

CREATIVE PINELLAS

July 2019

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Activity Report

Akiko Kotani: *Unbound* June 6-July 28

Unbound, from the 2019 Creative Pinellas Artist Laureate, Akiko Kotani, features two large-scale installations that have never been shown together before. The exhibit, held at the Gallery at Creative Pinellas is a reflection on memory, domesticity and handiwork, time passing and moving through space. The opening reception, held on June 6, featured a conversation and Q&A with the Artist. Also included as part of the *Unbound* exhibit was a workshop on “The Artist’s Journey,” where Kotani explored with participants the project of creating and marketing art, and a Pecha-Kucha, where artists presented 20 slides for 20 seconds each followed by feedback from the audience. Between visitors to the Gallery and program participants, attendance at the Pinewood Cultural Park was 360 guests.

Tongue & Groove: Works by Babette Herschberger & Ry McCullough July 11-July 28

Curated by Pinellas County curator Kathy Gibson, *Tongue & Groove* explored a common visual language between Babette Herschberger and Ry McCullough, two up&coming artists with followings in and beyond Pinellas County. Observing the placement, the scale, and the relationship between selected pieces, including the calculated space around them, each curated vignette functioned as an extended sculpture. The opening reception, held on July 11, featured a Gallery Tour & Q&A with the Curator & Artists. Additional Gallery Tours with the Curator & Artists were given on July 18 and 28. The show was attended by visitors from Hillsborough, Polk, Pasco & Collier County, demonstrating the regional draw of the arts in Pinellas County. Attendance for all three events was 182 people.

The exhibit attracted the attention of Creative Loafing, who published a full-page article on the show.

Creative Loafing Article: cltampa.com/arts-entertainment/visual-art/article/21078622/tongue-groove-at-the-gallery-at-creative-pinellas-displays-commonality-and-contrast-in-playful-style

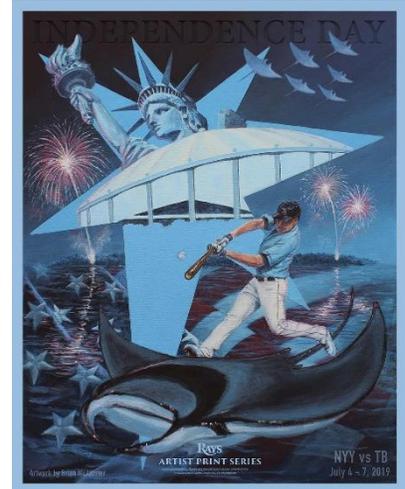
Other media for this exhibit included:

Tampa Bay Times: tampabay.com/visual-arts/whats-happening-in-tampa-bay-art-chihuly-anniversary-ice-cream-at-mize-gallery-20190710/

St. Pete Catalyst: stpetecatalyst.com/your-weekend-arts-forecast-wholl-blow-the-best-glass/

Tampa Bay Rays Print Series

- In February, the Tampa Bay Rays partnered with Creative Pinellas to recruit artists for a limited print series (their first). The fifth print, by artist Brian McAllister was unveiled at Tropicana Field on July 4. The posters are available for sale in the Team Store. The next poster will be unveiled in early August.
- Rays Official Website: mlb.com/rays/fans/print-series
- Tampa Bay Times: tampabay.com/sports/whats-happening-in-tampa-bay-sports-baseball-throws-a-festive-fourth-of-july-weekend-20190703/



This partnership is a key example of the power of collaboration in branding and marketing Pinellas County as a cultural destination.

Mural Program with Pinellas County

Painting on the mural by Stephen Palladino at the overpass by Boot Ranch/Extension of Pinellas County Trail began in July and will be complete in mid-August.



This partnership will help create a positive user experience/destination and another art-area-of-interest for visitors to Pinellas County.

Press includes:

Tampa Bay Newspapers: bnweekly.com/pinellas_county/article_5e7545ac-a725-11e9-92ad-97a1b60fed98.html

Arts and Culture Outreach

Arts (& Eggs) Benedict: an Arts & Culture Breakfast series: July 26

This month's breakfast was held at the Vinoy in St. Petersburg. The purpose of this invite only gathering is networking and strategic thinking about Pinellas County as an arts and cultural destination. Attendees include community members from area chambers and/or businesses, government, the tourism industry, marketing and advertising, non-profit arts and cultural organizations, media and artists.

Arts & Culture Guides

We now have Lucite stands with the Creative Pinellas logo for the Arts and Culture Guides so that our distribution partners have an easy solution to displaying and sharing this resource.

Key Meetings/Events

July 17: Attended TDC Meeting

July 23: Meeting with Wendy Barmore, Jolley Trolley

- Discussed potential partnerships including group/coop advertising, transportation to/from county art events, artists as tour guides for charters, familiarization tours and the Arts Annual.

July 26: Meeting with Nathaniel Bell/Fiona Watson, Hollander Hotel

- Discussed potential venue partnerships including the Arts Annual, monthly Meetups, Arts (& Eggs) Benedict and Murals

Podcasts

- Erin Blankenship, Curator of Exhibitions & Collections at the Florida Holocaust Museum
- Katherine Pill, Curator of Contemporary Art at the Museum of Fine Arts

Magazine

In July, we brought Sheila Cowley (playwright, writer/producer of the Shine Mural Tour app and multiple Dali Museum audio tours) on board as the managing editor of the Creative Pinellas Magazine. She is already having an impact, recruiting new authors and raising the bar on content. Recent articles that have appeared under her watch:

- Loss and Affirmation: Never-Before-Seen Works by William Pachner at the Florida Holocaust Museum
- *Fun Home* Is Where the Heart Is
- Florida Björkestra – The Music of Joni Mitchell and Nick Drake

July Web & Social Media:

- Facebook
 - 57,300 Impressions (Up 54% over previous period)
 - 2,508 Engaged Users (Up 62% over previous period)
 - 76 new fans (for a total of 3,929 fans)
- Twitter
 - 4,818 Impressions (Down 16% over previous period)
 - 61 Engagements (Up 53% over previous period)
 - 27 New followers (for a total of 3,156)
- Instagram
 - 53 new followers
 - 8,584 Impressions
 - 311 Interactions
- Website
 - 1,854 users
 - 6,149 Pageviews