

ARTS BRÈVE

GET INSPIRED

SUMMER
PROGRAMMING
IDEAS AROUND
THE ARTS

EXPLORE
READS &
STREAMS
IN THE
ARTS



EMPTY SEATS

FIVE WORST
TIMES TO BOOK
AN ARTS PROGRAM

COLOR COVER

GEORGES SEURAT

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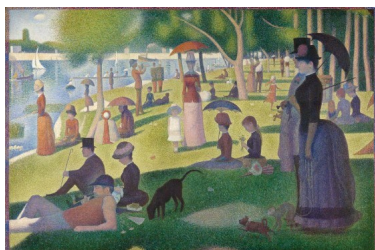
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**PROGRAMMING
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What are the worst
times to book an arts
event?

HEY, BOOK LOVERS 😊 PAGE 6 IS FOR YOU

COLOR COVER FEATURE**Color Cover: Georges Seurat's Sunday on La Grande Jatte, 1884**

French artist, Georges Seurat's (1859-1891) unique approach to his art reflected a pivotal new direction in art with his use of chromoluminarism and pointillism. The Neo-Impressionist painter used dots and colors with mathematical precision. Such precision turned his work into masterpieces. Sunday on La Grand Jatte looks like an ode to springtime in France but when you look up close, there's more details to discover.

Source: artprojectforkids.org

"Great things are done by a series of small things brought together."

-Georges Seurat

NATIONAL TRENDS

The Summer Arts Season around the United States can be a source of inspiration when creating programming around the arts at your library. From New York to Los Angeles, cities are buzzing with many possibilities that explore artistry in theater, visual arts and even history. Shakespeare is in the air picking up from Denzel Washington and Jake Gyllenhaal's sold out Broadway production of Othello with a grand re-opening in Central Park. American and Asian art become a center of inspiration in San Francisco and Philadelphia.



PEOPLE & PLACES TO REMEMBER IN THE ARTS



Lupita Nyong'o



Shakespeare in the Park '25 will be a season to remember with Shakespeare's Twelfth Night starring Peter Dinklage, Lupita Nyong'o, Jesse Tyler Ferguson and Sandra Oh. Academy Award winning actress, Lupita Nyong'o will also be in the play with her real life brother, Junior Nyong'o.



Yayoi Kusama



Notable Japanese artist, Yayoi Kusama is a testament of timelessness in one's craft. Kusama's art grew in popularity during her senior years. From fashion partnerships to appearances in museums worldwide, the 95 year old artist displays her memorable craft through her famous Infinity Rooms, polka dots and pattern filled gourds.



Philadelphia, PA



Philly, the "City of Brotherly Love" is having a memorable year so far with their NFL team, the Philadelphia Eagles winning Super Bowl LIX. Other than the Super Bowl, Philadelphia holds a plethora of historical landmarks and top notch arts venues including the famous Philadelphia Museum of Art.

AMERICAN ART TAKES A FRONT SEAT IN PHILLY PHILADELPHIA, PA

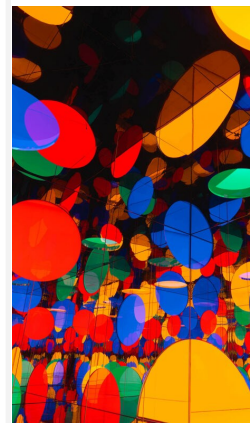
Philadelphia Museum of Art: Early American Galleries ONGOING

Trace the origins of our city's extraordinary creativity in our new Early American Art galleries. The 10,000-square-foot space has been installed to tell the story of how Philadelphia became the young nation's cultural capital, and how Black, Indigenous, and Latin American artists contributed to the development of American art. philamuseum.org



PROGRAM IDEA: Present an art talk on American painters

YAYOI KUSAMA TRANSFIXES WITH DREAM WORLDS SAN FRANCISCO, CA



SF MOMA: Yayoi Kusama: Dreaming of Earth's Sphericity, I Would Offer My Love
June 22, 2024–Fall 2025

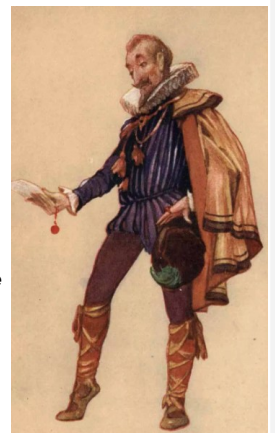
Experience the kaleidoscopic world of Yayoi Kusama, one of the most iconic and globally celebrated artists working today. Kusama's Dreaming of Earth's Sphericity, I Would Offer My Love (2023), welcomes the viewer into a universe of multicolored light. sfmoma.org

PROGRAM IDEA: Present an art talk on Yayoi Kusama

A STAR-STUDDED CAST PERFORMS SHAKESPEARE NEW YORK CITY, NY

Shakespeare in the Park presented by the Public Theater
August 7–September 14

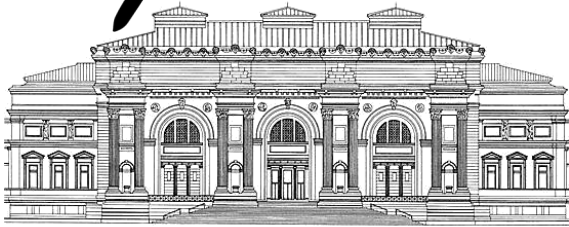
The Public Theater will celebrate the opening of the newly revitalized Delacorte Theater with a Free Shakespeare in the Park all-star cast of Public alumni in a production of **TWELFTH NIGHT**. Join us to revel in the midsummer madness as twins Sebastian and Viola survive shipwreck, revenge plots, and the trick doors of love. publictheater.org



PROGRAM IDEA: Present programs connected to Shakespeare including a watch party and discussion, or a theatrical performance

Your SUMMER ARTS World

MET MUSEUM, NYC



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

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

Honoring America through The classic lens of photography

The power of photography in America began in 1839 in between two of America's major wars: The American Revolution and the Civil War. In this spring exhibit, the museum highlights early photographers: Josiah Johnson Hawes, John Moran, Carleton Watkins, and Alice Austen.

PROGRAM IDEA: Art Talk on The New Art: American Photography (1839-1910)- MET Museum

Art Talk: American Photography



12th U.S. President, Zachary Taylor (Josiah Johnson Hawes, ca1850)

ART INSTITUTE OF CHICAGO



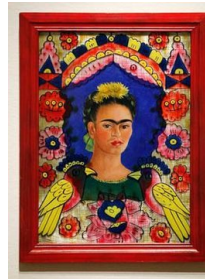
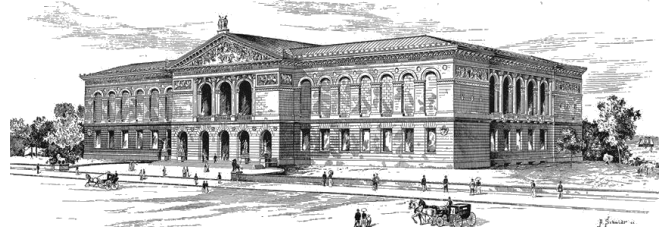
Portrait of Madame X, 1884 (John Singer Sargent)

Parisian Elegance through American eyes

Americana continues to be in vogue through the Met Museum's exhibit on American painter, John Singer Sargent and his early days in the "City of Lights." Along with other European locations, Paris became the place where Sargent developed as a prolific artist with a unique style that captured the realism and elegance of Parisian life. This combination lead to his famous and controversial painting of Madame X from 1884.

PROGRAM IDEA: Art talk on Sargent and Paris-MET Museum

Art talk on American artists in Paris



Frida Kahlo, 1938 (Musée National d'Art Moderne, Paris)

Kahlo, Chicago, Paris, Oh my!

Most times, we learn about Frida Kahlo through her dwellings in her native Mexico and her relationship with fellow artist, Diego Rivera. However, this pivotal exhibit at the Art Institute of Chicago explores Kahlo's relationship with avant-garde bookbinder Mary Reynolds during her first and only visit to Paris.

PROGRAM IDEA: Art Talk on Frida Kahlo's Month in Paris: A Friendship with Mary Reynolds—Art Institute of Chicago

Art Talk: Frida Kahlo



Bring out the champagne and the popcorn...

Movies are a great way to bring classical music novices and aficionados together. The practice of combining the classical music world with the film industry continues to be a great practice for programming because everyone in the audience is attracted to something familiar while learning something new at the same time.

PROGRAM IDEA: Classical Music performance: Present a concert that features music from popular film

Music Lecture: Present a program about classical music and film soundtrack [Name that Opera: operatalks.com]



Sun, grass and music...

The Tanglewood Music Festival featuring the prestigious Boston Symphony Orchestra evolved from a rich history rooted in the tradition to present top classical music performance during the off season. Since the early 30's notable attendees and performers presented historical performance etched in the minds of cultural delectants and classical music aficionados. Summer 2025 promises to be another great season with Puccini's Tosca starring notable Latvian soprano, Kristine Opolais, Korean tenor Seok Jong Baek who made quite an indelible impression at the Metropolitan Opera and legendary bass-baritone, Bryn Terfel. Conducted by Andris Nelsons, this performance as well as others are not to be missed.

PROGRAM IDEA:

Classical Music Performance: Create a Tanglewood Festival of your own with outdoor concerts.

Classical Music lecture: Present a program highlighting famous classical music moments at Tanglewood.

Opera Talk: Present an opera talk on Tosca [operatalks.com]



Madonna & Child
(Simone Martini,
c1326)

From NYC to London...

The exhibit: Siena: Rise of the Painting makes its debut in London after making a splash in NYC in late 2024. It is a timely subject about the rise of painting and its beauty before one of the deadliest plagues in history. At the dawn of the Renaissance, Sienese artists thrived using phenomenal innovation in painting and artistic styles. The exhibit is organized by both the MET Museum (who previously exhibited this art in late 2024 to the end of January 2025) and London's National Gallery of Art.

PROGRAM IDEA:

Art Talk on Siena: Rise of the Painting-1300-1350

National Gallery of Art, London UK



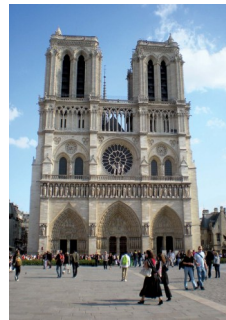
Mona Lisa
(Leonardo da Vinci,
c. 1503-1506, c.1517)

More than the Mona Lisa?

An 800 million dollar makeover for one painting made the news in January. The Louvre recently announced its plans to move the famous painting, the Mona Lisa by Leonardo da Vinci to a separate renovated room to create an ease for visitors to see it. However, the Louvre has more exhibits that are worth seeing along with the Mona Lisa like the famous sculpture of Aphrodite and Botticelli's famous Italian frescos to name a few.

PROGRAM IDEA:

Art talk: Take your patrons to Paris with an art talk on the Louvre, Museum



A famous cathedral resurrected after 5 years

The spiritual center of Paris and even the world was resurrected in late 2024 after a devastating fire in 2019. The cathedral re-opened after years of renovation with a star-studded event. Located on the Île de la Cité, the cathedral still holds a rich history with rare artifacts. It is one of the top tourist destination in the world and will continue to be an international draw.

PROGRAM IDEA:

Art talk: Art in the Notre Dame cathedral

Art talk: Notre Dame history and architecture



An ancient Italian amphitheater delivers a memorable summer experience

Verona, Italy is opera's epicenter in the summer because of the opera festival at the Arena di Verona. From creativity to controversy, this opera festival draws opera's biggest stars and millions of arts fans from around the world. The use of stage makeup became the center of controversy in 2022 while opera's young trending mezzo-soprano, Aigul Akhmetshina graced the stage with lengthy applause in 2024. 2025 promises to be just as exciting with opera stars returning to the opera stage connected to the two events. Opera titles apart of this year's lineup are: Nabucco, Aida, La Traviata, Carmen and Rigoletto.

PROGRAM IDEA:

Opera Talk: Present an opera talk on Aida, Carmen or Rigoletto in the spirit of this Italian festival. [operatalks.com]



2025 BBC
Concert program guide

A Promenade at the Proms

An annual celebration of classical music returns. Often labeled a significant event in British culture, the BBC Proms is one of the definitive events for classical music. The eight week concert series is usually a huge highlight during the summer featuring classical music's "Who's Who".

PROGRAM IDEA:

Classical Music Concert: Present a Classical Music Concert

Classical Music Talk: Present a classical music talks on the BBC Proms offering travel tips for those who would like to travel there themselves.

Spring Reads & Streams



Spring 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



Maria Soundtrack

Format: Compact disc
Release date: 11/9/2024
Label: Warner Classics

*may also be available in library music streaming databases

Audience:



“If you loved the Netflix film, *Maria* starring Angelina Jolie as opera diva, Maria Callas, this album is great to promote more about Maria Callas.”

How to present this to library customers:

If you have Maria Callas lovers in your community, they may be intrigued by this album. Give these opera lovers another option through other opera albums featuring La Callas or even biographies to whet their appetite for the famous diva.

Label Description

The Original Motion Picture Soundtrack from the movie *Maria*, directed by Pablo Larraín, written by Steven Knight, which delves into the tumultuous final days of the iconic opera singer in 1970s Paris, interpreted by Angelina Jolie. The producer of the soundtrack is John Warhurst, the sound engineer of Freddy Mercury's biopic *Bohemian Rhapsody*. John Warhurst's extraordinary work involved immersing Callas's voice in a contemporary sound environment: It contains the most beautiful and iconic arias by Maria Callas and for the first time since her death, Callas's voice resonates in a completely new setting.



Leonard Bernstein: Beethoven: Symphony No. 5

Format: Compact disc
Release date: 10/19/2024
Label: Br Klassik

*may also be available in library music streaming databases

Audience:



“The legendary conductor and composer, Leonard Bernstein received more exposure from the Oscar nominated film starring Bradley Cooper. The listener gets a chance to get an inside feel of Bernstein conducting live in his later career.”

How to present this to library customers:

Leonard Bernstein is an excellent figure to bring all classical music listeners together from novices to aficionados. Pair this album with Bernstein biographies or other works like the famous *West Side Story* on film and as a sound recording.

Label Description

Leonard Bernstein conducted regularly in Munich from the 1980s onwards. It was then that he learned to appreciate and love the Bavarian Radio Symphony Orchestra in particular. In October 1976, Bernstein had appeared with an all-Beethoven programme, and in 1983 he began a series of annual concerts with the orchestra. This CD from BR-KLASSIK presents the live recording of the Beethoven concert on October 17, 1976, in which Bernstein conducted Beethoven's Fifth Symphony and the Leonore Overture No. 3.



Donizetti Songs: Lawrence Brownlee & Carlo Rizzi

Format: Compact disc
Release date: 10/2024
Label: Opera Rara, Warner Classics

*may also be available in library music streaming databases

Audience:



“This album displays exciting vocals from one of today's top operatic tenors.”

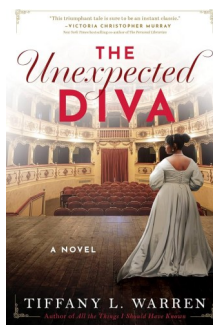
How to present this to library customers:

A library can pair this album with either famous tenors or other materials by the composer from their collection to entice their audience. Items featuring other famous tenors like Luciano Pavarotti or Enrico Caruso would work great to promote this album. Aficionados would also appreciate other Donizetti albums featuring the composer's famous operas like *La Fille du Regiment* or *Lucia di Lammermoor*.

Label Description

Carlo Rizzi is joined by Tenor Laurence Brownlee in Opera Rara's first of two volumes of Songs by Donizetti! This project seeks to cast light on the influence of Italian composers in the world of 19th century song writing (a realm that has often been dominated by French and German composers) and Donizetti's extensive contributions to this world with nearly 200 songs to his name, many of which are rarely performed.

Book Picks



The Unexpected Diva by Tiffany Warren

Publisher: Harper Collins
Released: January 7, 2025
Format: Paperback
Genre: Historical Fiction
432 Pages

Audience:



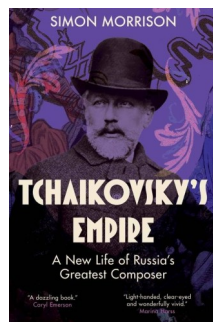
“A trailblazing black opera singer from the Civil War era finally gets her story told through historical fiction.”

How to present this to library customers:

Promoting this book can be done from many angles concerning the Civil War, classical music or even historical fiction. Pair this book with other famous novels in the historical fiction genre for those who love this genre. If your community contains classical music lovers, this book would be great with other classical music biographies or albums including other trailblazing black opera divas like Marian Anderson.

Publisher Description

Before the Civil War, Black opera singer Elizabeth Taylor Greenfield reigned supreme on Northern stages—even performing at Buckingham Palace. Novelist Tiffany L Warren brings this remarkable but forgotten diva's remarkable story to life for modern readers. Born into slavery on a Mississippi plantation, Elizabeth Taylor Greenfield has been raised in the safety of Philadelphia's Quaker community by a wealthy adoptive mother. Sheltered and educated, Eliza's happy childhood always included music lessons to nurture her unique gift: a glorious three octave singing voice that leaves listeners in awe. But on the eve of her twenty-fourth birthday, young Eliza's world is thrown into a tailspin when her mother dies.



Tchaikovsky's Empire: A New Life of Russia's Great Composer by Simon Morrison
 Publisher: Yale University Press
 Released: 8/27/2024
 Format: Hardcover
 Genre: Non-Fiction (biography)
 384 pages

Audience:



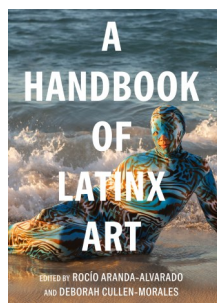
“There is more to being a hopeless romantic. This Tchaikovsky bio is a behind the scenes look at how a towering figure in classical music was able to navigate politics and personal struggles to be a success.”

How to present this to library customers:

A biography like this can be paired with the composer's famous recordings or works. If you have a sizable classical music collection in streaming and in house, you can use these items to market the book and your collection.

Publisher Description

In this iconoclastic biography, celebrated author Simon Morrison re-creates Tchaikovsky's complex world. His life and art were framed by Russian national ambition, and his work was the emanation of an imperial subject: kaleidoscopic, capacious, cosmopolitan, de-centered. Morrison reexamines the relationship between Tchaikovsky's music, personal life, and politics; his support of Tsars Alexander II and III; and his engagement with the cultures of the imperial margins, in Ukraine, Poland, and the Caucasus. Tchaikovsky's Empire unsettles everything we thought we knew—and gives us a vivid new appreciation of Russia's most popular composer.



A Handbook of Latinx Art by Rocío Aranda-Alvarado (Editor), Deborah Cullen-Morales (Editor)
 Publisher: University of California Press
 Released: 2/2025
 Format: Hardcover
 Genre: Non-fiction (Art)
 424 pages, 50 illustrations

Audience:



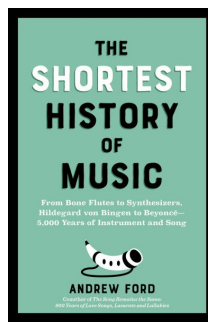
“This handbook is a contemporary view on the rich culture of Latinx art from the 1960s to present day.”

How to present this to library customers:

Always use the familiar to get your patrons to explore new subjects connected with it. You can compare and contrast with other items about Hispanic culture in art and music.

Publisher Description

A Handbook of Latinx Art is the first anthology to explore the rich, deep, and often overlooked contributions that Latinx artists have made to art in the United States. Drawn from wide-ranging sources, this volume includes texts by artists, critics, and scholars from the 1960s to the present that reflect the diversity of the Latinx experience across the nation, from the West Coast and the Mexican border to New York, Miami, and the Midwest.



The Shortest History of Music: From Bone Flutes to Synthesizers, Hildegard of Bingen to Beyoncé... by Andrew Ford
 Publisher: Experiment
 Released: 5/6/ 2025
 Format: Hardcover
 Genre: Non-fiction (Music)
 256 pages

Audience:



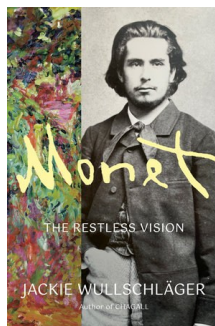
“From primitive to mainstream culture, the expansive world of music is uniquely explained in less than 300 pages...”

How to present this to library customers:

In a time of shrinking collections in favor of digital resources, books like these a great to have as a door opener to more research in other library materials. This book stands alone as a good sell for music novices and explorers.

Publisher Description

No art form is as widely discussed—or as readily available—as music. With the click of just a few buttons, modern humans can decide what they think of the brand-new Beyoncé just as quickly as they can form opinions on Brahms or the Beatles or Bob Dylan. But things weren't always this way. In this brisk, breakneck history, award-winning musician and broadcaster Andrew Ford dives into the constant evolutions and reinventions that have led to the popularity and accessibility of modern music—from early oral songs, to the invention of a notation, to the first recording technology and record companies—all paving the way for the multibillion-dollar industry we know today.



Monet: The Restless Vision by Jackie Wullschläger
 Publisher: Knopf
 Released: 9/24/2024
 Format: Hardcover
 Genre: Non-fiction (biography)
 576 Pages

Audience:



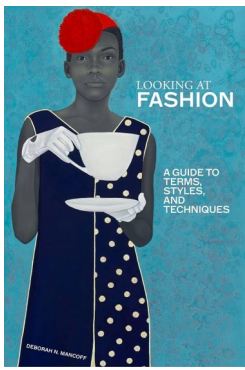
“An honest depiction of the true personality behind Monet. Oftentimes an artist that creates work that takes on a life of itself, always escapes the opportunity of being known as a person.”

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.



Looking at Fashion: A Guide to Terms, Styles and Techniques by **Debra N. Mancoff**
 Publisher: Getty Publications
 Released: 9/10/2024
 Format: Paperback
 Genre: Non-fiction (Fashion/ Art)
 160 pages

Audience:



“The chronicles of fashion only stayed alive through art before photography. Art and fashion intertwine in this illuminating source.”

How to present this to library customers:

Famous art is skillfully depicted in Looking at Fashion and gives a library the chance to display the art of dress and how it reflects in art. Pair this book with other art books in the collection that are also highlighted in the book and your readers would definitely appreciate this book.

Publisher Description

What is an epaulette? What is a hanbok? These clothing items—and hundreds more—are entertainingly explained and vividly illustrated in this accessible guide. Whether in art or life, fashion makes a statement. It gives form to the temper of the times and the motives of the moment, charting shifts in society, status, technology, and economy. Fashion is shaped by both high and popular culture and reveals the influence of individuals from diverse socioeconomic backgrounds.



Matriarch: A Memoir by **Tina Knowles**
 Publisher: One World
 Released: 4/22/2025
 Format: Hardcover/Paperback
 Genre: Non-fiction (biography)
 432 pages

Audience:



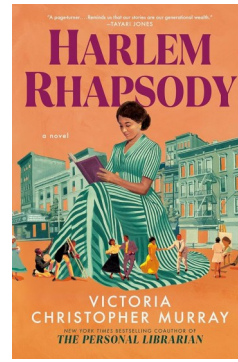
“This memoir piques my curiosity because through this memoir I get to know Tina Knowles beyond being Beyoncé and Solange’s mother.”

How to present this to library customers:

This book stands alone to be a hit. However, it can also be used to promote streams and albums by Beyoncé and Solange OR to pair with memoirs of other famous mothers.

Publisher Description

Tina Knowles, the mother of iconic singer-songwriters Beyoncé Knowles-Carter, Solange Knowles, and bonus daughter Kelly Rowland, is known the world over as a Matriarch with a capital M: a determined, self-possessed, self-aware, and wise woman who raised and inspired some of the great artists of our time. But this story is about so much more than that. Matriarch begins with a precocious, if unruly, little girl growing up in 1950s Galveston, the youngest of seven. She is in love with her world, with extended family on every other porch and the sounds of Motown and the lapping beach always within earshot. But as the realities of race and the limitations of girlhood set in, she begins to dream of a more grandiose world.



Harlem Rhapsody by **Victoria Christopher Murray**
 Publisher: Berkley
 Released: 2/4/2025
 Format: Hardcover
 Genre: Historical Fiction
 400 pages

Audience:



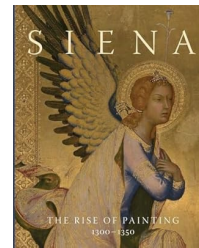
“An intriguing novel about how the dynamic Jesse Redmon Fauset became a driving force behind the Harlem Renaissance while facing challenges in a segregates city.”

How to present this to library customers:

Pair with other Harlem Renaissance stories and famous figures like WEB DuBois, Langston Hughes, Nella Larsen etc...

Publisher Description

In 1919, a high school teacher from Washington, D.C arrives in Harlem excited to realize her lifelong dream. Jessie Redmon Fauset has been named the literary editor of The Crisis. The first Black woman to hold this position at a preeminent Negro magazine, Jessie is poised to achieve literary greatness. But she holds a secret that jeopardizes it all. W. E. B. Du Bois, the founder of The Crisis, is not only Jessie’s boss, he’s her lover. And neither his wife, nor their fourteen-year-age difference can keep the two apart. Amidst rumors of their tumultuous affair, Jessie is determined to prove herself. She attacks the challenge of discovering young writers with fervor, finding sixteen-year-old Countee Cullen, seventeen-year-old Langston Hughes, and Nella Larsen, who becomes one of her best friends. Under Jessie’s leadership, The Crisis thrives... every African American writer in the country wants their work published there.



Siena: The Rise of Painting-1300-1350 by **Joanna Cannon**
 Publisher: Yale University Press
 Released: 10/1/2024
 Format: Hardcover
 Genre: Non-fiction (Art)
 312 pages

Audience:



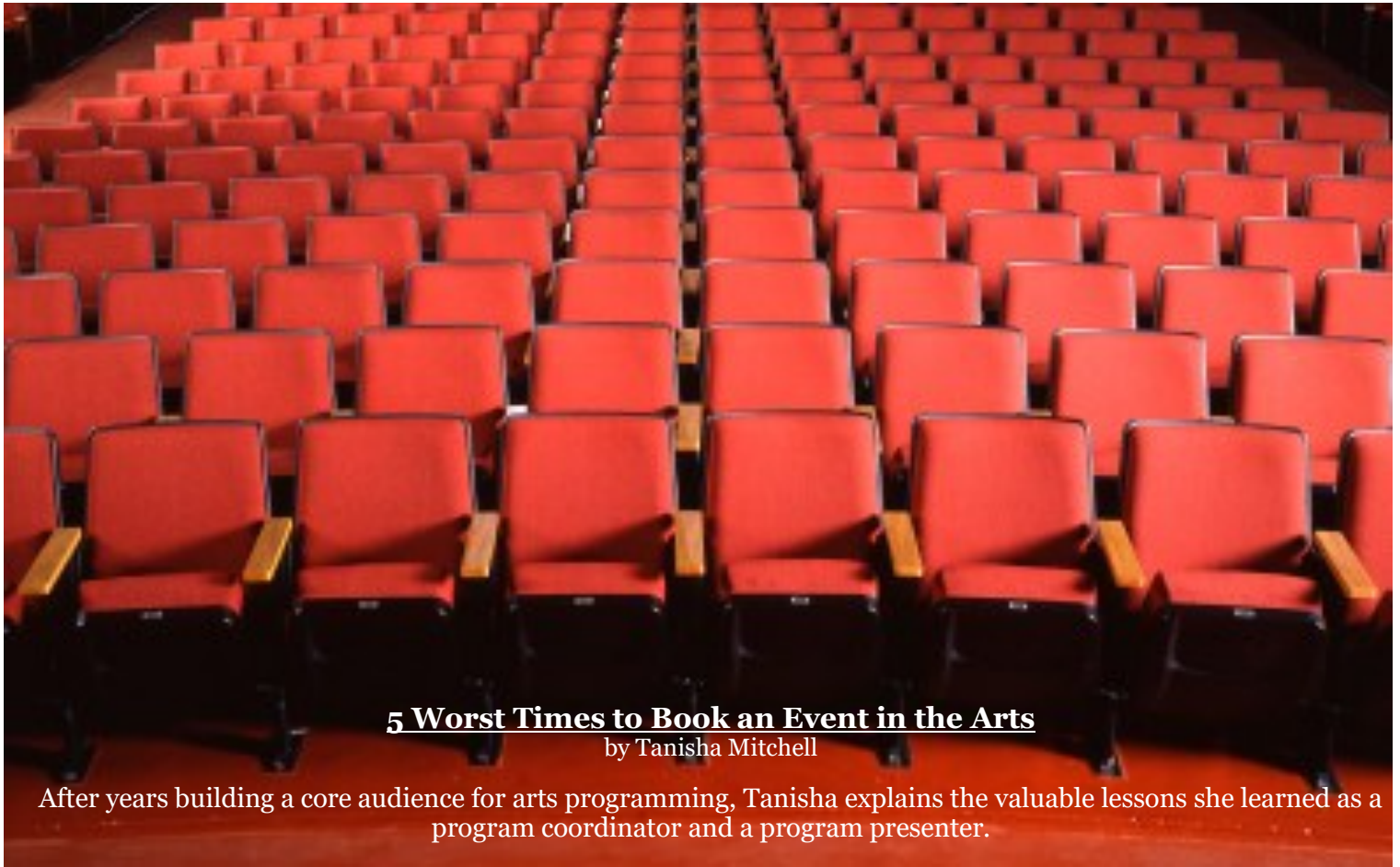
“A timely subject about the rise of painting and its beauty before one of the deadliest plagues in history.”

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.



5 Worst Times to Book an Event in the Arts

by Tanisha Mitchell

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

Serving the community and beyond is the most important experience that public libraries want to offer. Successful programming enhances that experience because it draws people together online and in person and creates a conversation and an exchange of questions and ideas. But what happens when a program coordinator or librarian puts together a quality program and it doesn't seem to connect to the community? With the advent of streaming, social media, digital communities and live social events, libraries have a lot of competition when attracting an audience. There are many steps to create proper marketing for programs covered in a previous article in the last edition. Another factor is that libraries within a proximity compete and there can also be competing programs within the same library happening at the same time. To add to the levels of competition there can be a lack of comprehensive marketing. Gone are the days when newsletters were the only way to promote programs or perhaps online bulletins or websites. Without awareness of many competitive factors, a program especially one that is arts related can be a miss. One of the most pivotal roles in offering events is timing. While the following times are voted as the worst in my experience, there's always an exception to the rule.

The biggest exception is that you can create an event during an unconventional time if you connect with the attendees and give the event time to grow through consistent programming in that time slot.

5. On Holidays

Not booking events on a holiday is obvious because most libraries and public locations are closed but there are examples that are not so obvious. While we recognize major holidays like Christmas or Thanksgiving other cultural events can apply to the community where your library is located. If you live in a community with a large ethnic population that celebrates a certain holiday during a time outside of the popular holidays, it is best not to book programs on those dates. **A way to take advantage of these holidays outside of popular holidays is to offer programs that educate and entertain about these holidays leading up to the holiday date.**

4. During Bad Weather

Bad weather is something no one can control. However, if a library is technically efficient and ahead of the curve, they can shift programming to offer easier access. Imagine creating a great program with excellent response and the dreadful feeling after hearing that the weather will be terrible that day. While I have experience with crowds coming in a storm to see me present opera, I know bad weather can be an easy indicator that an audience may not show up. **If you have a presenter who is flexible and technically proficient then moving the program online or creating a hybrid experience could be a better bet for your patrons so there is easier access.**

3. Weekends or Special Weekends

Weekends can be quite tricky depending on the type of community your library is located in. The questions you want to answer are: which places in the community are usually filled up on Saturday and Sunday? Does my community attend church regularly? The answers to these questions would allow you to plan accordingly. Saturday morning may not be a good fit for an arts program if patrons usually go food shopping or clean their homes on Saturday. Perhaps a Saturday afternoon would suffice because it lines up with patrons being finished with personal errands. While Sunday afternoons are optimal times, whether patrons go to church or not, you may be in competition with another local event. Programs held on special weekends that revolve around National events like the Super Bowl or other sports related events can be a challenge for attracting an audience. Any outside event that contains heavy publicity leading up to the weekend may be the worse time for you to book the program because patrons are preparing for the popular event. A solution can be to use the event to craft programming around it so patrons can relate to it and learn something new at the same time. **An example can be an arts program around the Super Bowl that highlights the history of the Halftime show or artist who performed the Star-Spangled Banner in the past. I bet those ideas would easily attract patrons if it was held at a time leading up to the Super Bowl. Heavily marketed events offer an opportunity to create something around them.**

2. During a popular local event within the community or in the same library

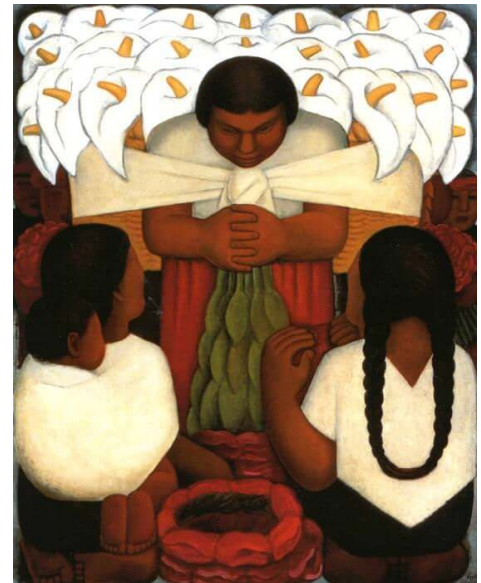
The worse scenario of booking a program in the arts is seeing empty seats because another event is happening at the same time in the town or in the library. Attendees may be interested in your program but have another event to attend that is just as convenient. While you cannot control what outside local organizations do, you can stay on top of local calendars online to see any events happening that may conflict with what you are booking. Libraries who have multiple departments may compete even if both programs are geared to a similar audience. It is best to check to see what else is happening in the building to see if the program may conflict with yours because the other event could attract potential audience members. **Sometimes it doesn't matter if the programs are not alike because patrons have varied interests and may want to attend both programs.**

1. On Monday

Booking an arts program on Monday morning can be an inconvenience because patrons are going to work or have a family with children who go to school. Retired patrons who are grandparents would also be affected by this if they are involved in babysitting their grandchildren. Monday is usually a time to focus on the week ahead and any practical tasks that need to be handled for work. Personal errands are also handled on a Monday so planning an arts program may not be heavily attended. The exception to the rule is if you start a series that occurs on the same Monday of every month that consistently happens. **While an event like this would take time for the public to get used to, they would make time for it if they truly loved the experience and are aware that the program will not go away if they skip it from time to time.**



Think Way Ahead: Fall 2025



Fall Holidays & Moments in the Arts

Classical Music Month (September)

Hispanic Heritage Month
(September 15-October 15)

Italian Heritage Month (October)

National Arts & Humanities Month (October)

International Artists Day (October 25)

World Opera Day (October 25)

Halloween (October 31)

World Ballet Day (November 2)

Indigenous Heritage Month (November)

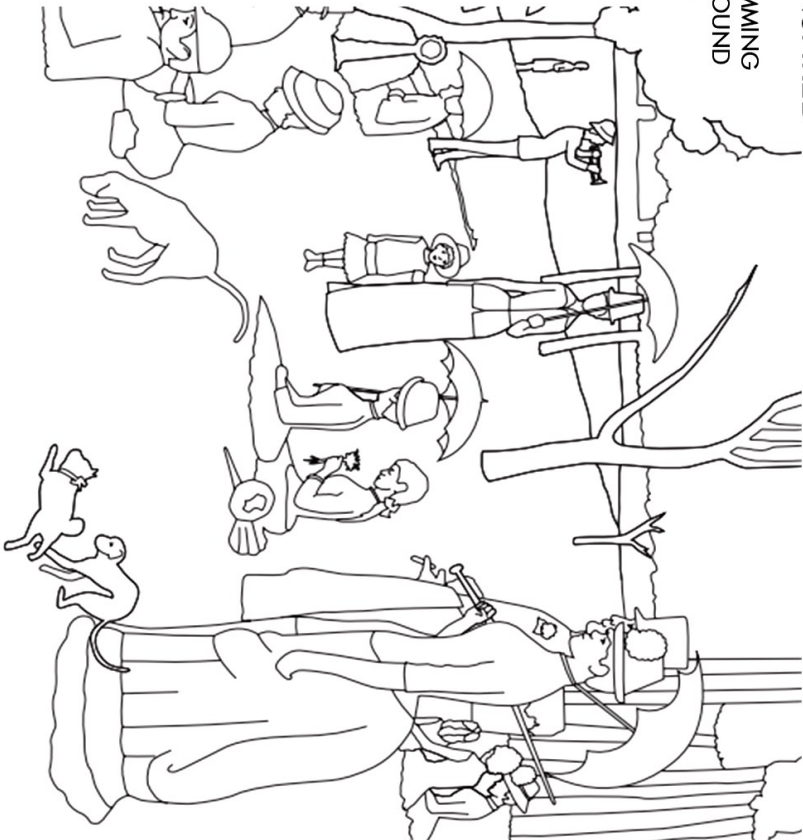
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EMPTY SEATS

FIVE WORST
TIMES TO BOOK
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