

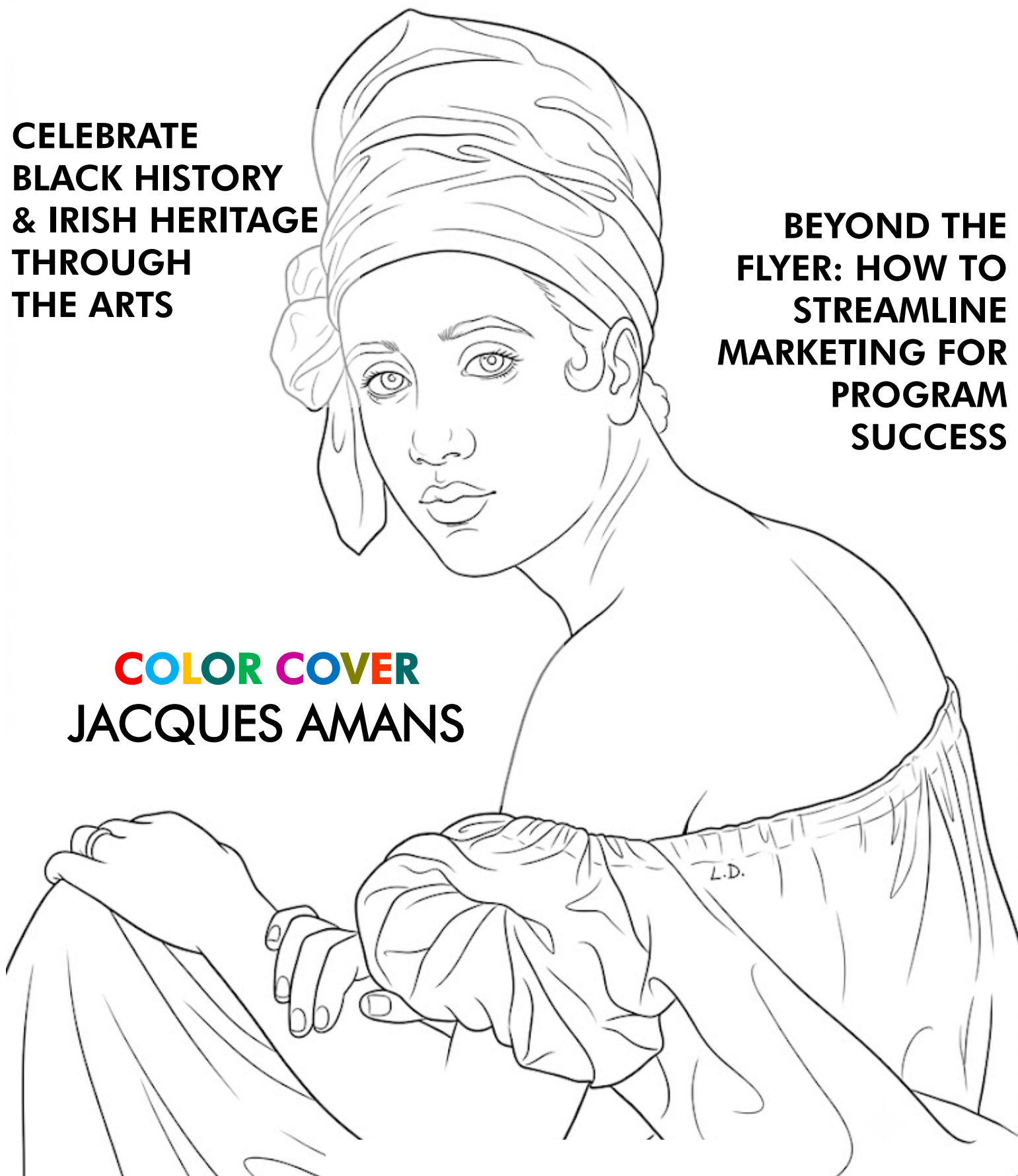


AUGUST-OCTOBER 2026
WINTER-SPRING 2027
PROGRAMMING EDITION

**CELEBRATE
BLACK HISTORY
& IRISH HERITAGE
THROUGH
THE ARTS**

**BEYOND THE
FLYER: HOW TO
STREAMLINE
MARKETING FOR
PROGRAM
SUCCESS**

COLOR COVER
JACQUES AMANS





Georges Pierre Seurat: Bathers at Asnières, 1884

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**PROGRAMMING
CORNER**
Beyond the Flyer,
Streamlining Marketing for
Program Success

COLOR COVER FEATURE



Color Cover Inspiration: Jacques Amans: Creole in a Red Headdress, circa 1840

Jacques Guillaume Lucien Amans (1801–1888) was a celebrated French neoclassical painter who established himself as the premier portrait artist for New Orleans high society between the 1830s and 1850s. Departing from his typical formal commissions for the wealthy planter elite, he drew inspiration from the unique cultural and racial landscape of antebellum Louisiana to paint *Creole in a Red Headdress* around 1840. The work's primary visual focus centers on the tignon, a traditional West African–derived headscarf that Creole women of color repurposed into a powerful expression of identity and style despite oppressive sumptuary laws. Intrigued by the alluring atmosphere of New Orleans, Amans merged his refined European colorism with local Creole fashion to craft one of the most mysterious and enduring portraits in American art history.

What to Watch in Arts & Culture in the National Landscape (February–April 2027)

WAs library workers begin locking in late winter and early spring programming, the national cultural calendar presents a dynamic blend of high-energy broadcast events, foundational heritage months, and rich literary milestones. From the red carpet to historic anniversaries, these upcoming months offer mainstream built-in public interest that public libraries can easily transform into engaging community programs.

February: The Pop Culture Scene and Cultural Heritage

February opens with an unprecedented alignment of major televised events alongside essential cultural observances. The 69th Annual Grammy Awards lead off the month on Sunday, February 7, providing an immediate opportunity to showcase local musical talent or host album listening hours. Exactly one week later, Super Bowl LXI falls directly on Valentine's Day (Sunday, February 14). Rather than competing with the game, public libraries can lean into the spectacle by hosting pre-game programs—such as a retrospective on the top ten Star-Spangled Banner vocal renditions or an exploration of iconic halftime show arrangements.

Alongside broadcast television, Black History Month remains a core anchor for February programming. Library staff can highlight regional Black authors, host workshops on African American musical traditions, or coordinate interactive displays exploring fine art movements like the Harlem Renaissance. For Presidents' Day mid-month, consider displaying presidential portraiture or curated digital archives from national presidential libraries.

March: Representation, Global Roots & Cinema

March shifts the spotlight toward advocacy, artistic traditions in film, and cultural storytelling. Women's History Month offers a perfect backdrop to showcase female composers, filmmakers, authors, and visual artists through panel discussions or gallery exhibits featuring local women creators. For Irish American Heritage Month around St. Patrick's Day, programming can expand beyond basic festivities to explore Celtic folklore, traditional acoustic instrumentation, and celebrated Irish literature.

Awards season culminates on Sunday, March 14, with the live broadcast of the 99th Academy Awards. The Oscars serve as an ideal catalyst for book-to-film programming. Libraries can run interactive prediction ballot stations, organize book club discussions comparing nominated adapted screenplays to their original novels, or host film criticism workshops for aspiring storytellers.

April: The Convergence of Jazz, Verse & The Bard

April stands out as one of the most content-rich months of the year for library programmers, bringing music and literature together under three national observances: Jazz Appreciation Month, National Poetry Month, and Shakespeare's Birthday (April 23). This month allows programming staff to bridge classic literature with modern creative expression.



A few high-impact programming ideas for April include:

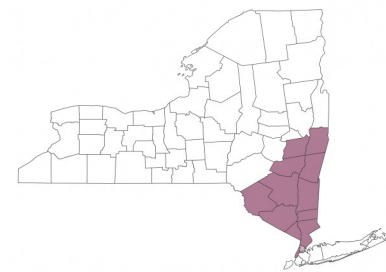
"Bard & Beats" Poetry Slams: Combine National Poetry Month and Shakespeare's Birthday by inviting patrons to write modern sonnets, perform blackout poetry using discarded book pages, or participate in open-mic spoken word nights.

Acoustic Jazz & Vinyl Hours: Partner with local jazz musicians for lunchtime lecture-recitals or host vinyl listening sessions analyzing landmark jazz recordings and their historical contexts.

Cross-Disciplinary Media Displays: Curate displays that pair classic plays and poetry anthologies with jazz records, streaming music collections, and film adaptations available through library databases like Kanopy or Hoopla.

By pairing these predictable national media moments with local community assets—such as local artists and musicians directors, literary guilds, and local historians—library workers can turn seasonal buzz into meaningful library attendance.



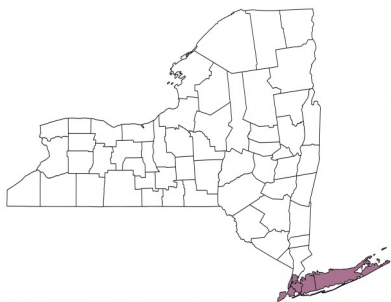


Local Arts, Local Inspiration

As library programmers, you can leverage your region's upcoming February–April 2027 arts season to build high-impact, turn-key events for your patrons. Nearby museum retrospectives and local art exhibits offer ready-made tie-ins for your branch's book clubs, hands-on craft workshops, and lecture series. Incoming touring theater productions and orchestra dates give you a built-in reason to host play-reading groups, live listening parties, or youth masterclasses. Venues offering Live in HD broadcasts present a prime opportunity to host introductory opera talks, libretto discussions, or music appreciation workshops in tandem with the live screenings. By tuning into what your local cultural anchors are staging, you can seamlessly connect your library's collection to the broader community buzz without starting from scratch.

*NY Regions have been redefined to include library systems

REGION 1



Brooklyn Public Library (Kings County)

BAM (Brooklyn Academy of Music) (Fort Greene)

BAM's Winter/Spring 2027 season highlights cutting-edge international theater, avant-garde dance, and interdisciplinary performance art across its Fort Greene venues. Trends focus on experimental global storytelling, bold choreography, and preparatory events building toward major milestones like the 50th anniversary of DanceAfrica in May. The venue continues its tradition as Brooklyn's premier destination for radical, boundary-pushing contemporary performing arts. Brooklyn Public Library – Central Library (Grand Army Plaza)

Brooklyn Museum (Crown Heights)

From February to April 2027, the Brooklyn Museum anchors its visual arts schedule with the major landmark exhibition Cézanne to Modigliani, running through mid-April 2027. Trends focus on early 20th-century European modernism, monumental figure studies, and historical artistic dialogues that transformed modern painting. The exhibition is paired with educational lectures, public gallery talks, and community art-making workshops.

Nassau Library System (Nassau County)

Tilles Center for the Performing Arts (Brookville)

The Tilles Center's early 2027 season presents a distinguished lineup of classical masterworks, international orchestral tours, and chamber music series. Trends highlight virtuoso soloists and chamber performances featuring compositions by Mozart, Dvořák, and Samuel Coleridge-Taylor, alongside visiting global ensembles like the National Symphony Orchestra of Ukraine. The venue remains the Gold Coast's primary anchor for world-class classical music and high-caliber acoustic performances.

Nassau County Museum of Art (Roslyn Harbor)

Set within its historic Gold Coast estate and 145-acre sculpture park, the museum's late winter and spring schedule highlights curated visual arts retrospectives paired with Gold Coast architectural history. Early 2027 trends emphasize fine art gallery exhibitions, outdoor sculpture tours, and public lectures exploring classic and contemporary American visual traditions. The museum integrates its indoor gallery exhibits with environmental nature trails and interactive community art programs.

Queens Borough Public Library (Queens County)

Louis Armstrong House Museum (Corona)

In celebration of Jazz Appreciation Month in April 2027, the museum hosts intimate salon concerts, trumpet masterclasses, and educational archival sessions. Programming trends focus on preserving early American jazz traditions, exploring New Orleans-style roots, and showcasing rising international brass virtuosos. These events highlight Louis Armstrong's enduring musical legacy through close-quarters performances in the historic Corona home.

Queens Museum (Flushing Meadows-Corona Park)

The museum features the major exhibition About Us: The American Imaginary, curated by Terra Foundation Fellows Christina Chan, Annette Parkins, and Carlos David Trujillo. Sonya Boyce's *Demonstrate* "is an ambitious installation that recognizes the importance of the "voice" as a vehicle for freedom, collaboration, and radical imagination." Spanning early 2027, visual arts trends explore historical American identity, diverse cultural narratives, and shifting national iconography. Public programming includes guided curator walk-throughs, multi-generational community art workshops, and thematic panel discussions.

Suffolk Cooperative Library System (Suffolk County)

Parrish Art Museum (Water Mill)

Through late March 2027, the museum presents William Merritt Chase and Walter Granville-Smith: American Impressionists of the East End. Trends highlight 19th- and 20th-century East End landscape traditions, regional Impressionist dialogues, and coastal social life on Long Island. The exhibition is paired with curator-led gallery talks, landscape painting workshops, and public lectures tied to American art history.

Staller Center for the Arts (Stony Brook)

The Staller Center's early 2027 season highlights classical chamber music recitals, touring dance ensembles, and independent film series. Trends emphasize virtuoso string performances, international symphonic showcases, and collaborative academic masterclasses. The venue serves as the central cultural engine for North Shore performing arts during the winter-into-spring transition. [\[Live in HD Opera\]](#)

Guild Hall & Southampton Arts Center (East Hampton / Southampton)

These South Fork cultural anchors feature early spring programming centered on local artist member showcases, winter creative residencies, and intimate theatrical readings. Trends highlight East End studio traditions, experimental choreography previews, and community-driven visual art displays. Together, they offer year-round artistic gathering spaces that bridge historic Hamptons art history with contemporary local creative voices. [\[Live in HD Opera\]](#)

Westchester Library System (Westchester County)

Jacob Burns Film Center (Pleasantville)

From February to April 2027, the center focuses on curated global cinema, documentary showcases, and director Q&A sessions. Highlights include exclusive preview club screenings that give audience members early access to upcoming independent features. The venue also hosts winter-into-spring repertory series and film education lectures for cinephiles of all ages.

Caramoor Center for Music and the Arts (Katonah)

During the late winter and early spring months, Caramoor transitions into an intimate indoor performance venue centered around the historic Rosen House. The seasonal programming features chamber music ensembles, jazz sessions, and acoustic American roots recitals. These close-quarters concerts serve as a bridge leading up to the announcement and staging of their expansive summer outdoor festival.

ArtsWestchester (White Plains)

ArtsWestchester anchors downtown White Plains with major visual arts exhibitions, including the ongoing *Woven Wonders: Kykui's Picasso Tapestries* gallery showcase through late March 2027. Early spring trends emphasize community-driven gallery events, grant-funded local artist residencies, and multi-disciplinary performances. The center continues to highlight local heritage and contemporary artistic voices through curated public programming.

Mid-Hudson Library System (Columbia, Dutchess, Greene, Putnam, Ulster County)

Dia Beacon (Beacon)

Dia Beacon maintains its focus on long-term, large-scale modern and minimalist art installations throughout the winter and early spring months. The expansive converted factory space showcases site-specific light installations, sculpture retrospectives, and conceptual artworks. Visitor trends during this period lean toward quiet, reflective gallery exploration and weekend educational tours.

Fisher Center at Bard College (Annandale-on-Hudson)

The Fisher Center's spring 2027 trajectory features major orchestral performances by The Orchestra Now (TÖN), including a February pairing of Beethoven and Brahms masterworks. February also highlights a collaborative dance performance with the American Ballet Theatre Studio Company, followed by additional symphonic showcases in April. These programs emphasize orchestral training, classical repertoire exploration, and multi-disciplinary performing arts.

Bardavon 1869 Opera House & UPAC (Poughkeepsie & Kingston)

Across both historic stages, February through April 2027 brings a mix of national touring musicians, stand-up comedy headliners, and family theater. The venues also host live HD broadcasts from premier international performing arts companies alongside Hudson Valley Philharmonic concerts. Programming trends emphasize broad community engagement through accessible, high-frequency live entertainment. [\[Live in HD Opera\]](#)

Ramapo Catskill Library System (Orange, Rockland, Sullivan, Ulster)

Bethel Woods Center for the Arts
(Bethel, Sullivan County)

While the 16,000-seat outdoor amphitheater remains dark during late winter and early spring, indoor programming centers on the Museum at Bethel Woods. Winter-to-spring trends feature educational lectures, historical exhibits on the 1969 Woodstock festival, and local community outreach events. The venue gears up during this period for its upcoming summer concert season announcement.

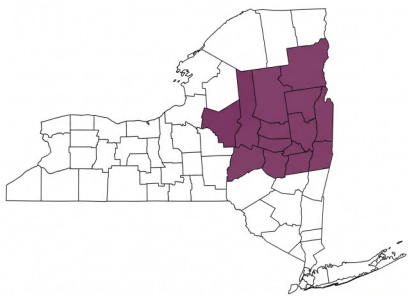
Rockland Center for the Arts (RoCA) (West Nyack)

RoCA's early 2027 visual arts schedule centers on juried fine art exhibitions, printmaking showcases, and contemporary ceramics displays. The venue combines gallery exhibits with hands-on studio art classes and creative workshops for all skill levels. Spring trends emphasize regional artist highlights and interactive art education for Hudson Valley residents.

Eisenhower Hall Theatre (West Point)

Eisenhower Hall Theatre presents a spring lineup featuring touring Broadway musicals, symphonic pops concerts, and national dance troupe performances. As one of the largest theatrical stages in the state, the venue focuses on large-scale production values and family-friendly entertainment. Programming between February and April caters to both the military academy community and the broader Hudson Valley region.

REGION 3



Southern Adirondack Library System (Hamilton, Saratoga, Warren, Washington County)

Saratoga Performing Arts Center (SPAC) & SPAC School of the Arts (Saratoga Springs)

Although the main outdoor amphitheater is off-season, SPAC shifts its focus to winter and early spring programming at the SPAC School of the Arts. Trends highlight community arts education, youth dance intensives, and intimate chamber music previews. The institution uses this period to engage local audiences while preparing for its high-profile summer ballet and orchestral residencies.

The Hyde Collection (Glens Falls)

The Hyde Collection features curated visual arts exhibitions that pair European Old Masters from its permanent collection with temporary modern art retrospectives. Early spring trends focus on themed gallery talks, educational lectures, and regional artist spotlights. The historic estate setting provides an intimate backdrop for exploring fine art across various historic movements. [\[Live in HD Opera\]](#)

Universal Preservation Hall / Charles R. Wood Theater (Saratoga / Glens Falls)

These sister performing arts venues deliver a high-frequency schedule of acoustic concerts, theatrical productions, and chamber music series. February to April trends highlight regional theater ensemble productions, folk and jazz touring acts, and intimate live

performances. The year-round venues serve as essential winter-to-spring cultural hubs for the Glens Falls and Saratoga communities.

Upper Hudson Library System (Albany, Rensselaer County)

The Egg Performing Arts Center (Albany)

Housed within its iconic brutalist structure, The Egg presents a diverse winter-into-spring lineup spanning national folk, jazz, world music, and modern dance tours. The twin-theater layout allows for simultaneous intimate acoustic sets and larger touring theater productions. Trends during this quarter highlight eclectic global performing arts and independent music showcases.

Palace Theatre (Albany)

The historic 2,800-seat theater hosts national touring Broadway shows, major comedy acts, and headlining music tours throughout early 2027. It also serves as the flagship venue for the Albany Symphony, presenting classical masterworks and contemporary American orchestral compositions. Programming trends balance commercial headliners with rich orchestral programming.

Albany Institute of History & Art (Albany)

The museum's late winter and spring schedule focuses on exhibitions highlighting Hudson River School paintings and regional New York history. Educational programs and gallery tours explore the art, culture, and material history of the Upper Hudson region. Trends lean heavily toward historical art retrospectives and family-friendly museum workshops.

Mohawk Valley Library System (Fulton, Montgomery, Schenectady, Schoharie County)

Proctors Theatre (Schenectady)

Proctors headlines early 2027 with its KeyBank Broadway Series, hosting mega-touring musicals like *Hell's Kitchen* alongside major theatrical productions. The venue's schedule also includes organ concerts, giant-screen film series, and regional performing arts events. Its programming trends emphasize blockbuster stage entertainment and multi-venue regional ticketing initiatives.

Arkell Museum (Canajoharie)

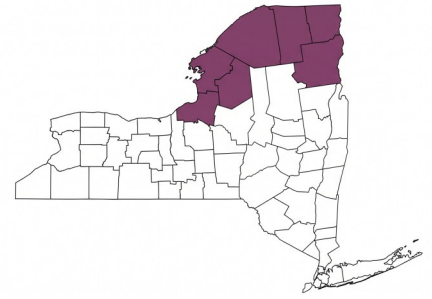
The Arkell Museum presents visual art exhibitions featuring its renowned permanent collection of 19th-century American art, including works by Winslow Homer and George Inness. Spring programming incorporates Erie Canal history retrospectives, guided gallery tours, and art history lectures. Trends focus on celebrating regional heritage alongside classic American painting traditions.

Caroga Arts Collective / Caroga Lake Music Festival (Caroga, Fulton County)

While the primary summer music festival takes place in warmer months, the collective maintains winter-into-spring engagement through community chamber concerts and local music workshops. Small-scale performances and artist residency pop-ups bring live music to Fulton County during the off-season. These early spring events build local momentum leading up to their expanded summer festival season.



REGION 4



North Country Library System (Jefferson, Lewis, Oswego, St. Lawrence County)

**Crane School of Music & Hosmer Hall
(SUNY Potsdam, St. Lawrence County)**

Late winter and early spring 2027 feature a rich lineup of classical masterworks, including symphonic band showcases and spring opera productions at Hosmer Concert Hall and the Proscenium Theater. Programming trends emphasize student-faculty collaborations, large-scale choral and orchestral performances, and visiting artist guest recitals. The season highlights formal academic concert series alongside public classical music presentations for the broader region.

Clayton Opera House (Clayton, Jefferson County)

During the early months of the year, the waterfront venue focuses on indoor community performing arts, intimate acoustic concerts, and local theater productions. Spring trends highlight film screenings, family-oriented live performances, and regional musical acts as the venue prepares for its high-traffic riverfront season. Programming centers on providing accessible, year-round cultural gathering opportunities for Thousand Islands residents.

Frederic Remington Art Museum (Ogdensburg, St. Lawrence County)

The museum's late winter and spring schedule centers on rotating themed exhibitions that pair Frederic Remington's iconic Western bronzes and paintings with regional art displays. Visual arts trends highlight gallery talks, local artist juried shows, and educational lectures exploring historic American art and frontier history. Interactive art workshops and curator-led tours foster deep engagement with the museum's permanent collection and heritage.

Clinton-Essex-Franklin Library System (Clinton, Essex, Franklin)

**The Strand Center for the Arts (Plattsburgh,
Clinton County)**

Early 2027 trends at The Strand showcase a blend of regional gallery exhibitions, community theater productions, and live acoustic music on the historic theater stage. Visual arts programming highlights local printmakers, fine art displays, and hands-on studio education workshops across multiple mediums. The venue continues to serve as Plattsburgh's primary downtown cultural hub through accessible, multi-disciplinary community arts programming.

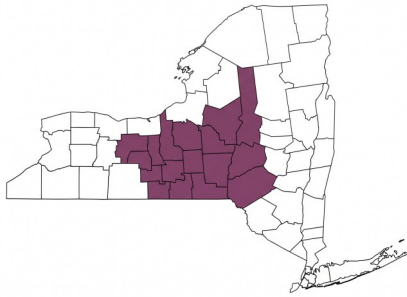
Lake Placid Center for the Arts (LPCA) (Lake Placid, Essex County)

The LPCA presents a diverse late winter and early spring schedule featuring open juried art exhibitions, live dance performances, and HD opera broadcasts. Trends focus on winter-into-spring fine art showcases, film screenings, and visiting performing arts ensembles that appeal to both Adirondack residents and seasonal visitors. The multi-arts center balances visual arts gallery initiatives with intimate live theatrical and musical performances. [\[Live in HD Opera\]](#)

Pendragon Theatre (Saranac Lake, Franklin/Essex County)

During the off-season, Pendragon Theatre concentrates on new play readings, intimate black box theater productions, and community performing arts workshops. Late winter and early spring trends emphasize ensemble-driven stage works, local theater talent showcases, and collaborative storytelling events. Programming during these months builds creative momentum leading into their busy spring and summer mainstage theatrical season.

REGION 5



Onondaga County Public Library (Onondaga County)

Landmark Theatre (Syracuse)

From February to April 2027, the historic Landmark Theatre presents a robust late-winter schedule featuring national touring Broadway blockbusters, touring comedy acts, and major musical headliners. Trends center on high-capacity theatrical productions, family-friendly weekend engagements, and high-energy live concerts that draw audiences from across Central New York. The venue continues to serve as Syracuse's flagship downtown stage for large-scale, commercial touring entertainment.

John H. Mulroy Civic Center Theatre / The Oncenter (Syracuse)

The Crouse-Hinds Theater anchors the region's classical and theatrical calendar as the resident home of Symphoria, presenting masterwork symphonic concerts and pops performances throughout early 2027. Early spring programming trends highlight masterwork classical compositions, collaborative choral showcases, and touring musical theater productions. These events emphasize symphonic excellence, educational youth concerts, and community-driven performing arts initiatives.

Syracuse Stage / Storch Theatre (Syracuse)

Syracuse Stage's spring 2027 mainstage lineup highlights a mix of contemporary dramatic plays, classic revivals, and innovative new theatrical works. February through April trends emphasize thought-provoking storytelling, immersive stage design, and collaborative community matinees. The professional regional theater continues its focus on vibrant, equity-driven live theater and active student engagement programs.

Finger Lakes Library System (Cayuga, Cortland, Seneca, Tioga, Tompkins Counties)

State Theatre of Ithaca (Ithaca, Tompkins County)

The historic 1,600-seat theater anchors downtown Ithaca's spring arts calendar with a high-frequency mix of national touring indie musicians, stand-up comedians, and dance companies. Early 2027 trends emphasize eclectic acoustic showcases, regional roots music, and popular cultural headliners appealing to both university and resident audiences. The venue highlights intimate live performances within its atmospheric, restored early 20th-century auditorium.

Herbert F. Johnson Museum of Art (Cornell University, Ithaca)

Late winter and early spring 2027 at the Johnson Museum feature curated rotating exhibitions that pair global contemporary works with selections from its permanent Asian and modern art collections. Visual arts trends highlight academic research-driven installations, student-curated gallery talks, and interdisciplinary public lectures. The iconic I.M. Pei-designed facility serves as a vital bridge between campus scholarship and regional art exploration.

Auburn Public Theater / Hangar Theatre (Auburn / Ithaca)

These partner regional venues present a winter-into-spring lineup focused on intimate stage drama, independent cinema screenings, and chamber music recitals. Early 2027 trends highlight local theater ensemble productions, community creative writing showcases, and youth performing arts education workshops. Together, they provide accessible, year-round performing arts and cultural programming across Cayuga and Tompkins counties.

Mid York Library System (Herkimer, Madison, Oneida Counties)

The Stanley Theatre (Utica, Oneida County)

The Stanley Theatre headlines its spring 2027 Broadway season with major touring productions such as *Beetlejuice* and *The Who's Tommy*, alongside Utica Symphony Orchestra performances. Programming trends emphasize blockbuster theatrical staging, symphonic masterworks, and high-profile touring musical headliners. The 2,900-seat historic movie palace continues to drive high-volume regional theater attendance across the Mohawk Valley.

Munson (Utica, Oneida County)

Formerly MWPAL, Munson's early 2027 programming features major fine art gallery exhibitions, live HD opera broadcasts from The Metropolitan Opera, and film screenings. Visual and performing arts trends emphasize cross-cultural art retrospectives, interactive community studio workshops, and chamber music concerts. The cultural center offers an active blend of permanent collection highlights and contemporary artistic dialogue for the region. [\[Live in HD Opera\]](#)

View Center for Arts and Culture (Old Forge, Herkimer County)

Nestled in the Western Adirondacks, View Center features winter and spring juried fine art exhibitions, regional pottery showcases, and landscape photography displays. Trends during February through April focus on eco-centric art initiatives, hands-on craft workshops, and acoustic performance series. The center acts as a crucial cold-weather cultural gathering space, celebrating Northern New York art and heritage.

Four County Library System (Broome, Chenango, Delaware, Otsego Counties)

Glimmerglass Festival / Alice Busch Opera Theater (Cooperstown, Otsego County)

Although the lakeside Alice Busch Opera Theater is off-season prior to its summer festival, Glimmerglass conducts regional artist lectures, community previews, and educational vocal workshops from February through April 2027. Early spring trends focus on behind-the-scenes previews of upcoming summer operas, young artist showcases, and music education outreach. These events build regional anticipation for their internationally acclaimed summer repertoire along Otsego Lake.

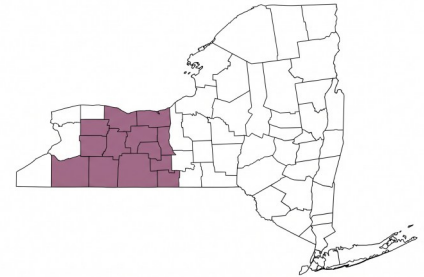
Broome County Forum Theatre (Binghamton, Broome County)

The historic 1,500-seat venue serves as the primary home stage for Tri-Cities Opera and the Binghamton Philharmonic throughout the early 2027 performing arts season. February to April trends highlight classical grand opera productions, symphonic pops concerts, and touring comedy acts. The theater delivers a diverse blend of regional classical masterworks and national commercial headliners to Southern Tier audiences.

Anderson Center for the Performing Arts (Binghamton University, Broome County)

The Anderson Center's multi-theater complex hosts an active spring schedule featuring international dance troupes, university symphonic ensembles, and touring theatrical productions. Early 2027 trends emphasize world dance, contemporary orchestral works, and student-faculty collaborative masterclasses across Osterhout Concert Theater and Chamber Hall. The complex acts as a key cultural bridge connecting academic performing arts with the broader Broome County community.

REGION 6



Monroe County Library System (Monroe Counties)

Eastman Theatre Complex / Kodak Hall (Rochester)

The complex anchors the region's classical performance calendar from February through April 2027 with high-profile symphonic masterworks and guest soloist showcases. Programming trends feature the Rochester Philharmonic Orchestra performing large-scale choral and classical pieces alongside Eastman School of Music ensemble series. Highlights focus on celebrated concerto repertoire, spring orchestral showcases, and guest virtuoso recitals in Kodak Hall.

West Herr Auditorium Theatre (Rochester)

During early 2027, Rochester's primary Broadway destination hosts major national touring musical blockbusters, stand-up comedy tours, and high-energy theatrical events. Trends emphasize high-capacity multi-day Broadway engagements, family entertainment specials, and national headliner concerts. The venue continues to drive high-volume theatrical attendance as the region's premier commercial touring house.

Memorial Art Gallery (MAG) & George Eastman Museum (Rochester)

Rochester's visual arts powerhouses present a dual focus on fine art masterworks, contemporary installations, and historic film retrospectives. Trends from February to April highlight rotating photography and moving-image exhibitions at George Eastman Museum alongside curated fine art gallery displays at MAG. Visitors can expect curator-led gallery talks, interactive art workshops, and classic film screenings at the Dryden Theatre,



OWWL Library System (Livingston, Ontario, Wayne, Wyoming Counties)

Smith Center for the Performing Arts (Geneva, Ontario County)

The historic Smith Opera House serves as Ontario County's premier indoor cultural engine throughout early 2027. February to April trends highlight a mix of independent film screenings, acoustic folk and rock concerts, and regional dance ensemble performances. The venue emphasizes accessible community entertainment, classic movie revivals, and intimate live arts programming.

Bristol Valley Theater (Naples, Ontario County)

While preparing for its flagship summer mainstage theatrical season, Bristol Valley Theater conducts early spring community engagement events and special performance showcases. Trends during this period include spring concert series, play-reading workshops, and theater education programs for local youth. These intimate off-season events foster regional community connections across the rural Finger Lakes.

Southern Tier Library System (Allegany, Chemung, Schuylers, Steuben, Yates Counties)

Corning Museum of Glass (CMOG) (Corning, Steuben County)

CMOG showcases cutting-edge contemporary glass design and live hot-glass sculpting demonstrations throughout late winter and early spring. Programming trends highlight specialized junior curator exhibitions, international artist-in-residence showcases, and interactive glassmaking workshops. Visitors experience a blend of historic glassmaking traditions and contemporary glass artistry across the museum's expansive galleries.

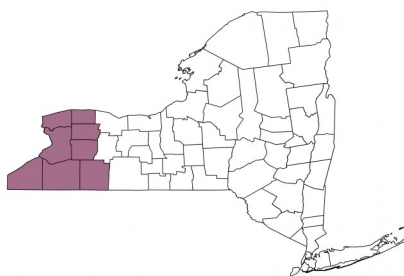
Clemens Center (Elmira, Chemung County)

The Clemens Center's spring 2027 schedule is anchored by high-profile national touring Broadway musicals, including major productions like *Hadestown* and *Jersey Boys*. Trends center on multi-night theatrical blockbusters, family-friendly matinees, and regional symphonic concerts. The Powers Theater stage continues to serve as the Southern Tier's central hub for large-scale performing arts touring productions.

The Rockwell Museum (Corning, Steuben County)

As a Smithsonian Affiliate, The Rockwell Museum's early 2027 exhibitions explore the diverse perspectives of the American experience through fine art retrospectives. Visual arts trends highlight contemporary Native American art displays, regional history lectures, and educational gallery tours. Programming emphasizes interactive family art programs and thought-provoking visual storytelling in downtown Corning.

REGION 7



Buffalo & Erie County Public Library (Erie County)

Sheaf's Performing Arts Center (Buffalo)

From February to April 2027, Sheaf's Buffalo Theatre anchors the regional calendar with major national Broadway tours, including *Death Becomes Her* in February and an extended engagement of *Harry Potter and the Cursed Child* spanning late March through early April. Trends focus on high-production theatrical blockbusters, complex technical stagings, and multi-week Broadway engagements that draw massive crowds to downtown Buffalo. The venue continues to serve as Western New York's primary stage for large-scale, commercial touring entertainment.

Buffalo AKG Art Museum (Buffalo)

The museum's early 2027 schedule features immersive modern and contemporary installations across its expanded campus, headlined by Icelandic artist Ragnar Kjartansson's retrospective *Politics of the Obvious* through late January and spring gallery transitions. Visual arts trends emphasize thought-provoking contemporary interventions, collection-wide artist curation projects, and interactive studio workshops. Visitors during this period experience a balance of globally recognized contemporary art and dynamic public educational programs.

Kleinhans Music Hall (Buffalo)

Kleinhans Music Hall hosts a vibrant spring season featuring the Buffalo Philharmonic Orchestra under Music Director JoAnn Falletta alongside guest pop and rock collaborations. February through April trends highlight diverse symphonic programming ranging from Spanish-inspired classical masterworks and Chopin piano concertos to symphonic pop tributes to David Bowie and Stevie Wonder. The iconic Saarinen-designed hall balances traditional orchestral masterworks with accessible crossover concerts and world premiere compositions.

Chautauqua-Cattaraugus Library System (Chautauqua, Cattaraugus Counties)

Chautauqua Institution & Fowler-Kellogg Art Center (Chautauqua, Chautauqua County)

While the 4,000-seat outdoor amphitheater remains dark during late winter and early spring ahead of its summer assembly, indoor winter-into-spring programming centers on community arts lectures and off-season residency preparations. Early 2027 trends focus on regional visual arts previews, educational humanities discussions, and local creative writing groups. These off-season gatherings maintain cultural engagement across southern Chautauqua County while gearing up for the summer fine arts season.

Michael C. Rockefeller Arts Center

(SUNY Fredonia, Chautauqua County)

The I.M. Pei-designed complex delivers a busy spring 2027 schedule across its concert halls, theaters, and fine art galleries. Trends from February to April highlight the Marion Art Gallery's *Animated Nature: Present Realities, Future Visions* exhibition alongside student-faculty opera productions, symphonic band showcases, and mainstage theater. The center bridges pre-professional academic training with accessible, high-volume public performing and visual arts offerings. [Cathy & Jesse Marion Art Gallery]

Reg Lenna Center for the Arts

(Jamestown, Chautauqua County)

The historic 1,160-seat multi-arts center anchors downtown Jamestown with a spring lineup of independent film screenings, acoustic concert tours, and local theatrical performances. February through April trends emphasize accessible community entertainment, family-oriented live shows, and regional arts gatherings. The venue serves as the primary indoor cultural hub for southern Chautauqua County during the colder months.

Nioga Library System (Genesee, Niagara, Orleans Counties)

Riviera Theatre (North Tonawanda, Niagara County)

The historic 1,100-seat theater maintains its high-frequency schedule through early 2027 with a steady stream of national tribute bands, comedy tours, and Mighty Wurlitzer organ concerts. Trends emphasize nostalgic musical revivals, classic film screenings, and accessible weekend live entertainment for the Niagara region. The venue continues its role as the highest volume indoor performing arts destination in the Nioga system.

Castellani Art Museum of Niagara University (Niagara County)

Located on the Niagara University campus, the museum features rotating exhibitions drawn from its collection of over 5,700 works of modern, contemporary, and folk art. Early 2027 visual arts trends focus on regional folk arts heritage showcases, contemporary painting installations, and student-curated gallery talks. The museum offers quiet, contemplative exhibition spaces alongside educational lectures for the campus and surrounding community.

Genesee Center for the Arts / Roz Steiner Art Gallery (Batavia, Genesee County)

Situated at Genesee Community College, the complex pairs fine art exhibitions at the Roz Steiner Art Gallery with live performances in the Stuart Steiner Theatre. Late winter and early spring trends emphasize regional juried art shows, collegiate theater productions, and musical ensemble recitals. The dual-purpose venue serves as a vital creative hub connecting student artists with the broader Genesee community.



OCTOBER 2026 – FEBRUARY 2027

Art Exhibit: Inside the Sanctuary- Constantin Brâncuși and the Art of Creation

**Program Idea: Create *The Sculptor's Space* —
An Interactive Gallery Tour & Studio Workshop**
(Oct 25, 2026 – Feb 27, 2027)

Timed to align with MoMA's major winter retrospective, this program explores how Constantin Brâncuși transformed his Paris workshop into a unified work of art. Participants engage in a visual lecture detailing his revolutionary use of marble, wood, and bronze, followed by a hands-on studio workshop where attendees craft geometric plaster sculptures inspired by his signature reductive forms.

LOCAL SPOTLIGHT: NIOGA LIBRARY SYSTEM

OCTOBER 2026 – APRIL 2027

Art Exhibit: Finding Rest- The Quiet Architecture of Sanctuary Castellani Art Museum of Niagara University (Niagara County)

**Program Idea: Book an Immersive Soundscape &
Guided Meditation Session**

(Oct 1, 2026 – Apr 26, 2027)

Exploring the elusive nature of peace in a high-velocity world, Joel Mulindwa's *finding rest* offers a

THINK AHEAD WINTER-SPRING 2027 PROGRAMMING IDEAS IN THE ARTS

As winter transitions into spring, libraries serve as vital community hubs, bridging the quiet reflection of the colder months with the creative renewal of the season ahead. By curating dynamic arts programming—from immersive fine art workshops and classical recitals to heritage month celebrations—libraries offer patrons inspiring opportunities to connect, learn, and engage with diverse cultural traditions. Planning ahead for this vibrant time of year allows your institution to foster deep artistic appreciation, ignite patron curiosity, and bring world-class cultural experiences directly to your local community.

AB WINTER-SPRING 2027

profound visual meditation on solace, personal refuge, and spiritual restoration. The program pairs a gentle guided meditation and breathwork session with a live, minimalist ambient soundscape designed to echo the visual themes of the exhibition, followed by an informal artist conversation on how creative practice can serve as a vessel for healing.

LOCAL SPOTLIGHT: MID-YORK LIBRARY SYSTEM

DECEMBER 2026 – MARCH 2027

Art Exhibit: Imprints of Time- Deciphering the Marks We Leave Behind

**View Center for Arts and Culture, Old
Forge, Herkimer County**

**Program Idea: Create a Guided Walk & Artifact
Creation Workshop**

(Dec 11, 2026 – Mar 6, 2027)

Designed to accompany the *Tracks & Trails: Marks Left Behind* exhibition, this interactive event delves into how human journeys and memory are etched into physical spaces. The session features a curated gallery presentation on migration and industrial heritage, concluding with a printmaking workshop where patrons create personalized mixed-media maps using ancestral and local iconographies.

FEBRUARY-APRIL

Classical Music: The Eternal Rebel: 200 Years of Beethoven's Classical Genius

Program Idea: Hire a musicologist to present an in depth lecture on Beethoven with a *Bicentennial Immersive Audio-Visual Experience*

Two centuries after his passing, Ludwig van Beethoven's relentless spirit and groundbreaking compositions continue to redefine the boundaries of human expression. This classical music talk can be a lecture pairing live performances of Beethoven's late works with listening that explores his compositions from before deafness and as his deafness progressed.

FEBRUARY / BLACK HISTORY MONTH

Classical Music: Marian Anderson— American Icon

Program Idea: Book a *Commemorative Concert and Lecture Honoring Marian Anderson*

When celebrated contralto Marian Anderson was barred from performing at Constitution Hall because of her race, her iconic 1939 Easter Sunday concert on the steps of the Lincoln Memorial transformed public performance into a monumental act of civil rights defiance. This outdoor vocal recital features contemporary vocalists performing Anderson's signature classical and spiritual repertoire, paired with an interactive audio gallery showcasing restored archival recordings, rare photographs, and oral histories.

FEBRUARY / BLACK HISTORY MONTH

Art: Visions of Freedom- The Canvas and Collage of Black American Modernism

Program Idea: *Living Canvases — A Multi-Museum Digital Symposium & Storytelling Workshop*

Major retrospectives across the nation's premier art museums are bringing the transformative narrative power of the Harlem Renaissance, Jacob Lawrence, Faith Ringgold, and Romare Bearden into direct conversation. This nationwide digital summit connects museum curators for a live-streamed panel on shared modernist motifs, followed by hands-on community workshops where participants create mixed-media collages or narrative quilt patches inspired by the masterworks.

FEBRUARY / VALENTINE'S DAY

Sealed with a Stroke: Masterpieces of Passion in Modern & Classical Art

Program Idea: Book an *Art History Lecture & Romantic Sketching Salon*

(February 14, 2027)

From Gustav Klimt's gold-leaf embrace in *The Kiss* to Auguste Rodin's sensual marble sculptures and Marc Chagall's floating lovers, iconic works of art have immortalized the intensity of human passion across generations. This romantic Valentine's Day program features a visual lecture exploring the secret histories, hidden symbols, and intense real-life romances behind art history's most famous love scenes, followed by an interactive, live-model gesture sketching session accompanied by classical chamber music and snacks.

MARCH / WOMEN'S HISTORY MONTH

Visionary Women: Art's Unstoppable Force

Program Idea: *The Female Gaze Reinvented— book multiple art lectures on famous female artists*

Experience the revolutionary genius of trailblazing women like Georgia O'Keeffe, Mary Cassatt, Artemisia Gentileschi, and Louise Bourgeois, who defied expectations and reshaped the canvas of history. This event idea can feature a moderated panel of feminist art historians, curator-led technique masterclasses in watercolor and chiaroscuro, or a collaborative studio session where participants create mixed-media art centering the female experience. The ideas are plentiful to commemorate Women's History Month in the arts.



MARCH / IRISH HERITAGE MONTH

Celtic Resonances: Symphony Meets the Soul of Ireland

Program Idea: Hire a local orchestra to present an *Irish music concert*

In celebration of Irish Heritage Month, this expansive concert bridges centuries of tradition by blending the raw energy of uilleann pipes, bodhrán, and fiddle with the sweeping grandeur of a local symphonic orchestra. Experience the rich storytelling of Irish folklore and collaborate to explore local Irish heritage through songs or oral history.

SPRING / ROMANTICISM & ART HISTORY

Poetry & Art: Muses & Masterpieces- The Passionate Canvas of Romanticism

Program Idea: *Unveiling the Muse — An Interactive Portraiture & Poetry Salon*

Exploring the tempestuous relationship between artists and their muses, this event dives into the emotional depth, idealization, and intimate portraiture that defined the Romantic era. The salon pairs a curated gallery tour with live poetry readings, followed by a sketching session featuring live models in period attire and a chamber duet performing romantic-era string works.

LOCAL SPOTLIGHT: BUFFALO ERIE COUNTY PUBLIC LIBRARY SYSTEM

APRIL / JAZZ APPRECIATION MONTH

Kleinhans Music Hall, Buffalo, NY

An Evening with Branford Marsalis and Dianne Reeves

Program Idea: Hire a musicologist to discuss Branford Marsalis and Dianne Reeves and the music they will perform. Connect patrons to the concert by offering tickets or a trip to the concert.

Virtuoso saxophonist Branford Marsalis and five-time Grammy-winning vocalist Dianne Reeves join forces for an unforgettable night of supreme improvisation, soulful storytelling, and musical mastery. The event features an exclusive pre-concert moderated conversation on spontaneous collaboration, followed by a headline concert blending signature arrangements, soaring vocal improvisations, and instrumental duos.

APRIL / JAZZ APECIATION MONTH

America's Original Soundtrack: The Cultural Legacy and Rhythm of Jazz

Program Idea: Hire jazz musicians to present a jazz concert and/or hire a musicologist to present a lecture on jazz or a jazz icon

Celebrated every April, Jazz Appreciation Month offers an accessible exploration of jazz as America's true original art form and foundational soundtrack. This dynamic program highlights the genre's deep cultural, social, and historical significance, examining its transformative influence as a crowning cultural achievement in celebration of the 250th anniversary of the United States.

Learn more ideas to inspire
Arts related Winter-Spring
Programming by scanning
the QR code below or go to
[www.artsbreve.com/
localarts27](http://www.artsbreve.com/localarts27)





Tanisha Mitchell gives an opera lecture for a Poughkeepsie Library event, December 2025

Beyond the Flyer: Streamlining Multi-Week Promotion for Community Library Programs

by Tanisha Mitchell

Tanisha Mitchell is a *Library Journal* Mover & Shaker, public library programmer, and the Founder and CEO of *Opera Talks*. Bringing years of experience across major opera archives and community library services, she helps cultural institutions curate, schedule, and market high-caliber arts lectures, exhibits, and performances well in advance to maximize community reach and engagement.

The arts remain one of our most vital conduits for human expression. There is nothing quite like the raw energy of a live vocal performance, the quiet focus of an art studio workshop, or the clarity gained from an expert-led lecture.

Having worked across two distinct cultural environments—from an internship and work experience at the Metropolitan Opera to serving as a part-time public library programmer and founding *Opera Talks*—I navigate both the world of elite arts institutions and the open landscape of public access. While both share a mission to connect people with transformative works, they operate under vastly different economic realities.

Yet libraries exist precisely to democratize high culture. Our duty is not merely to host what is already safe, but to introduce our communities to master-level artists, musicologists, and performers they might otherwise never experience due to financial, social, or geographic barriers.

The Spark of Discovery: Cultivating the Next Generation

Public libraries are discovery engines. Long before I worked with major opera companies or launched *Opera Talks* to bring vocal masterworks to everyday audiences, my own artistic foundation was built in the aisles of my local library. The audio recordings, scores, and musicology databases in the collection served as my personal, self-guided masterclass—an indispensable launchpad that led directly to my work at the Metropolitan Opera. This personal journey raises a vital question for all cultural programmers: *How many future artists and engaged patrons are waiting for that exact same spark in our branches today?*

Arts resources and programming nurtures emerging talent for the community and beyond. For an aspiring musician, painter, or writer without the means for private coaching or expensive masterclasses, a free library program featuring an elite practitioner can alter the trajectory of their career.

When libraries present high quality programs, they cultivate lifelong cultural patrons. Exposure at the library demystifies high art. A patron attending their very first chamber music talk or printmaking demonstration at the library is far more likely to buy their first museum membership or concert hall ticket down the road.

When libraries limit their offerings strictly to what is already familiar, we cut off that pipeline of discovery. Offering ambitious, unfamiliar programs isn't just an exercise in variety—it is an investment in the cultural literacy and creative potential of our entire community.

The Real Barrier: Framing, Not Taste

When a classical music concert or niche art lecture underperforms, the issue is rarely a lack of curiosity in the neighborhood. The core problem is how the program is framed and communicated prior to the event.

Not every program fits every neighborhood, but even historically intimidating art forms can resonate deeply when positioned with relevance and context. A single newsletter blurb or a paper flyer tacked to a bulletin board will not demystify an opera lecture or an avant-garde watercolor workshop. To bridge the gap between high art and everyday patrons, programmers must tell the story behind the craft well before opening day.

How to Take Advantage Planning Early

For library programmers, summer or any slow time like the holidays is an indispensable strategic planning window. Because most community libraries operate with lean publicity departments—often just a single coordinator handling promotion for other departments or programs outside of the arts—last-minute event submissions inevitably lead to rushed, surface-level marketing.

For example, you may already plan fall through late-spring programming during the summer. That creates the operational space needed to build intentional promotional campaigns. But if you book programming in batches with early enough time in between you will have enough time to partner with the publicity department to co-create storylines that communicate what the event is to the public.

Here are a few steps that I continue to learn how to use to create an optimal time to plan a marketing strategy:

Lock down logistics early: Finalize contracts, negotiate fees, and confirm dates 4 to 6 months ahead so print deadlines are met effortlessly.

Translate niche talent into a personal narrative: A long runway allows time to craft compelling narratives that make unfamiliar artists approachable. Use reels and interviews to capture the narrative.

Pre-Event Promotional Timeline

12–16 Weeks Out- Finalize contracts, collect high-res media kits, and draft newsletter copy. (Internal Calendar, Print Queue)

6–8 Weeks Out- Submit details for print mailers; launch website landing pages and digital RSVP links. (Print Newsletter, Library Website)



3–4 Weeks Out- Launch social media teasers, post short artist Q&As, and share preview clips. (Instagram Reels, Facebook, YouTube)

1–2 Weeks Out- Send targeted reminder emails and behind-the-scenes stories; post in local arts groups. (Segmented Email, Community Forums)

A Few Multi-Channel Social Rollout Strategies

To reach beyond habitual library visitors, deploy a consistent, structured digital content drip across the weeks leading up to the program:

Artist Spotlights & Mini-Interviews:

Post short video interviews or carousel slides highlighting the artist's background, creative process, and what attendees will experience.

Behind-the-Scenes Previews:

Share brief rehearsal snippets, audio clips, or time-lapse videos of material preparation to build visual curiosity.

Interactive Story Hooks:

Use polls or question boxes (e.g., "Have you ever heard an aria live?" or "What questions do you have about watercolor mixing?") to drive algorithm engagement and measure patron interest.

Targeted Community Outreach:

Cross-post program details into local arts councils, cultural clubs, and neighborhood community boards 2 to 3 weeks prior.

By treating library arts programming with the same curatorial and promotional care found in dedicated performing arts venues, we fulfill the true mission of the public library: making high-level culture accessible, approachable, and transformative for everyone.



Color Cover Inspiration: Jacques Amans: Creole in a Red Headdress, circa 1840

Jacques Guillaume Lucien Amans (1801–1888) was a celebrated French neoclassical painter who established himself as the premier portrait artist for New Orleans high society between the 1830s and 1850s. Departing from his typical formal commissions for the wealthy planter elite, he drew inspiration from the unique cultural and racial landscape of antebellum Louisiana to paint **Creole in a Red Headdress** around 1840. The work's primary visual focus centers on the **tignon**, a traditional West African–derived headscarf that Creole women of color repurposed into a powerful expression of identity and style despite oppressive sumptuary laws. Intrigued by the alluring atmosphere of New Orleans, Amans merged his refined European colorism with local Creole fashion to craft one of the most mysterious and enduring portraits in American art history.