



We're Proud to Present our 2020 Grantees

Greater Philadelphia, Delaware & Southern New Jersey

PNC Arts Alive Grantees

African American Museum in Philadelphia
Al-Bustan Seeds of Culture
Asian Arts Initiative
Bay Atlantic Symphony
Chamber Orchestra of Philadelphia
Clay Studio
Da Vinci Art Alliance
First Person Arts
Samuel S. Fleisher Art Memorial
Fringe Arts
Grand Opera House in Wilmington ("The Grand")
InLiquid
Kimmel Center for the Performing Arts
Mann Center for the Performing Arts
Mural Arts Philadelphia
PAFA: Pennsylvania Academy of the Fine Arts
Perkins Center for the Arts
PHILADANCO!
Philadelphia Clef Club
Philadelphia Museum of Art
Philadelphia Orchestra
Philadelphia Theatre Company
Singing City Philadelphia
Taller Puertorriqueño, Inc.
Theatre Horizon
Walnut Street Theatre
Wheaton Arts



Greater Philadelphia, Delaware & Southern New Jersey

PNC Arts Alive *CONNECT* Grantees

cineSPEAK
Ebenezer Maxwell Mansion
Expressive Path
Greater South Jersey Chorus
Jazz Bridge Project, Inc.
Market Street Music
Media Arts Council
Philadelphia Latino Film Festival of Culture (PHLAFF)
Pickleberry Pie, Inc.
Riverfront Renaissance Center for the Arts
Shakespeare in Clark Park
South Camden Theatre Company
Theatre in the X (Malcolm X Park)

PNC Arts Alive Service Organizations

In addition to the program participants above, the PNC Arts Alive initiative has long included the expertise of a range of diverse, broad-reaching arts and culture membership organizations – notably the **Greater Philadelphia Cultural Alliance**, **Art-Reach, Inc.**, and the **Arts + Business Council of Greater Philadelphia**. These organizations provide expertise and additional resources, professional development, and capacity-building / skills-building to all Arts Alive and now Arts Alive *CONNECT* partners.



We're proud to present our 2020 Arts Alive Programs: SOUTHEAST FLORIDA

Broward County

Action for Literacy Corporation

Little Free Library Art Project (October 2020 - June 2021)

Action For Literacy in collaboration with the City, Broward County School Board and other business, church and non-profit entities aim to expand their existing network by installing 25 beautifully decorated, birdhouse style libraries in our disadvantaged neighborhoods to continuously provide access to free books at any time. Currently there are 92 libraries located throughout the city and Action for Literacy has distributed in excess of 100,000 free books over the last two years alone.

Fifteen of the new libraries will be decorated at Place Making Events by local children under the guidance of neighborhood artists and teachers. Each event brings together people of all walks of life and ages at a park or the local elementary school playground. These are special fun, neighborhood driven social events that highlight the collaborative spirit in a community-barbecue style setting. Official ribbon cutting ceremonies reinforce that the project is a collaborative effort, and everyone had an important part in it. The student-made art pieces will be given away to caring private homeowners in under-served areas, who will maintain the libraries.

[Library Location link](#)

[Facebook.com/SuperReaderX/](https://www.facebook.com/SuperReaderX/)

Old Dillard Foundation

Live at AAHH (September 2020 - September 2021)

Live At the Arts and Heritage House (AAHH) provides free access to the public. The ODF AAHH is located in the Historic Sistrunk Corridor. The AAHH is surrounded by untapped, emerging, and professional visual and performing artists. Our vision is to create a small mecca for artists to exhibit and perform. ODF will regularly transform the space from an art exhibition to a stage for an intimate play or cultural dance, or to a jazz/blues supper club or use the backyard for a shindig to bridge our sometimes-isolated communities.

ODF envisions Arts and Heritage House (AAHH) as a mecca, attracting the adult residents of the immediate neighborhood as well as residents in the tri-county area and tourists to become active participants in the various art forms.

On the 4th Saturday of each month, the AAHH will be a place of gathering to celebrate and promote the richness of the community. Many of the Active Older Adults do not leave their community and are isolated. The artisan marketplace, and the visual and performing arts and entertainment provided will get them out of their collective loneliness. Their music genre includes blues, gospel, spoken word, R&B, and jazz.

www.olddillardfoundation.org

@ODFHouse

Facebook.com/odfhouse

South Florida Chamber Ensemble

Season 10: America (September 2020 - August 2021)

The South Florida Chamber Ensemble tenth anniversary season includes 6 concerts with ties to American history. Each program contains a diverse set of composers and stories, including American composers, living composers, women and people of color with extensive program notes given from the stage. The programs are: The Founding Fathers and the Freemasons, Happy Holidays USA, Let Freedom Sing, The Underground Railroad, The Women of the Civil War and The British are Coming.

The SFCE recently became Artist-in-Residence at the new Deerfield Beach Historical Society Museum and Cultural Center and these performances will be part of the launch of their residency there which will include concerts for adults and children's programs. They will also repeat these concerts at the Miramar Cultural Center.

The SFCE outreach project is called iLUMA (Inter-generational Literacy Using Music and Art). It is an arts integration program that teaches and/or reinforces reading comprehension, listening and memory skills and is open to VPK (Voluntary Pre-Kindergarten), elementary school students, students with disabilities, seniors, and adults with disabilities.

www.sfcemusic.com

@sfcemusic

Wilton Art

upintheair.2020 (December 2020 – Permanent community art)

Wilton Art™ commissioned bold, storytelling handcrafted wire sculptures by artist Spenser Little for (main street) Wilton Drive. The upintheair.2020 project will culminate with at least 10 wire sculptures installed and affixed permanently to the top of existing street lights. The context of the sculpture changes based on the viewer's stance and the ever changing background palette of nature. Sunny, cloudy, windy, rainy, day, late afternoon, evening will change the viewer's perspective of this installation. Local residents, Broward County residents, national and international tourists will all enjoy the wit, whimsy, joy and thought provoking messaging these sculptures convey. This permanent art installation reaches all people and places no economic, race, class, gender, or barrier restrictions to enjoy upintheair.2020.

wiltonart.org

Facebook.com/WiltonArt

Palm Beach County

Ballet Palm Beach

Ballet by the Book (September 2020 - September 2021)

Ballet Palm Beach (BPB) proposes to partner with Palm Beach County libraries in selecting a children's book that will be choreographed and present at 10 local libraries and at the Kravis Center for the Performing Arts in West Palm Beach, Florida. This imaginative, creative and innovative approach is part of a larger outreach program that will bring ballet to thousands of underserved children in Palm Beach County. Some of these children may never have the opportunity to see a ballet, if the production is not offered for free to them and their families. The outreach program is called "Ballet by the Book."

BPB will choose a children's book that will be choreographed for the program. The book will be a familiar story that will add value to encourage children to read. The program will work with Title I schools located in areas of Palm Beach County, where there is an underserved population with arts education due to economic conditions. Additionally, BPB wants to make ballet accessible to all children, not just those whose families can pay for tickets. BPB believes they will develop an interest in arts for those students early on, so they will remember this experience for years to come.

www.balletpalmbeach.org

@BalletPalmBeach

The Core Ensemble

Aequalis, Inc. DBA The Core Ensemble (September 2020 – May 2021)

An ensemble of cello, piano, percussion and actors will undertake the project encompassing 1) the creation and distribution of 6 videos celebrating Hispanic Heritage, Black History and Women's History, 2) the creation and distribution of electronic Study Guides and post-performance handouts highlighting African American and Latino culture and history, 3) three evening-length live performances for community audiences, 3) three live programs on a college campus, 4) twelve in-school performances, 5) two programs in a museum.

The project will serve middle and high school students, college students and adults in ethnically diverse and economically challenged areas of our region.

The project events will feature two music theatre works: 1) "Unbought" highlighting the lives of African American women: Sally Hemmings, slave and concubine to President Thomas Jefferson; Ida B. Wells, 19th amendment activist and journalist; and Shirley Chisholm, U.S. Senator and Presidential candidate. Music from the Jazz Age, blues, and concert music by African American composers will provide the musical soundscape. 2) "Las Magnificas" celebrating three Latin American musical figures, Cuban singer Celia Cruz, Chilean singer-songwriter Violeta Parra, founder of the Nueva Cancion movement and Mexican singer Chavela Vargas. Includes instrumental and vocal music from Latin America and explores the ways in which these artists used their voices as instruments of change and resistance, in the midst of political turmoil in their countries.

The organizational partners are: Glades Central High School, Palm Beach State-Belle Glade, the Lake Worth Interfaith Network, the Broward Public Schools, the Spady Heritage Museum, and the Farmworker Council of the Palm Beaches. These organizations can help connect the target populations: rural and urban, economically challenged, African Americans, Latinos, youth, young adults and adult residents of culturally isolated areas. These organizations also share interest in diversity, inclusion, and social justice. Locations include Lake Worth Beach, Delray Beach, Belle Glade and schools in Broward County.

At the end of the project, the Core Ensemble will have created a library of 6 (45-minute) videos available on YouTube. The project will highlight the 6 protagonists in two shows, as well as accompanying Study Guides, which will be available to thousands of organizations, schools, youth and adults in the local region.

www.coreensemble.com

@margotemery

Morikami Museum and Japanese Gardens

Virtual Morikami (September 2020 – September 2021)

Morikami is a 21st century museum, and as such must go beyond the traditional physically on-site experience to fulfill its mission and its obligation to its community. Morikami has been re-examining and re-imagining their "new normal" role and responsibility as a cultural institution. What IS a museum, what ARE the opportunities, and how do they maintain their core identity as Morikami throughout these tumultuous times?

Morikami believes that by reaching beyond the primary, traditional experience of a day at Morikami with creative use of digital tools, they are now able to bring a robust Museum and Gardens visit to a greater, more diverse bases. As well, Morikami will look to enhance and encourage on-site visitor experiences and opportunities.

Virtual Morikami, by intention and definition, is primarily designed to make Morikami art and gardens more accessible and attractive to an expanded diverse audience, using existing and developing digital technologies, combined with traditional methods. Virtual Morikami will offer varied experiences across age, social, ethnic and economic backgrounds. They believe it will become a fundamental community building block of the total Morikami experiential offerings going forward. Marketed and distributed across multiple media platforms, at no cost to users, Virtual Morikami targets their entire visitor/member/fan base and beyond: young families, students, manga/anime/marital arts devotees; artists, scholars, collectors; local residents and tourists; retirees and professionals. Words used as they design Virtual Morikami are: informative, entertaining, fun, accessible, dynamic.

www.morikami.org

@morikamimuseum

Norton Museum of Art

The Community Card: A Personal Invitation to the Norton Museum of Art (September 2020 - September 2021)

Between the February 2019 opening of the Norton Museum of Art's \$100 million expansion and the temporary closure forced by the coronavirus in March 2020, the Norton welcomed a record-breaking 240,000 visitors. This more than doubled previous attendance averages. The transformed campus, designed by Pritzker Prize-winning architect Lord Norman Foster, was one factor in this growth, but equally important was the new policy offering free admission for all every Friday and Saturday. In total, 64% of the Norton's visitors attended on these two days.

Along with this growth, the Norton saw an increase in diversity, bringing the Museum closer to its goal of an audience that looks like Palm Beach County. Visitors of color increased from 16% to 25%, and visitors from households earning less than \$60,000/year increased from 34% to 38%. A visitor survey conducted in 2019 confirmed that free admission was an important factor in these gains.

Now, however, as the Norton looks toward a fall reopening in a dramatically changed environment, it must revisit its admission policies. Surveys revealed that many visitors attending for free can and would pay the standard admission rates, and the Museum cannot forego as much of this revenue as it once could. As a result, the Museum is narrowing its offer of free admission to Friday only during Art After Dark (5-10pm) and on Saturdays only to residents of Palm Beach County, and raising the price of adult admissions from \$18 to \$20.

The Norton remains deeply committed to accessibility for underserved audiences. In order to not only maintain, but expand, this access, the Norton is proposing the creation of a “Community Card.” This initiative will complement the change in admission policies, allowing the Museum to further extend its accessibility to nontraditional audiences while asking more of traditional audiences.

The Community Card will be a single-use, physical card providing the cardholder with free admission to the Museum and all special exhibitions at any time, with no limits on how many times someone may receive or redeem a card. Enough cards will be made available for entire families to attend together (though all children 12 and under will remain free).

The card will be distributed only to underserved populations through carefully selected community service organizations. The selection of these organizational partners will be key to the program’s success. Fortunately, through its education and outreach programs, the Museum has many existing relationships with the sorts of partners this initiative will require: trusted organizations with deep connections in their community. Likely partners include: Farmworkers’ Coordinating Council; Boys & Girls Club (De George & Fisher); Gaines Park Community Center; PACE Center for Girls; Police Athletic League; Salvation Army Northwest Community Center; Guatemalan-Maya Center; The Lord’s Place; Place of Hope / Villages of Hope; Sari Center; Palm Beach County Food Bank; and Milagro Center. These organizations work with a range of underserved populations, including residents of low-income neighborhoods, migrant farmworkers, people facing food insecurity, at-risk youth, and more.

www.norton.org

@nortonmuseum