette for a stained-glass window and the window itself are like a musical score and its performance by an orchestra." Henri Matisse to MoMA's founding director Alfred H. Barr (1952)

"Creativity takes courage." -Henri Matisse

Special thanks to artprojectsforkids.org for the cover

NATIONAL TRENDS IN THE ARTS

Spring arts events around the nation that can inspire a program at your library.



A. CHARLOTTE, NC



IMPRESSIONISM FILLS THE SOUTH WITH MUSIC IN THE SPRING

Charlotte Symphony Orchestra
Debussy's La Mer

April 25-26, 2025, 7:30 PM

"Resident Conductor Christopher James Lees leads the CSO in a colorful and impressionistic program culminating in Debussy's cherished symphonic portrait of the sea, La Mer."

PROGRAM IDEA: Present an art talk or music performance program on Impressionism

B. WASHINGTON, D.C.



OPERA, JAZZ AND BLACK CULTURE COME TO A FULL CRESCENDO IN THE NATION'S CAPITAL

Gershwin's Porgy and Bess
Washington National Opera

May 23 - 31, 2025

"It's summertime, and the livin' is easy" in Catfish Row, a working-class fishing town in South Carolina. When a murder shakes the community and tempts Bess to return to her drug-filled past, Porgy becomes her unlikely refuge." -wno.org

PROGRAM IDEA: Present an opera talk on Porgy and Bess for Jazz Appreciation Month



THE NATION'S CAPITAL REMEMBERS A GROOVY AND TURBULENT DECADE

National Gallery of Art

The '70s Lens: Reimagining Documentary Photography: October 6, 2024 – April 6, 2025

"The 1970s was a decade of uncertainty in the United States. Americans witnessed soaring inflation, energy crises, and the Watergate scandal, as well as protests about pressing issues such as the Vietnam War, women's rights, gay liberation, and the environment." nga.gov

PROGRAM IDEA: Present programming on photography, art or music created in the 70's.

C. NEW YORK CITY, NY



A TRAILBLAZER IN MODERN ART IS HONORED JUST IN TIME FOR WOMEN'S

MoMA, Lillie P. Bliss and the Birth of Modern
Through March 29, 2025

"MoMA would not be what it is today without Lillie Plummer Bliss. In 1929, after years of advocating for modern art in New York, Bliss, together with Abby Aldrich Rockefeller and Mary Quinn Sullivan, founded The Museum of Modern Art. Lillie P. Bliss and the Birth of the Modern brings together 40 works from Bliss's collection, including paintings and works on paper by Paul Cézanne, Odilon Redon, Georges -Pierre Seurat, and Pablo Picasso." -moma.org

PROGRAM IDEA: Present an art talk on modern art for the spring

The Spring Arts Season around the United States can be a source of inspiration when creating programming around the arts. Each city presents a myriad of ideas that reflect the national and international arts climate. The Charlotte Symphony Orchestra examines Impressionism in music through Debussy's La Mer. La Mer is an excellent piece to usher in the warm weather. The nation's capital has two inspirational programs reflecting the 20th century: Gershwin's Porgy and Bess at the Washington National Opera and the 70's photo exhibit at the National Gallery of Art. Both ideas can bring nostalgia to the audience. The MoMA honors a trailblazing advocate who used her personal collection that reflected what we call "Modern Art."

PROGRAMMING HIGHLIGHTS



Singing After Crying

Worried that she would miss an opportunity to lend her voice to the MLK's March on Washington, Marian Anderson cried as she was caught in the crowd. It was followed by a soul stirring performance of *He's Got the Whole World in His Hands*.

PROGRAM IDEA: Opera Talk- Marian Anderson: American Icon for Women's History Month in March [operatalks.com]



A Famous American music master synthesizes Jazz, Blues and Classical Music

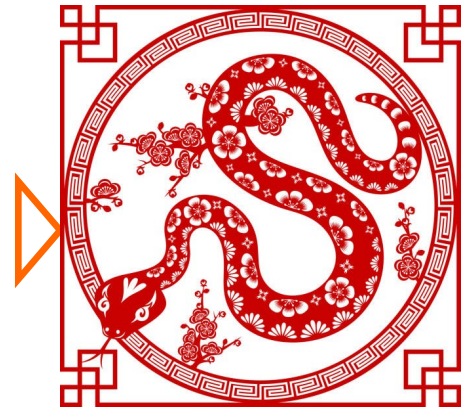
Who said that classical music is rigid? American composer, George Gershwin had the gift of combining Jazz and Classical Music that keeps the listener on their toes.

PROGRAM IDEA: Create or present a program highlighting George Gershwin for Jazz Appreciation Month in April.

Expand the Chinese New Year to Pan Asian American Appreciation

The Asian American community contains rich culture that continuously contributes to the arts industry. From artist, Yayoi Kusama to pianist Yuja Wang, the options are grand.

PROGRAM IDEA: Cultural programming on the Asian- American community in art or even classical music for AAPI Month in May



5 Black Artists to Know

Prolific black artist, Derrick Adams has an exhibit at the Parish Museum through January 5th. Adams along with artists, Kehinde Wiley, Amy Sherald, Kadir Nelson and Simon Leigh represent a few black artists shaping the artistic cultural landscape through media and high profile festivals.

PROGRAM IDEA: Present an art talk on black artists highlighting for Women's History Month or Juneteenth

Your! SPRING ARTS = World



Art (l-r): Kadir Nelson: Eustace Negro, Derrick Adams: Style Variation #3" (2018), Amy Sherald: Miss Everything (Unsuppressed Deliverance) (2013), Simone Leigh: Sphinx (2020)





Ode to the Black Dandy— Black Men in the Arts

The MET Museum recently announced that the upcoming theme for The Costume Institute's spring 2025 exhibition is Superfine: Tailoring Black Style. The theme that will also be highlighted in the star-studded Vogue Met Gala is inspired by Guest Curator Monica L. Miller's *Slaves to Fashion: Black Dandyism and the Styling of Black Diasporic Identity* (2009). This theme highlights how "Dandyism" paired bold fashion and social possibilities in black men throughout the 19th and 20th century. Highlighting black men in fashion can also be connected to Black men in the arts.

PROGRAM IDEA: Opera Talk:
Black Men in Opera [operatalks.com]

Black Dancers in Ballet: History of the Alvin Ailey Company



George Shirley as Tamino in Mozart's *Magic Flute*, (Metropolitan Opera, 1967)

To be or not to be, really?

William Shakespeare's famous works influenced the arts in a myriad of ways. From art to opera to classical music, you can show appreciation for this famous playwright through other arts. Mediums like ballet, art or opera.

PROGRAM IDEA: Present an art talk on how Shakespeare influenced art or an opera talk on opera's influenced by Shakespeare in April.



Two Divas with Oscar Buzz

With March roaring in, the Oscars are abuzz with many predictions. However, the top whisper is Angelina Jolie's portrayal of famous opera diva, Maria Callas. Directed by Pablo Larraín, the 2024 film will be released on Netflix in December.

PROGRAM IDEA: Present an Opera Talk on Maria Callas so your audience can be familiar with the legendary singer portrayed by Angelina Jolie for Women's History Month.



The Look of Love...in the Spring

Like Burt Bacharach and Hal David's hit: *The Look of Love* (1967) is all over art and opera. Famous love duets in the arts include: the Kiss by Klimt, the Act 1 opera duet from Puccini's *La Bohème* and Tchaikovsky's *Swan Lake*.

PROGRAM IDEA: Present an Art Talk on famous art that depicts lovers

Opera Talk: Love Duets at the Opera [operatalks.com]



Winter Reads & Streams in the Arts



Winter Reads & Streams in the Arts

by Tanisha Mitchell

Oftentimes, books and audio-visual materials in the arts aren't at the top of the list for public librarians to see when ordering books from large distributors. Nowadays, public libraries lean towards popular or trending books because their demand is higher. This new list is our quest to present books and albums in the arts that may be trending in the arts world or can be used to create programs for the public. Each item contains the audience that would most likely be interested in using the material. We also outlined different ways to market each item to the public. Enjoy!

Who is Your Audience?

Knowing your residents and how they use your collection can make a huge difference when offering the arts in your collection or in programming. Below are some helpful categories to help you make a better decision when choosing items or introducing items to library patrons.

NOVICE



A patron who does not know about the arts but is looking for new interests. These items are for public collections that call for you to introduce the arts to patrons and ignite their interests. They often know much more about popular culture than what's happening in the arts.

EXPLORER



These items are for customers who have some knowledge of the arts and want to learn more. Oftentimes these patrons stream music from your music streaming service, take out music and art biographies and they may attend music and art programming at your library.

AFICIONADO



Ordering for aficionados requires knowledge about their habits when consuming the arts. These patrons are aware of the arts through museums, classical music, jazz and more... Oftentimes, these patrons attend music and art programming at your library, are professionals in the arts world with thorough knowledge of visual and/or performing arts.

Classical Music Album Picks



**Andrea Bocelli- Duets:
30th Anniversary (CD)**
Format: Compact disc
2 CD's
Release date: 10/25/2024
Label: Deutsche
Grammophon

*may also be available in library
music streaming databases

“If you want a combination of star power and classical music- then this album is for you.”

Audience: *novice, explorer*

How to present this to library customers:

Classical music vocalist, Andrea Bocelli is more popular than opera singers today. This album is a great connection between classical music and mainstream music. Patrons will instantly recognize Bocelli, or the stars featured on the album. It is an easy sell if your patrons enjoy other Andrea Bocelli albums.

Label Description

Beloved tenor Andrea Bocelli, the most celebrated classical singer in modern history celebrates his 30th anniversary as a global icon with a brand new album 'Duets – 30th Anniversary'. The grandmaster, who has sold over 90 million records in his long career, is accompanied by superstars such as Ed Sheeran, Dua Lipa, Pavarotti, Céline Dion, Stevie Wonder and many more. In addition to new songs, the 12-track vinyl features re-recordings of such well-known hits as 'Time to say goodbye', which features Oscar winner Hans Zimmer and Bocelli's son Matteo.



**Brahms: Piano Concertos and
Solo Piano- Opp 116-119
Igor Levit, Christian
Thielemann and Wiener
Philharmoniker (CD)**
Format: Compact disc
Release date: 10/04/2024 Label:
Sony

*may also be available in library music
streaming databases

“A dynamic duo featuring classical music’s notable and respected conductor and a legendary pianist interprets Johannes Brahms”

Audience: *aficionado*

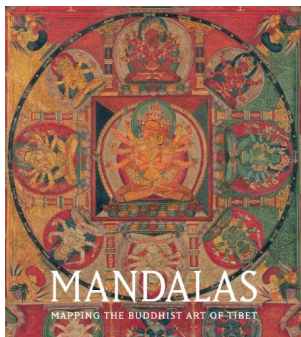
How to present this to library customers: While I understand that classical music albums can be challenging to promote in a public library- there are many angles to approach promoting this album. I would pair this with Johannes Brahms and other famous composers through literature and biographical content from databases or the shelf. You can also do a “Who did it best?” campaign where you compare past recordings of one or two works from this album that other musicians recorded in the past.

Label Description

Sony Classical announces the new recording by Igor Levit, Christian Thielemann, and the Vienna Philharmonic of Brahms’s two Piano Concertos. The release is a triple album with Levit’s long-anticipated recording of Brahms’s late solo piano works.

As a special encore, Levit and Thielemann play a Brahms waltz together. The album has been released internationally on October 4 and is available for download now. Additionally, the “Andante” from Piano Concerto No. 2 in B-flat major, op. 83, is out now.

Book Picks



**Mandalas: Mapping the
Buddhist Art of Tibet by
Kirk A Behrendt**
Format: Hardcover
Pages: 256
Illustrations: 175
Format: Paperback
Dimensions: 10" x 11"

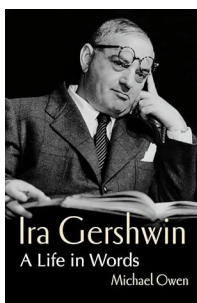
“This book reflects the illustrious Mandalas exhibit at the Met Museum. The memorable exhibit depicts how Buddhist art can reflect the circle of thought and occurrence in the world.”

Audience: *explorer*

How to present this to library customers: Pair this book with Asian Art and books on mental health and calming the mind in a display and in an email blast highlighting the display.

Publisher Description

A mandala is a diagram of the universe—a map of true reality intended to provide a focus for Buddhist religious practice and inspire the devout. This book highlights the distinctive Tibetan approach to creating mandalas, exploring how the form crossed over from India into Tibet, and how continuous exchanges of art and ideas between the two cultures, led by monks and spiritual teachers, gave rise to a uniquely Tibetan style of Buddhist imagery. Featuring more than one hundred paintings, sculptures, and ritual objects, this superbly illustrated volume reflects the dazzling complexities of the Tibetan imagery that has provided a foundation for mandalas through the centuries...



**Ira Gershwin: A Life in Words by
Michael Owen**
Format: Hardcover/ Paperback
400 pgs
Release date: November 26, 2024
Publisher: Liveright

“I am curious about how the lyrics in Porgy and Bess came to be and his collaboration with George Gershwin...”

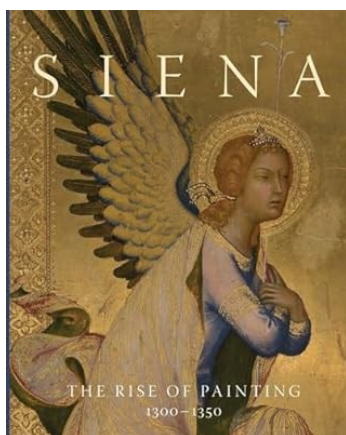
Audience: *aficionado*

How to present this to library customers:

Sometimes you have to use the familiar to get people interested in the unfamiliar. Although Ira Gershwin was very instrumental in many American works, he is often linked to his famous brother, George Gershwin. I would present this books with biographies of George Gershwin, the famous opera Porgy and Bess along with other famous jazz pieces by George Gershwin and his contemporaries.

Publisher Description

The Pulitzer Prize-winning American lyricist Ira Gershwin (1896–1983) has been hailed as one of the masters of the Great American Songbook—songs written largely for Broadway and Hollywood from the 1920s to the 1950s. Now, in the first full-length biography devoted to his life, Ira Gershwin steps out at last from the long shadow cast by his younger and more famous brother George.



Siena: The Rise of Painting-1300-1350 by Joanna Cannon

Format: Hardcover

312 pgs

9.50 x 11.00 in

200 colour illus

Release date:

October 1, 2024

Publisher: Yale University Press

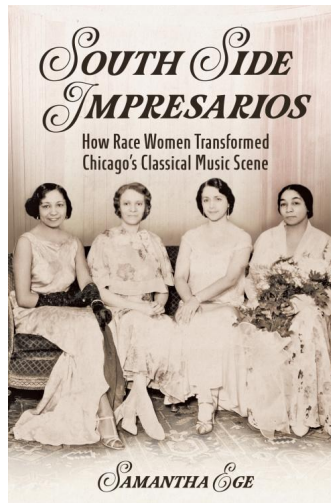
A timely subject about the rise of painting and its beauty before one of the deadliest plagues in history.

Audience: *novice and explorer*

How to present this to library customers: The beauty and mystery of Sienese art can be explored in many ways that include religion and history. This book would work great displayed with other artists who explore Biblical themes like Da Vinci and Raphael. Libraries can also pair this book with a Medieval theme or even a historical Italian theme.

Publisher Description

An exploration of a crucial turning point in Italian art, the early 1300s in the city of Siena. In the early 1300s, the city of Siena gave rise to an extraordinary period of creativity and innovation. Painters, sculptors, and goldsmiths produced remarkable works whose impact was felt far beyond the city's walls. From vast altarpieces to portable objects for private devotion, the art emanating from Siena left an enduring legacy.



South Side Impresarios How Race Women Transformed Chicago's Classical Music Scene by Samantha Ege

Format: Paperback

296 pages

Dimensions: 6 x 9 in

Illustrations: 34 black & white
photographs, 7 music examples

Release date:

November 12, 2024

Series: Music in American Life

Publisher: University of Illinois Press

An eye-opening work that depicts how Black women transformed classical music in Chicago sheds a light on hidden stories that need to be told.

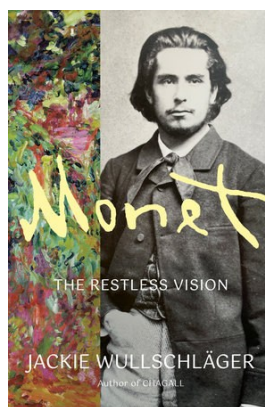
Audience: *explorer and aficionado*

How to present this to library customers: To showcase this book, you can use it as a great addition to book campaigns that shed a light on Black History in February or June and even for Women's History month in March. September is an additional time to showcase this book for Classical Music month. There are many options for people to learn something new.

Publisher Description

Between the world wars, Chicago Race women nurtured a local yet widely resonant Black classical music community entwined with Black civic life. Samantha Ege tells the stories of the Black women whose acumen and energy transformed Chicago's South Side into a wellspring of music making.

Ege focuses on composers like Florence Price, Nora Holt, and Margaret Bonds not as anomalies but as artists within an expansive cultural flowering. Overcoming racism and sexism, Black women practitioners instilled others with the skill and passion to make classical music while Race women like Maude Roberts George, Estella Bonds, Neota McCurdy Dyett, and Beulah Mitchell Hill built and fostered institutions central to the community.



Monet: The Restless Vision by Jackie Wullschläger

Format: Hardcover

576 Pages

Dimensions: 6-1/8 x 9-1/4

Release date:

Sep 24, 2024

Publisher: Knopf

An honest depiction of the true personality behind Monet. Oftentimes an artist that creates work that takes on a life of itself, always escapes the opportunity of being known as a person.

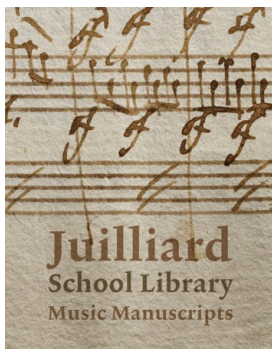
Audience: *explorer and aficionado*

How to present this to library customers: Monet's famous artwork is an excellent way to tie this book in for art lovers who want to know more about the man behind the artist.

Publisher Description

A groundbreaking look at the life and art of one of the most influential, modern painters of the late nineteenth century and founder of the Impressionist movement.

Drawing on thousands of never-before-translated letters and unpublished sources, this biography reveals dramatic new information about the life and work of one of the late nineteenth century's most important painters. Despite being mocked at the beginning of his career, and living hand to mouth, Monet risked all to pursue his vision, and his early work along the banks of the Seine in the 1860s and '70s would come to be revered as Impressionism. In the following decades, he emerged as its celebrated leader in one of the most exciting cultural moments in Paris, before withdrawing to his house and garden to paint the late Water Lilies, which were ignored during his lifetime and would later have a major influence on all twentieth-century painters both figurative and abstract.



Juilliard School Library Music Manuscripts: By and For Performers

Edited by Jane Gottlieb, with Richard Griscom

Format: Hardcover

208 Pages

Dimensions: 8-1/10 x 10-1/2

Release date:

Oct 15, 2024

Publisher: Scala

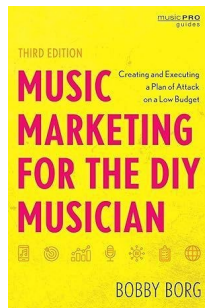
A fascinating look into the manuscripts from a prestigious music institution with manuscripts from classical music's famous composers

Audience: *aficionado*

How to present this to library customers: This book is great for libraries with extensive music collections that support a music loving community. If your collection is used by music lovers and musicians then this is the book for you. You can pair this book with classical music recordings or biographies of famous classical music composers or performers.

Publisher Description

The first full examination of the priceless scores of the Juilliard School's unparalleled collection that has educated performing artists for more than a century. This stunning publication offers the first full examination of the priceless scores at the heart of the Juilliard School's unparalleled collection that has supported the education of performing artists for more than a century. Treasures including hand-annotated and autographed works by Bach, Beethoven, Brahms, Mozart, Mahler, Schumann, Stravinsky, and others are illuminated by exquisite photography and accessible essays, revealing their importance in the context of musical scholarship and the history of the performing arts.



Music Marketing for the DIY Musician: Creating and Executing a Plan of Attack on a Low Budget, Third Edition by Bobby Borg

Format: Hardcover/ Paperback

596 pgs

Release date: May 21, 2024

Publisher: Rowman & Littlefield

Publishers; Third edition

Musicians on all levels understand the meaning of having a low budget...even me.

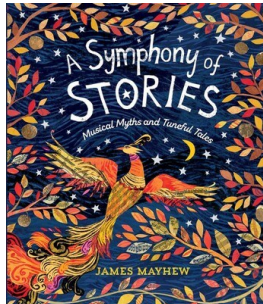
Audience: *novice and aficionado*

How to present this to library customers: We are in the creator economy and public libraries more than ever can supply business knowledge to artists beyond their craft. This definitely can be highlighted in a career resource list amongst other careers.

Publisher Description

Do it yourself and succeed! More and more artists are taking advantage of new technologies to try and build successful careers. But in this expanding competitive marketplace, serious do-it-yourself musicians need structured advice more than ever. In *Music Marketing for the DIY Musician*, veteran musician and industry insider Bobby Borg presents a strategic, step-by-step guide to producing a fully customized, low-budget plan of attack for marketing one's music.

Children's Book Pick



A Symphony of Stories: Musical Myths and Tuneful Tales by James Mayhew

Format: Hardcover

96 pgs

Release date::

October 8, 2024

Publisher: Crocodile Books

"There's nothing more powerful than a book that introduces children to the arts. This book is beautifully illustrated with short stories that connect famous classical music works with art."

Audience: *novice*

How to present this to library customers: A great way to introduce this book to parents would be through a musical story time program where children are learning about instruments and how they work. Librarians can even pair this book with other picture books that promote art and music in in an email blast.

Publisher Description

Six world famous orchestral pieces from six renowned composers feature in this beautiful gift book, introducing children to the world of classical music through story and illustration. James Mayhew tells the stories of the following six much loved pieces of music, accompanied by breathtaking illustrations.



6 Ways to Maximize Your Audience

After years building a core audience for arts programming, Tanisha explains the valuable lessons she learned both as a program coordinator and a program presenter.

Since 2015, I had the opportunity to hire performers and art lecture presenters for a public library on Long Island. With experience working at a library and creating programming at the Metropolitan Opera and former Met Guild, I learned about the cross section between the arts and the public. Oftentimes, arts programs at their highest quality can be costly if a patron attends them in the city or far from home because of the cost of tickets, travel and meals. Libraries serve as a safe place for patrons to discover the arts and ask questions in a casual setting. This is valuable so they can learn more before they buy a ticket or experience a museum or performance. When booking programs, I am inspired not only to entertain the audience but to also educate the audience. Over the years there were hits and misses with audience attendance. Sometimes the program was good but too esoteric for the community or didn't get the proper marketing to reach the right people. Other times, the program succeeded in bringing many people to the event who left inspired or with further questions. Subsequently, I realized that sometimes the program either needs time to grow a core audience or that the audience may not be interested. With constant experimentation using technology, marketing and imagination, I was able to build a core audience that attends the arts programs at the library and a robust virtual audience online due to the pandemic shutdown. While you can't win them all- there are many steps you can take before the program to create a core audience who would attend and bring a friend or two.

1. Start Marketing Early

The earlier you know that a program is happening- the better off you are at promoting the program. In this busy world full of social media, emails, and snail mail, print newsletters are not enough anymore. With the help of library staff, I begin marketing programs months before they begin by connecting it to other programs currently happening. Email blasts and social media are great ways to use this concept. Another way is announcing upcoming programs at the beginning of a current program whether online or in person.

2. Create an Echo Chamber with Content

Believe it or not, we are in a world full of content. The content that relates to a person sticks with them. Content can revolve around the time of the year, a particular holiday, or a demographic. All types of content can be used to promote an arts program. I often use social media or email blasts to tie in an event with a graphic or a theme. Book displays are also a great way to promote a program because if the books or materials garner interest- the patron would be interested in attending the program.

3. Partner with local businesses

The library is part of the community's ecosystem. Local businesses are high traffic areas that can offer great partnerships with libraries. The business can do a giveaway or a sponsorship that creates visibility for themselves and the library. A library can also attract people who don't live in the community and knows someone in the community. There were many instances when a patron attended my program who lived in another town and invited someone who lived in the town. The local patron was so surprised that the library offered such quality programming that they returned to other programs in the library.

4. Create a theme for multiple programs

Oftentimes themes are applied to health and wellness programs. However, the arts contain many layers of performance, history and cultural content that relate in ways that may interest your community. For many years, I applied themes to the "arts season" to get people excited about what to expect in the classical music concerts, art lectures etc. before attending them. Themes also help me to create content to promote the programs and the library collection.

5. Continue virtual or hybrid programs

I've seen many libraries do away with virtual and hybrid programming because they want people to come in the library. While I understand the reason, I disagree with this notion because virtual and hybrid programs market to audiences who live in the community but don't come to the library. Although not all programs may not work online, choosing a few is a great way to do outreach in the beginning of the program. After the pandemic shutdown, I've had many audience members in various locations tell me that they decided to attend a program in person after attending programs online.

6. Partner with other libraries

Partnering with other libraries is a great way to maximize your audience online or in person. One library may have a better space versus the other library who may have better technology equipment for broadcasting. Partnering with other libraries also helps the budget if both have limited resources to present a high-quality arts program.

Think Ahead



Summer 2025

Hot weather, trips and beautiful destinations arrive in the summer with excellent programming ideas in the arts. Below are some subjects to highlight. More will be highlighted in the upcoming edition.



INDEPENDENCE DAY

Also known as the 4th of July, this national event is an easy tie in for concerts and art. American themed events can draw the community to a program.



FAMOUS ART IN NYC

Libraries are great places to promote summer activities for patrons to do on their own. A discussion about art in NYC makes a great program to promote a trip and even museum passes.



TRAVEL & ARCHITECTURE

Summer travel doesn't have to be expensive when the library is a destination. Programs on travel, architecture and culture can inform a patron about future travels.



JUNETEENTH

While Juneteenth is at the cusp of spring and summer, it's a great time to honor Black culture in art, performance and literature.





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VERIZMO.