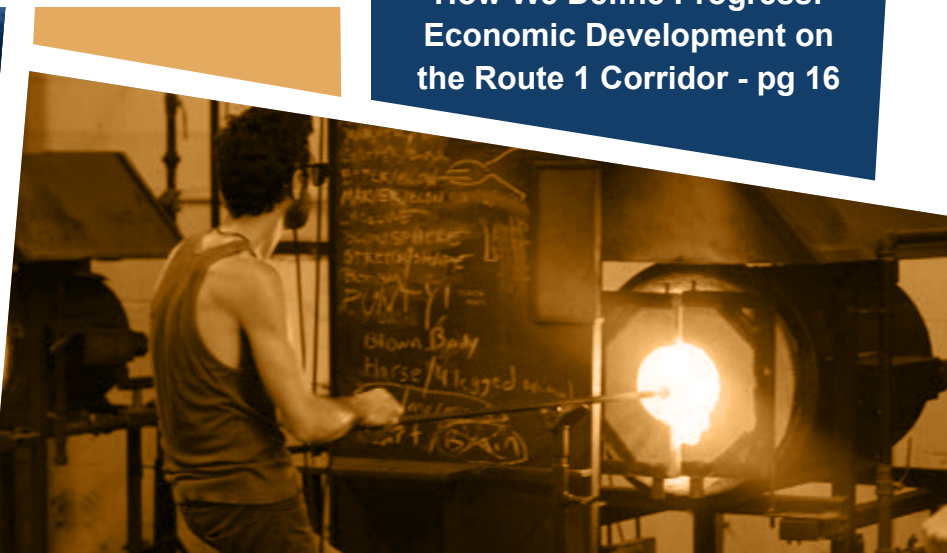


Spring 2015

ART

LIVES HERE

Prince George's County Gateway Arts District



INSIDE

Creative Industries are
Sprouting in the GAD:
Peek into the daily lives of
the artists - pg 3

How We Define Progress:
Economic Development on
the Route 1 Corridor - pg 16

There's always something happening
in the **GATEWAY ARTS DISTRICT**
Visit: MYGATEWAYARTS.ORG
or our partner websites for more information

ART LIVES HERE

Art Works Now
www.artworksnow.org

Brentwood Arts Exchange
www.arts.pgparks.com

Gateway CDC
www.gatewaycdc.org

Hyattsville CDC
www.hycdc.org

Joe's Movement Emporium
www.joesmovement.org

**Prince George's African
American Museum and
Cultural Center**
www.pgaamcc.org

**Prince George's Arts &
Humanities Council**
www.pgahc.org

Red Dirt Studios
www.margaretboozer.com



ARTS EVENTS

Hyattsville Arts Festival
www.hyattsvilleartsfestival.com
Open Studios Tour
www.gatewayopenstudios.org

COMMUNITY EVENTS

Mount Rainier
www.mountrainiermd.org
Brentwood
www.townofbrentwood-md.us
North Brentwood
www.northbrentwood.com
Hyattsville
www.hyattsville.org

ART, EAT & DRINK

Busboys & Poets
www.busboysandpoets.com
Franklins Restaurant, Brewery, and
General Store
www.franklinsbrewery.com
Urban Eats Arts & Music Cafe
www.facebook.com/urbaneatsmd
The Waterhole
www.thewaterholecommunity.com

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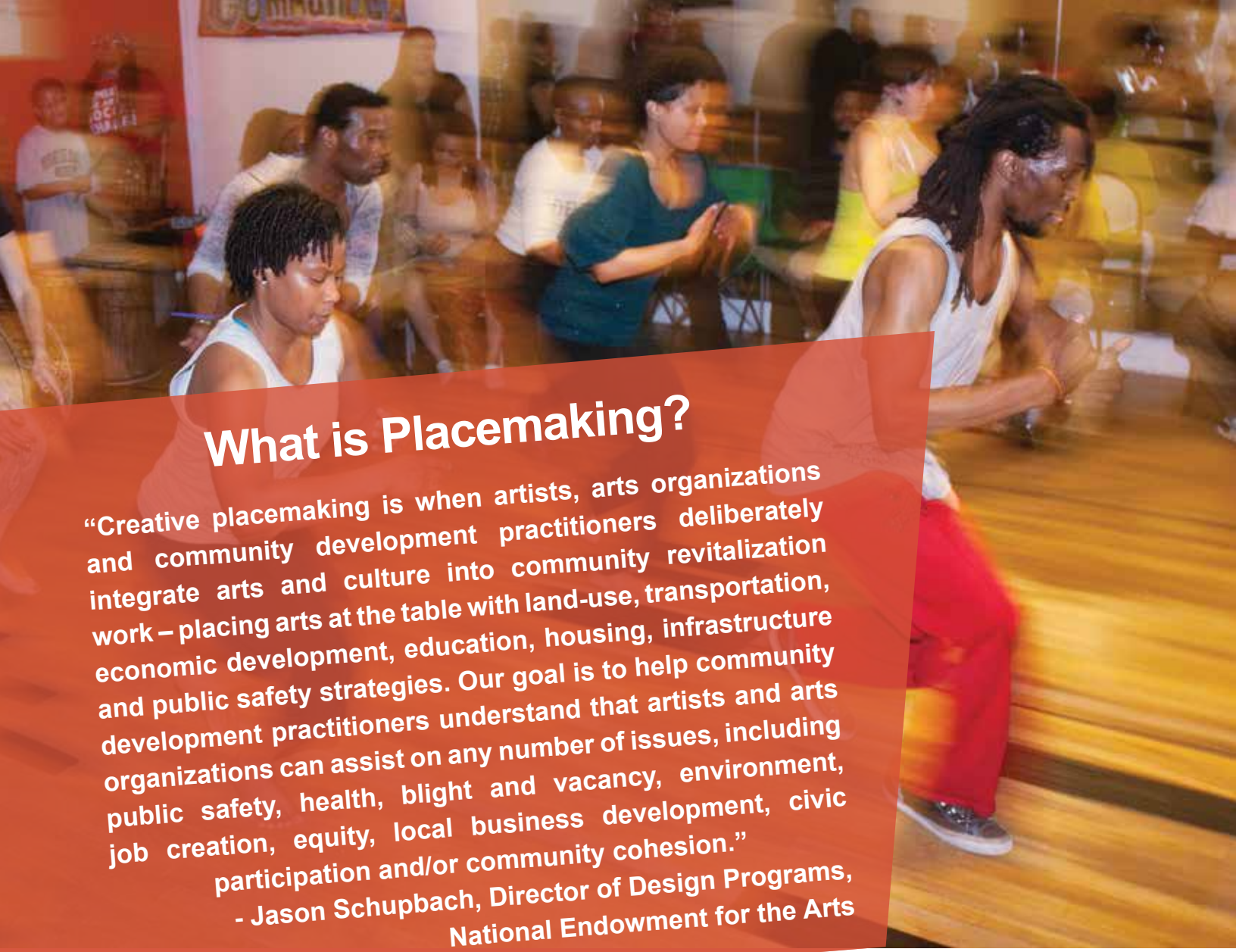
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What is Placemaking?

“Creative placemaking is when artists, arts organizations and community development practitioners deliberately integrate arts and culture into community revitalization work – placing arts at the table with land-use, transportation, economic development, education, housing, infrastructure and public safety strategies. Our goal is to help community development practitioners understand that artists and arts organizations can assist on any number of issues, including public safety, health, blight and vacancy, environment, job creation, equity, local business development, civic participation and/or community cohesion.”

- Jason Schubach, Director of Design Programs,
National Endowment for the Arts



ART
LIVES HERE

Founded in 2001, the Prince George’s County Gateway Arts District spans two miles along the Route 1 corridor and includes four municipalities—Mount Rainier, Brentwood, North Brentwood and Hyattsville. In the first phase of development, anchor projects were built in each town. In 2011, Hyattsville CDC spearheaded a branding campaign supported by the online portal, MyGatewayArts.org. The planning focus soon became: increasing visibility, audience development, programming, and small business development.

As a response to the need for a broader audience, a quartet of neighbors and colleagues created Art Lives Here, an initiative that would saturate Route 1 with temporary arts programming and increase visibility of the arts district in a way that would spur economic development and affirm the community’s funky and diverse local cultures. In 2012, a \$50,000 pilot grant was awarded to Joe’s Movement Emporium from the National Endowment for the Arts, and in 2013, the initiative was granted a \$240,000 award from ArtPlace America. In 2014, a second round of funding (\$100,000) was awarded to Gateway Community Development Corporation. Within a two year period, more than half a million dollars was invested in programming, community engagement and marketing, to point the way to creative life and sustainable business in the Gateway Arts District.

Creative Economics

A Day in the Life of Gateway Arts District Artists

by Anne L'Ecuyer

What do you get when you combine richly diverse cultures with developing technology and affordable places in the urban landscape?

Fertile soil for the highly-skilled, much sought-after, working professionals: creative entrepreneurs. At least those are the ingredients for the Gateway Arts District, where creative careers have been growing since the mid-90s and a community of support exists for almost any new art form or creative enterprise under the sun.

According to the Bureau of Economic Analysis, arts and culture activities produce \$698.7 billion dollars in goods and services annually in the U.S.—representing 4.32 percent of the nation's economy—numbers larger than transportation, agriculture, and construction. In Prince George's County, 2,060 arts-related businesses employed 6,473 people in 2014. "That funky type of place in Prince George's County that people are used to only going into the District," says Prince George's County Executive Rushern Baker, "I believe that we can not only go up the Route 1 corridor all the way up to the University of



"Being an artist helped me develop my business structure—keeping ideas new, fresh and innovative. On the other hand I don't have as much time to play my music or paint. I'm learning to balance." -Lisa Harris

Maryland, but down through the District of Columbia."

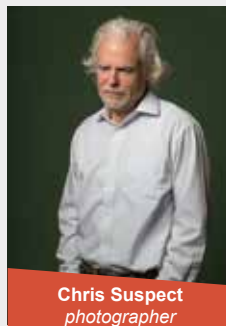
There is no recipe for a creative career; by its very nature it's made up as you go. For many, training in a discipline or learning

a craft at an early age and through youth fosters a lifelong profession. Others follow creative pursuits after years of working in other industries, or while juggling family responsibilities. Creative entrepreneurs do typically go through the

Meet some of the artists who live, work, & play in the GAD!



Tewodross Teo Melchishua
videographer & filmographer



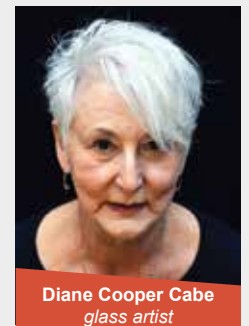
Chris Suspect
photographer



Lady Ryan
dj



Leah Curran Moon
performing artist



Diane Cooper Cabe
glass artist

early, middle and late stages of their own careers, and their enterprises have some predictable stages too. But the pathway and timeline are always the ones they set for themselves.

Take Lisa Harris, for example. A musician and visual artist by training, she became focused on the health effects of fresh, organic juice after nursing her father through a terminal illness. Having lived in the Artists' Lofts for six years, she got to know the Mount Rainier community and saw a business opportunity to provide a healing space for like minds and people interested in health and creating a healthy lifestyle. "Freshly made juices and smoothies are our passion," she says. "We are contributing to a healthy community and holistic environment where food is our true medicine." The WaterHole is located across the street from Glut Food Co-op on 34th Street in Mount Rainier. Through a partnership

with Zeke's, Lisa added coffee to the menu and set her hours to open early, based on community feedback. She routinely exhibits artwork from local artists and showcases musicians and other performing artists through a weekly event series. With free wifi, interesting art on the walls and the choice of juice or coffee, it's a great stop whether your morning commute is in miles or footsteps.

For this publication, we asked artists to speak directly. What does a day in the arts district look like? How do you make it work? What can others learn and find here? What's next?

Visit our blog at artlivesheremd.wordpress.com for other profiles of Gateway Arts District (GAD) artists.



The Mount Rainier Craft Fair was started by Mimi Mckindley-Ward when she hosted six local crafters in her living room. Twenty years later, it has drawn over 600 visitors and more than 40 local artisans. It is held on the first Saturday of every December.



Jutta Brettschneider | movement arts



Winston Harris | visual artist



Free | performing artist



Valerie Theberge | mosaic artist



Irma Gaither | hair stylist



Barbara Ann Becker | storyteller



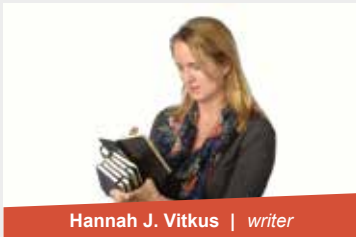
Michael Jantz Moon | performing artist



The Gateway Arts District is home to 8 collectives of artists, all sharing space and collaborating in order to create their art.

A Day in the Life

Sean Hennessey, glass artist



Hannah J. Vitkus | *writer*



Mark Wamaling | *kinetic sculptor*



Phil Davis | *art administrator & artist*



Evelyn Chidinma Jibuikwe | *singer*



Normon M. Green | *visual artist*



John Lanou | *musician & composer*



Abraham Garcia | *hip hop artist*



Sean Hennessey works in glass relief sculpture, mixed media, and painting. He is 43, single and has worked in the Gateway Arts District for 16 years.

He explains, "I first started working in the Arts District when I was the painter/sculptor for the prop shop of the Shakespeare Theatre. Then, I started renting a studio space nearby. This was before the Arts District formed. Artists were already finding themselves in Mount Rainier, and there was inexpensive industrial space to work and inexpensive housing to live. What makes me stay is the network of artists that live and work here. The Arts District has attracted other artists to the area, and it also attracts clients. People used to be bewildered as to our location or think we were way out of the way. But as there are more artists, a greater recognition of the Arts District and the vibrancy here, people are more and more willing to show up to events or just come out and visit us in our natural habitat."

"High points in my career include having my work included in the Howard Theatre Restoration, working on the new glass doors for the Library of Congress, being named a Star of Tomorrow at the Renwick Gallery, and being in the Amazon Corporate collection. I've been able to sustain my career as an artist by a combination of stubbornness, stupidity, fierce determination, working far too many hours, and facing my fears head on. It's an insane career choice and to actually make a living is super difficult. There is an incredibly large amount of failure that artists, especially full time artists, experience. It is very easy to feel like giving up. But as artists often say, 'there's no bad mood a few sales won't cure.'"

"Nearly all days are work days in some capacity, and much of my personal life revolves around art. Before 9:00 am, meditation and copious amounts of coffee plus emails, to-do lists, reading the news. Beyond that, absolutely no day is a typical day. Some days are spent at the computer, basically running the business of art. There are days I'm on a location either delivering artwork, hanging a show, doing an installation, meeting with a client, curator, or collector, meeting with other artists. Then, of course, there are days, actually making artwork. As a mixed media artist, there are many facets to the way I create work. Unless I have plans in the evening, I work till I'm tired or the stages of my process mean I can't do more that day."



David Malouin | videographer & photographer



CaShandra Bacon | jazz musician



Justin Fair | visual & performing artist



Lara Payne | poet & visual artist



Heather Carter | performing artist



Ellyn Weiss | visual artist



Heda Rose | performing artist



Creating a Path to Success

Theater Tech Program creates new career opportunities for Prince George's County youth

by Anthony Henderson & Melissa Rosenberg

Performing arts and workforce development may seem strange bedfellows; but through the Theater Tech Program (TTP) at Joe's Movement Emporium, that pairing has proved to be a real game changer in the lives of at-risk teens.

Created in 2008 to address the high teen unemployment rate in Prince George's County, TTP is a workforce development initiative that provides students ages 16-21 with up to 180 hours of technical instruction and work experience in theater production, operation and digital media. Together with critical supports such as tutoring, college exploration and life skills coaching, this forward-looking combination gives young people life and employability skills towards a successful future.

TTP helps students most at risk of dropping out, navigate the transitional waters between high school and post-secondary opportunities. The program embraces these youth with one-on-one supports, mentoring, and a belief in their abilities that they may have never experienced before. Often, after just a short time, there is a sharp uptick in a student's grades and attendance. Students often begin to seriously consider college enrollment, research options for additional technical training, or explore military service or gap year programs such as City Year. But, most importantly, TTP opens their eyes to possibilities.

TTP students are high school seniors or recently out-of-school youth nominated by a counselor, teacher or school official. They come from very low income households and face numerous barriers to success that include excessive absences, living in a single parent household, homelessness or in foster care, having a juvenile record and more. While they want to overcome these challenges and create a successful future, most lack the knowledge, skills, and support necessary to set and achieve their goals. The majority will be among the first generation in their families to attend college.

The program begins in mid-October with a comprehensive orientation followed by weekly programming that continues through the end of March. In the first few weeks, students focus on technical theater instruction. They learn how to run "front of house" in a theater, assist stagehands, and lighting and sound technicians right here in Joe's black box theater. The remaining 13 weeks are dedicated to storytelling and hands-on digital media instruction in photography, videography and video

editing. Students learn to use state-of-the-art equipment by working alongside industry executives on creative and rewarding professional projects.

Throughout the experience students receive paid training opportunities. First, they work in Joe's black box theater. Students who successfully meet the program's benchmarks become eligible for 60 hours of off-site work study where they are expected to demonstrate and enhance the skills they have received during training. Past work study partners have included organizations such as Women in Film and Video/Image makers, Round House Theater, The Clarice at the University of Maryland, local artists, and others.

Stipends are provided based on participation and performance. In addition to the paid hours for active participation, students may receive financial incentives for good grades, perfect attendance, special honors and awards, and good performance evaluations. High achieving students could earn over \$1,400 while in the program to help them pay for important senior year expenses and college application fees. The program closes in early June with a ceremony celebrating their successful outcomes.

And real job opportunities await program graduates. According to the Maryland Department of Labor,

Licensing, and Regulation, over 47,000 jobs will be available in arts and media related occupations between 2010 and 2020. More than 6,000 of these jobs are directly related to the skills that participants receive through TTP. Specifically, these include jobs as multi-media artists, graphic designers, lighting, audio and video equipment technicians, camera operators, theater and special event management. TTP not only introduces participants to these careers but prepares them for entry level positions while encouraging them to pursue post-secondary opportunities in these industries.

Staff consists of two full time-employees – a Program Director and Program Coordinator – along with a core group of trainers and consultants including a Career Consultant/Academic Advisor and two Digital Media Instructors. Other training roles are fulfilled by auxiliary staff that includes a stage manager, audio engineer, videographer and lighting designer, trained storyteller and post-production instructor.

TTP receives major support from the Prince George's County Economic Development Corporation which funnels federal Workforce Initiative Funds to the organization. Support is provided by the Commonwealth Foundation, Walton Family Fund, the Prince George's County Community Foundation and many other donors.



Theater Tech Program students interview Carole Bernard, former Executive Director of Gateway CDC and President of Bernard Consulting & Associates, LLC, at the annual Open Studio Tour.



Denise D. Wamaling | visual artist



Susanna Fields-Kuehl | visual artist



Ann Stoddard | visual artist



Juliana Barnett | writer & musician



Deidra McEachem | stylist



Marie Erb-Crow | visual artist



Nehemiah Dixon III | visual artist



A Year in Review

Art Lives Here Phase II

by Valeka Holt and Neena Narayanan



If you're an art aficionado living in the Gateway Arts District, you're probably thrilled with the fact that you could save gas money and not have to drive into DC for an artistic experience. Art Lives Here grew its programming in 2013 with support from ArtPlace America's Creative Placemaking initiative. Partners Joe's Movement Emporium, Gateway Community Development Corporation and Hyattsville Community Development Corporation organized and funded a series of events and programs to showcase the incredible ideas and creativity of the Gateway Arts District. The Gateway Arts District has found a way to incorporate a slew of promotions to enable art lovers to feed their households and their artistic soul.

Biz-Art-Match-Up

Hyattsville Community Development Corporation's Biz-Art-Match-Up started in Summer 2014 to enable Gateway-area businesses to participate in the Arts District through support, relationship building and/or event development, while furthering their own business. Projects included Michael William Kirby of Murals of Baltimore creating three murals/signage at Cafe Azul in Downtown Hyattsville, Leslie Holt working with the Mall at Prince Georges' on a hands-on exhibition with shoppers to create mall tote bags, and Alonzo Davis designing an outdoor LED-lit sculpture at Vintage House Parts & Radiators in North Brentwood.

Town Spirit

How you feeling today? Artist Ellyn Weiss asked West-Hyattsville Metro users how they were feeling about their life. Each individual was asked to pick a card based on their feeling. Yellow for very good, red for pretty good, gray for indifferent and blue for not good. The intention of the project was to create a visual snapshot of the state of mind of communities within the Gateway Arts District and give individuals a change to pause, reflect, engage, and participate in the creation of a piece of art.

Laundry List Project

A laundry list often has a negative implication of being filled with mundane tasks that aren't very enjoyable

but nonetheless have to get done. The concept behind teaching and working artist Leslie Holt's Laundry List project was to encourage people to explore meaning in these everyday activities. Driving by the Bunker Hill Laundromat daily, Holt was inspired to create a project that engaged the patrons of this over looked space with a visual arts activity that encouraged them to stop, reflect, and recognize the opportunity for creativity within every schedule. Holt's assistant Monica Buitrago provided Spanish translation for many of the Laundromat patrons who stopped and transformed a laundry bag into a reflective piece of art.

Catalog Brewing

Artists Kenny George and Patrick McDonough presented Catalog Brewing, Beer Garden during the Route 1 Farmers Market & Bazaar. Catalog Brewing is a newly created nano brewery aiming to produce small batches of beer in the most local and sustainable ways possible. The artists' Beer Garden was an experimental lab held at the site of the market where they grew hops in container gardens made from reclaimed bathtubs, created a rainwater collection, filtration, and homemade solar water heating structure to give the community an opportunity to explore their options, and attempted growing different plant matter that is high in simple sugars and will grow abundantly in a confined space.



Lesole Maine
dancer & choreographer



Marcus Monroe
public space installation



Phillip Mecham
textile artist & sculptor



Gretchen Brodtman
visual artist



Scott Newman
musician



Jason Holt
drummer

Beloved Community Mosaics & CAFÉ

Beloved Community Mosaics is a group of local artists and activists promoting and providing opportunities for community mosaic projects. Through a partnership with Cultural Academy for Excellence (CAFÉ) the groups created two mosaic signs. At Better Block Night, middle-school students from CAFÉ, along with Beloved Community Board Members, engaged attendees to create a mosaic sign of the CAFÉ program logo. This multigenerational and creative activity gave participants a chance to help create a community identity and sense of place.

Trans Action

Maida Withers Dance Construction Company celebrated its 40th anniversary this year within the Gateway Arts District. Withers, a pioneering choreographer and iconoclast of Washington dance has created and performed over 100 site-specific works locally and internationally. “On Site / Insight” thrilled the audience with films of past work and her personal history with site-specific dance. TransAction was a site-specific dance performance at Art Works Now’s recently acquired new building in Hyattsville, MD. Barbara Johnson, Art Works Now’s Executive Director, reflects, “Maida’s vision of exploring the forces at work in the world in relationship to the arts is particularly compelling in the context of this space.”

Beauty Built on Love

Singer, songwriter, performer, and educator Tamara Wellons says, “Over the past five years I have written many songs about love – loving yourself, letting go to ‘finding the love deep within’, and living your life in love. I decided to make a danceable compilation of the music and I called it Built on Love. After careful thought about who’d be listening, I decided to call it Beauty is Built on Love to help spread the message of self-love, self-image, and esteem. We (humans) strive to beautify ourselves in many ways on the outside and my message is to keep that light shining bright from the inside out. Look good, feel good – Feel good, look good. Be good.”

Meet Your Neighbors

Photographer Krista Schlyer created a pop-up café in a vacant auto-repair shop at Rhode Island Avenue where she hung the walls with gorgeous close-ups of wildlife from the Anacostia Watershed as well as sweeping landscape photos of the river. “I’d like to change the community’s sense of, and responsibility for, the place we call home on the Anacostia watershed”, said Krista. Through a series of pop-up gallery shows and educational artists talks around her striking photographs of the plant and animal life in and around the Anacostia watershed, Schlyer hopes to grow the heart of the community to begin—through knowledge and understanding—to take actions to heal the damage done by pollution and neglect of this ecological asset.

Southside Music & Skateboarding Series

The Southside Music & Skateboarding Series is the brainchild of Marc Blackwood. Blackwood, a professional musician and Brentwood resident, was interested in the Mt. Rainier Skate Park. He built his first music series in the park in 2013 with the support of an Art Lives Here grant, and proposed the series’ expansion in 2014 to include a skateboarding competition. The series audience doubled in size during each of the three events. Phil Davis, Acting Director of the Brentwood Arts Exchange, states, “What made the events successful is that all kinds of people came out—young, old, families, you name it—all hanging out together in one place to enjoy music and skateboarding.”

Acts of Arriving

During Acts of Arriving, long time Mount Rainier resident Daniel Burkholder and his group The PlayGround created groundbreaking new choreography and solicited original music for a day of creative placemaking dance events. Burkholder and The PlayGround pulled on interviews, information and images collected and gathered from community members at four previous workshops and incorporated them into a day of movement that highlighted the concept of home within the role of the relatively new creatively placemaking movement.



Kathy Shollenberger
textile artist



Sandy Opatow
musician



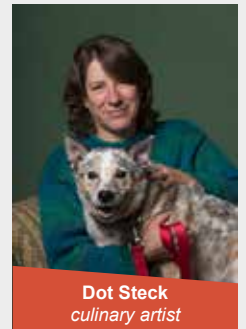
Merinda Evans
african dancer



Joseph Atkins
musician



Jennifer Marsh
mosaic artist



Dot Steck
culinary artist

A Day in the Life

*Colleen Paul,
opera singer*

“I must stay focused on my dreams... I need my energy for my craft.”

Colleen Paul is a 32-year-old opera singer who has lived in the Gateway Arts District for 3 years.

She is an intercontinental sensation who speaks four languages and sings in seven. Paul recently lived in Copenhagen, Denmark, where she performed in The Royal Danish Company's 60th anniversary production of *Porgy and Bess*. While residing in the birthplace of Hamlet, she also had the honor of performing for the Queen of Denmark. So, how does this classically trained songbird keep her instrument tuned? Here's a sneak peek into her daily routine:

8:00am

Morning meditation & operatic breathing exercises

Eagerly checks email for new job offers and auditions for upcoming gigs

Checks social media for production companies looking for opera singers

Sends portfolio to US & international opera companies

Searches for opera-based news

Noon

Runs errands

4:00pm

Language learning time and translating arias for her songbook

*Training time! (If her family is home she ventures to *The Clarice* at UMD)*

Corporate America job hunt

Colleen's daily routine is pretty consistent, but humility is a must when it comes to the craft of improvisation. If her family is at home, it changes the dynamics of her practice schedule. The last thing on her daily to do list is looking for a corporate job. Colleen explains, "I must stay focused on my dreams, and I have to have a job that's flexible and doesn't take my energy. I need my energy for my craft." Wise words from a young lady who travels the world and sings for queens! Keep the dream first, and everything else will follow.

Four Towns, One



Mount Rainier Better Block Project

One rainy night in April, Lesole's Dance Project presented *Revolutions!*, a community engagement public performance experience to activate the Mount Rainier Roundabout at Rhode Island Ave, Perry St. and 34th St. through music and dance. The six public space enclaves surrounding the roundabout were populated with artists, drummers and dancers who performed call and response rituals while marching, New Orleans style, around the circle. Lesole's Dance Project states, "In creating *Revolutions!* we hoped to inspire a meditation on what it means to come full circle as a community." Each year organizers of the Better Block Project practice a DIY neighborhood improvement project and infuse local businesses with foot traffic. Other artists featured in the 2014 festival include BOOMScat, Noelle Powers and Krista Schlyer.

Brentwood's Route 1 Farmer's Market

Local farms, vendors and artists were invited to participate in efforts to improve the quality of life for the residential, business and artist communities by activating Brentwood's abandoned parking lot with a community revitalization project that integrates the arts. The market provided access to fresh produce, family activities for all ages, and handmade products from regional crafters and artists. It also featured artist J.J. McCracken's *Gleaning the Rains*, a mobile rainwater collection unit for the market site, Michael Turner's *Sunflower Fields*, and artist Becky Borlan's site-specific sculptures.



Jordan Denari
jewelry designer



Brian Mondeel
musician



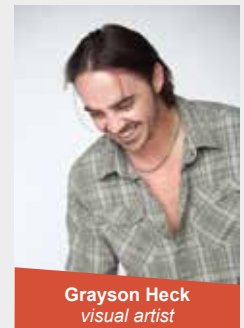
Peggy Brennan
performing artist



Tarra Jackson
actress



Sue Older-Mondeel
musician & visual artist



Grayson Heck
visual artist

ne Arts District



North Brentwood Better Block Public Art Project

To celebrate the 90th anniversary of North Brentwood, the Prince George's African American Museum and Cultural Center commissioned local artist Chanel Compton to create four murals. The first three murals depict pioneers of the community, including Nicholas Saunders Plummer, an early settler of the first African-American town in Prince George's County, Duke Ellington, who played at the Baby Dee's Guest Club on 41st Avenue, and Senator Gwendolyn Britt, a champion in the civil rights movement. The fourth recognized Gateway CDC as an anchor for the community.

Hyattsville's Bursting in Air

The Gateway Arts District was blasted back in time when Bursting in Air debuted six new murals by three artist teams. Organizers transformed the blank "canvas" of the Alt. Route 1 overpass beside Franklin's Restaurant, Brewery, & General Store in Downtown Hyattsville. Each mural featured themes relating to Route 1's history during the War of 1812, which took place in Bladensburg and ended in 1814. The event drew in 1,400 people and featured three themed performances; Blue Sky Puppets, Arachne Aerial Arts, and *1814! The War of 1812 Rock Opera*. The event was hosted by the Hyattsville Community Development Corporation.



Shahin Shikhaliyev
visual artist



Alan Binstock
glass sculptor



Margaret Boozer
sculptor



John Paradiso
visual artist



Stuart Eisenberg
arts administrator



Melissa Rosenberg
art administrator



The PLACE in

Mount Rainier

Brentwood

N Brentwood

Alan Binstock Studios

The WaterHole

Red Dirt Studio

Sweet & Natural



Joe's Movement Emporium



Glut

Brewer's Arcade

Lesole Dance Studio

Artbar



HIP Artists' Housing

Gateway CDC

Vintar House P & Radia

Urban Eats & Artist Lofts

O'Keitha Roundtree

Joe Hicks Ceramics

Joanna Campbell Blake Studio

Skatepark

EZ Storage Studios

Washington Glass School & Artist Studios*



Gateway Arts Center, Brentwood Arts Exchange & 39th Street Gallery

*Otis Street Arts Project | White Point Tanglewood Works, The Studios | B

Placemaking



Hyattsville



Jefferson Street

Renaissance Square Artist Apts.

artdc Gallery

DC Glassworks & Sculpture Studio

Pyramid Atlantic

Palmer Building & Vigilante Coffee

Busboys & Poets

Franklin's



Art Works Now

Shortcake Bakery



Baltimore Avenue

Prince George's County African American Heritage Museum & Cultural Center

These are just a few of the interesting attractions in the Gateway Arts District. Our community is home to hundreds of studios, artists, arts institutions and creative small businesses. For a more extensive listing visit MyGatewayArts.org.

nt Studio | Orange Door Studios |
ue Door Studios | Blue Fire Studio

Please note, all locations are approximate. Map is not to scale.



The Faces of Development: What Does it Mean in the Arts District?

by Princess Best Nichols

de·vel·op·ment {noun}

The view of development in the Gateway Arts District looks different depending on who you ask, and ask we did, and were answered: expansion; retail commercial space; transformation; growth; opening; maturation; the “big fish”, and community. All these and more sound bytes echo from the mouths of GAD heads of administration to the individual artists and small business owners. The question is, does each entity’s definition work to create a sustainable arts district or are there many individual definitions of development?

Definition 1: The act or process of developing, i.e., economic. Large contracts, commercialism and “the big fish” are what Stuart Eisenberg, Executive Director of Hyattsville Community Development Corporation, ultimately likens to “facilitating development” in the arts district. “If we do our job right, they (the community) don’t even know we’re here.” A window seat view of the CDC’s process looks like this: putting together deals in the background, when there’s a gap in financing and a critical tax based

project. Arts District Hyattsville retail happened as a result of the organization filling a \$1.2M gap of a \$14M piece of the larger \$200M EYA Associates project. Couple that with doing studies that show which retail is a buyable market to bring to the area, and whether or not they can support it, and you have Hyattsville CDC’s development model. Does that model ultimately expand the Arts District? “Our arts district is important but it’s only a piece of the puzzle,” says Eisenberg. “If we just relied on

the arts for economic development, I’m sorry... it’s a great thing, but it has to be ONE of the tools in our toolbelt (not the only one). So now, what we are trying to do is create these relationships so that the businesses that are here have a bigger investment in the arts district; and they get to see through a creative process--Biz-Art--how valuable it is, how transformative art is to reality.” Artists of the district have chimed in to say, “isn’t that the view a business should already have coming into the district?”



County Executive Rushern Baker, III joined community leaders and the Landex Companies for a demolition party at the site of the Northeastern Supply building. Landex was chosen to develop the \$36 million mixed-use facility that will include apartments, artist studios, and retail space.

Definitions 2 & 3: A significant consequence or event: a developed state or form. Recently, the Art Lives Here campaign set to raise visibility and awareness in the Gateway Arts District. One thing that can majorly influence that development is the relocation of its primary arts economic resource, the Prince George’s County Arts and Humanities Council, led by Executive Director Rhonda Dallas. The organization will soon be moving to Federal Square, where Dallas’s philosophy is that “the move will enable the council to really be an anchor for the ALH initiative.” It is key to have the major arts players right in the heart of the very area whose economy you are transforming. Such transformations are taking place in the development of the new and improved Prince George’s African American Museum and Cultural Center. Dr. Jacqueline Brown, Executive Director of the museum says that “we concentrate on our marketable museum and culture center products, which are off the charts. They are two different things that stream revenue in different ways. We develop our building by redefining what development in a museum looks like.” In 2013, PGAAMCC sold one of the properties so that they could build out the larger space in their current

North Brentwood location (scheduled for final completion May 2016). This process aided in supporting their operations and sustainability, as well as getting them back to doing what Brown feels is the “bread and butter” of the culture center, developing their museum by offering products the community wants.

Definition 4: Music – The part of a movement or composition in which a theme or themes are developed. Where do the artists and small businesses of the GAD fit into the composition of development? What is their stake, vote or voice in the shaping of the district? What opportunities through Art Lives Here lend the diaspora of residential artists true vestment in Gateway? What makes an arts district an ARTS district? Is the actual ART the last development piece to be considered in a state accredited arts district? If you ask Laura Rogers, Board President of the Gateway CDC, she will direct you to development Definition 5.

Definition 5: A large group of private houses or, of apartment houses, often of similar design, constructed as a unified community. “Successful development enhances and supports a community’s uniqueness -- economically, socially and environmentally. Developing



Miles Bumbrey | music production



Audrey Wilson | glass artist



Curtis Culbreath | upholsterer



Joe Hicks | ceramic artist



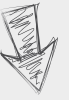
Latteta Theresa | musician



Vaughn Kimbrough | musician



Dana Carr | writer



M-NCPPC granted \$40,000 to complete the final phase of studio development for the EZ Storage facility.

these objectives in conjunction with well-planned and built structures are essential to achieving the mission and vision of Gateway CDC. Economic development through the arts is at the forefront of our efforts to make the Gateway Arts District a destination for the DMV region,” says Rogers. Gateway CDC’s arts advocacy development includes negotiating and managing artists’ studio rentals to attract those who serve as the unique, marketable entertainment draw, and lobbying incoming developers to incorporate art into their design program. Gateway CDC is partnered with: 1) Landex Companies on the Studio 3807 Rhode Island Ave. – a \$20 million LEED Silver, mixed-use development project; which includes 3200 sq. ft. of planned artist studio space; 2) Landex Companies’ The Artisan – a \$14 million LEED Silver mixed-use project; 3) 6 Net Zero Energy residential – Perry Street

Townhomes in Mount Rainier by Flywheel Development, which utilize passive solar, green roofs, and 1 foot thick exterior wall construction for high thermal resistant performance to achieve a zero carbon footprint; and 4) Red Dirt Studio’s rehabilitation of the Mount Rainier Firehouse, repurposed for visual artist studios and gallery space. Gateway CDC views development as several moving parts of the whole, all of which lead back to community at the heart, and that in many ways is the metaphor for the residents and arts.

In addition, the City of Mount Rainier recently hired a dedicated economic development director to the city staff that makes the town “positioned to catch the wave of development that is expected to splash across the region in the next few years,” says City Councilman Jesse Christopherson. “We want to keep our character throughout the development

process. We are united in our effort to make sure development within city limits adheres to our award-winning Mixed-Use Town Center Development Plan and we aren’t looking to cash in by inviting bland gentrification. We are also involved in planning an iconic, artistic Gateway project that will let visitors know they have arrived somewhere special when they cross Eastern Avenue into Mount Rainier.”

So what does development mean for the arts district?

It can mean the expansion of art living here, or it could mean closed window shades that never share the light of day with one another. A plate of collard greens at Sweet & Natural shared between all of our arts district stakeholders may make all the difference in furthering development for the Gateway Arts District.

**Art Lives Here
Phase III**

In Phase III of Art Lives Here, Gateway CDC takes the lead in developing a rich environment for small creative enterprises to grow and prosper in the arts district. Phase III capitalizes on the excitement and visibility generated by the temporary and pop-up projects in earlier phases of Art Lives Here by establishing a strong, permanent presence in a highly visible spot in Mount Rainier while initiating more enterprise activity in Brentwood and North Brentwood. By significantly adding to the storefront occupancy in Mount Rainier, we will trigger a street-level transformation while directly supporting existing business and creative enterprises. By partnering with Brentwood,

North Brentwood, and property developers in the arts district, we create relationships through temporary projects and work towards long-term occupancies in current properties and new developments. This effort anticipates the larger commercial developments along the corridor in the next three years. Incubating new creative businesses and promoting the work of established companies will prepare our local communities to take advantage of a new, more consistent vibrancy on the Mount Rainier circle and an abundance of new and redeveloped studio, retail, office, and live/work spaces coming to the Route 1 corridor.



Leslie Holt
visual artist



Syl Mathis
glass sculptor



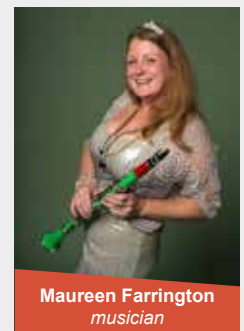
Frances Paul
art educator



Avery Steck
musician



Melissa Thompson
filmographer



Maureen Farrington
musician



Fernando Hermoza
musician



Araceli Ma
poet

A Day in the Life

Married with two children, Fernando is a guitarist and Araceli is a poet and actress. They were both born in Peru and currently live in Hyattsville.

Fernando and Araceli met when they were university students in Peru. Fernando won the Testimonial Music competition as a composer at the Floral Games at the National University of Engineering in Peru. Araceli's poetry group was organizing a concert in the University of Lima called "Poetry for the Peace". It was 1992..., after that day and several life events later, they are still enjoying sharing poems and music.

"Art really lives here! We have the space to share our art and learn from others too. Last year Pepe Piedra taught us how to paint with acrylic. It helped a lot to have a studio and Pepe available in the neighborhood. It was a great time!" said Araceli.

Fernando adds, "When I graduated as an electronic engineer, starting a career in the arts was not easy. Eventually, we moved to the US because there were new opportunities. As an immigrant living in Hyattsville, I am more than happy with all the opportunities I found in this city. I am growing as an artist,

I feel proud to live with artists. Here I realized that I can improve my finances with my art –what really matters for an immigrant family is the budget."

"Having a rehearsal space in the neighborhood helped me a lot with the family. I can have rehearsals close to them. I found a niche at the metropolitan area of DC for Bilingual Theater and that allowed me to practice my art."



Dziko Gomez
makeup artist



Jessica Mncube
dancer



Ellarose Preston
belly dancer



Dana Grabiner
musician



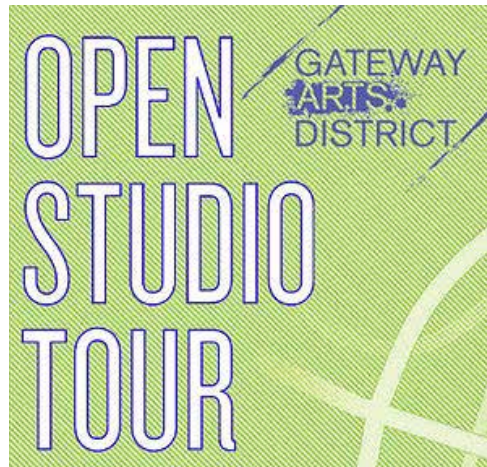
Michael Janis
glass artist



Lamonte Nichols
dj



The Hyattsville Arts Festival is the Gateway Arts District's largest event with over 4,000 people in attendance in 2014. Held in September of each year, the festival features over 70 artists, and performances on three stages.



Gateway Open Studio Tour hosts the DC region's largest gathering of artists for a one-day art show case. Each year over 100 artists and galleries open their doors enabling art lovers and the general public to explore the artists' spaces and get a firsthand look at their creative processes.



Beth Hess | glass artist



Carol-lynn Swol | metalsmith



Sardar Aziz | visual artist



Alex Martin | musician



Efeturi Oneosorhue | comedian



Niclaire Jones | dance fitness



Linnie Raybuck | actress

A Day in the Life



*Alana Cole-Faber,
dance trapeze artist*

Alana Cole-Faber is a 36-year-old dance trapeze artist and instructor. She's married, with twins.

She says, "I landed here by accident, but I choose to stay because there are so many exciting new things happening here every day, and the people here are just great. I've lived lots of places – Manhattan, Montreal, and Honolulu – but this area is my favorite so far." Alana loves what's happening in the Arts District, but also appreciates the exciting things happening just outside its borders in Brookland and College Park. "This makes the Arts District a great place to live and work, because it is this wonderful artistic center right in the middle of everything, with a beautifully diverse population of folks who have different backgrounds and interests. There is always something new to do and always someone interesting to meet."

Her biggest accomplishment is seeing her students succeed. Her biggest challenge, like so many others, is money. People often comment that her classes are costly, but renting space, paying for insurance, instructors and training gets expensive. "That is a big one because we have to train ourselves in order to stay strong enough to teach our students. You can't just walk in off the street and demonstrate how to fly on a trapeze. If there's a wealthy philanthropist out there reading this who has always wanted to join the circus, we could use your help!"

Alana finds that being a little bit "ruthless" with budgeting is necessary, which sometimes means making changes that are not popular. Having a job outside of art creation is necessary for her as well, both for financial and personal reasons. She states, "I find that if I'm not doing something other than making art, I burn out quickly. I need the contrast of a desk job in my life to keep the creative side going."

7:00am Get my 5-year-old twins ready for school and out the door.

9:00am Head to the studio to rehearse.

11:00am Teach trapeze.

1:00pm Work on scheduling, writing newsletters, lesson planning.

4:00pm Pick up kids from school.

6:00pm Get dinner on the table and head off to teach more trapeze.

9:00pm Eat dinner, shower, and get to bed as quickly as possible.

Transforming through Arts Integration

by Valeka Holt

Across Prince Georges County, there has been a growing interest in arts integration as an approach to teaching. The arts are used as a catalyst to help with the comprehension of subject areas such as: mathematics, social studies, history, and language arts. Arts integration is an “approach” to teaching. It refers to how something is taught rather than what is taught. Arts integration can help students tackle specific subjects in a unique and creative way.

The question is: what is the difference between arts education and arts integration, and how do the studios in The Gateway Arts District play a role in these approaches to education?

Arts education is genre specific. Students are taught to focus on a specific art form, and must demonstrate an understanding of that art form through a showcase or performance. Arts integration is an approach to teaching in which students construct, and exhibit understanding through an art form. Students engage in a creative process which marries an art form and another subject area. The merging of the two disciplines will create a pathway for better learning comprehension.

Gateway Arts District studios have shown exemplary leadership in arts programming in Prince George’s County. These studios employ the power of art to propel this generation of artists to the next level by equipping them with tools that will teach them how

to create work that ignites possibility and wonder. Being at the forefront of an artistic revolution isn’t easy. Studios constantly deal with ridicule from the public, individual artists, and the press in regards to what methods have the best outcome and who does what better. Fortunately, the studios in The GAD are competitively ambitious with their work ethic, and they should be commended on staying current in the new approaches to teaching and implementing artistic programming.

In this district, Joe’s Movement Emporium is revered as “the go to place” for arts and culture. Joe’s is a community arts center, and through their arts education programs, the organization increases community access to creative experiences and opportunities. Brooke Kidd, the Founder



Alonzo Davis
visual artist



Barbara Johnson
arts administrator & educator



Adjua Williams
sculptor



Wayson R. Jones
visual artist



Artis Moon Amarche
performing artist



Imani Lewis
writer

of Joe's Movement Emporium has spearheaded arts education programs produced at the studios as well as in Prince George's County public schools. For 18 years, Joe's Movement Emporium has had a successful in depth residency program at Mount Rainier Elementary School. Joe's teaching artists collaborate with Mount Rainier teachers to foster an arts integrated curricula that benefit students in all subjects.



Joe's is an Arts District cornerstone, but they're not the only studio that proudly serves this district. The Prince George's County African American Museum and Cultural Arts Center led by Jacqueline F. Brown has manifold educational programs that have pioneered the district through programs like Museum-in-a-box. Trained museum educators conduct workshops through the aid of artifacts and arts and crafts to teach students the history of African Americans in PG County. Even more unique, Culture Keepers is a dynamic program for high school and middle school students in which the students become the researchers and they re-enact Prince George's County African American history through visual and performing arts.

Renee Hoffer, the owner and founder of Ballet Tap and All that Jazz is determined to train up the next generation of professional ballerinas. She noticed that The Gateway was missing a studio that specifically catered to grooming ballerinas in the proper technique, and says, "I'm a trained dancer... I know trained dancing; I know what technically trained dancing should be...one thing I know I can do is

train a ballet dancer... I feel like if you can do that you can do anything, it doesn't work the opposite direction..."

Ballet Tap and All that Jazz recently entered into a partnership with The Debbie Allen Dance Academy in Los Angeles. Both studios are working together to raise scholarship monies for two ballerinas from Ballet Tap and All that Jazz to travel and study at the academy next summer.

Barbara Johnson, founder and executive director of Art Works Now is an arts education fanatic. Johnson received the Outstanding Scholar Award from Kutztown University of Pennsylvania for her work improving art education nationally through her publication efforts

and national speaking engagements. Barbara says, "For several years, a struggling economy has translated into a reduction in arts education across our nation and particularly in economically challenged regions. Prince George's County is one such region. The result: most children in Prince George's County Public Schools are experiencing visual arts education taught by certified art educators a maximum of four times per school year, with an average class time of forty-five minutes."

Art Works Now delivers opportunities for teaching artists on a weekly basis to provide visual art programs to over 200 students at Thomas Stone Elementary, Hyattsville Elementary, University Park Elementary, Mt. Rainier Elementary, and Gladys Noon Spellman Elementary School. These students would have no regular visual art education opportunities without Art Works Now.

Red Dirt Studio is a sculptor/ceramic intense "graduate program without the grades!" Led by founder Margaret Boozer, Red Dirt Studio is a collective where advanced sculptors critique each other's work. It is a judgment free zone, a "coming-together of talented, smart and curious people, working toward a greater accomplishment in their professional practice. It's about drawing on the resources of artistic community, and at the same time giving back." The atmosphere of Red Dirt Studio is pleasantly nostalgic. The smell of the clay and the subtle sounds of machines at play allow for any artist to lose themselves in their work. As a leader, Margaret believes in partnering with other studios to create a model of excellence in which artists and art



Andre Pellerin
ceramic artist



Sophie Barnet
visual artist



Malika Bryant
visual artist



Diana N'Diaye
fiber artist



Jason Walker
drummer



Yvette Thompkins
culinary artist



The fundraiser for the new Red Dirt Studio. Founded in 1996, Red Dirt is an artist collective of emerging as well as nationally known artists. With the move, the studio is more than doubling its space.

organizations “help each other get done what needs to get done. On your own you have an idea, and it’s daunting because it’s too big. But, if you can get some people for three hours to help you; that might be the difference in you thinking something is possible and not possible.”

With all this talk about artistic studios let’s not forget to discuss the amazing work independent teaching artists are contributing to continuing the progressiveness of arts education in this community. Many teaching artists have private classes and coaching because they are building their clientele in hopes of opening a studio of their own. As an independent contractor, an artist has the freedom to create original methods of teachings that they can revise repetitively until they have mastered the specifics of that teaching technique. There is a beauty that lies within the art of private coaching: teaching artists have the ability to create the next technique that will challenge the norm and force a new thought of productivity for the arts.

So what does art education and integration mean for the Gateway Arts District?

Continue to strive to be trail blazers in Prince George’s County and eventually the country. The model the GAD has in art education has broken expectations and boundaries. With the continuation of pushing arts education to the limit, more municipalities will jump aboard the arts education/integration train of success. In order to lead, one must be fearless. Thus, the Gateway Arts District must continue to instill provocativeness in their arts education programs. The more provocative, the more the challenge, the more the results.

Art Works Now Executive Director, and Art Lives Here partner Barbara Johnson shares more about arts education in Prince George’s County. Read “Transformation through Arts Education” on the Art Lives Here blog.



Rick Ruggles | *photographer*



Kirsty Little
ceramic & trapeze artist



Cheryl Foster | *sculptor*



Noelle Powers | *performing artist*



Hermione Rhones
poet & performing artist



Joshua Araujo | *sculptor*



Ani Kasten | *ceramic artist*

A Day in the Life

Bus Howard, musician & actor

Bus Howard is married with three children. At 60 years old, he is a full time artist who works in several different media. He is a master carpenter, a proud union actor, vested, Actors Equity Association (AEA), Screen Actors Guild, an Artist-in-Residence, a musician, writer, teacher and student. He has lived and worked in the Gateway community for almost 22 years.

Bus was attracted to the Gateway Arts District because of the housing prices. Over 20 years ago he and his wife saw the same house (at different times) and thought it had potential. They described it to each other and laughed about the kismet of it all. Years later they are still here.

"I have been able to sustain my career as an artist by using my carpentry skills. I have over 40 years experience as an architect/design builder/master carpenter. This gives me the flexibility to audition in NYC, where my agent is. I also play guitar and lead workshops for school aged children. And, I perform different historical characters, Frederick Douglass, Josiah Henson, Nat Turner, Malcolm X, Father Divine, etc. It is a hustle."

Bus says his crafts now all seem related to him. If it is a workshop or a kitchen addition, he finds that the same type of thought goes into envisioning it first, laying out the game plan and executing. Bus says, "It is a challenge financially in these times, but I find my art does not suffer because of it."

4:00am Online guitar lesson or two

6:30am Swim

8:00am Layout job/project

9:00am Work trade, learn lines, practice music, write script, journal, teach

3:00pm Warm down, sit outside and meditate

6:00-8:00pm Prepare dinner, eat, and watch serials, documentaries, dramas

10:00pm Dead asleep

Alternative Day

4:00am Wake and take train to NYC

9:00am Arrive NYC

Noon-4:00pm Auditions

6:00-8:00pm Dinner

9:00pm Head to Brooklyn (home)



Jamila Scarlett
actress



Marcia Freeman
performing artist



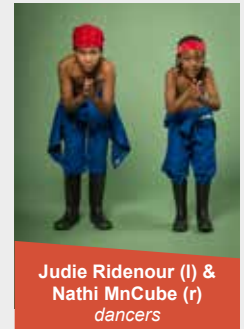
Suzanne Koch
visual artist



Jessica Valoris
performing & visual artist



Marsha Stein
painter



Judie Ridenour (l) &
Nathi MnCube (r)
dancers

The Gateway Arts District is home to the
**Sue Hess Maryland Arts
Advocate of the Year**

Brooke Kidd
Executive Director
Joe's Movement Emporium

The Sue Hess Maryland Arts Advocate of the Year Award honors an individual whose work has had lasting impact on the state of public funding for the arts at all levels of government. For over 20 years, Brooke Kidd has been an advocate for the arts – arts education, workforce development, and community responsive programming. She founded Joe's Movement Emporium in 1995. Joe's is home to over 25 performing arts groups and serves more than 40,000 visitors annually.



Years in the Making

by Brooke Kidd

Local activists, municipalities, and county officials have long searched for a sustainable business culture along the Route 1 Corridor. During the early 1970s many long-serving mom and pop shops closed inside the Beltway: a drop in customers due to the competitive pressures of newer, exurban sprawl developments. Seeing vacancies that presented as opportunities, the first articulated vision of the arts district emerged in the early 1990s. A vision of studios supporting working artists, galleries,

coffee shops, and creative retail, was crafted by writer and costumer Mary Beth Shea, sculptor Alan Binstock, costumer RenataMaile- Moskowitz, and former Mount Rainier mayor Fred Sissine, who submitted a proposal to the County Council.

Nonetheless, even without an agency or central entity, artists began to move into the increasingly affordable and readily available industrial spaces. Artists Tom Ashcraft, Stuart Eisenberg and Martha Jarvis

Jackson rented studio spaces. Joe's Movement Emporium and Red Dirt Studios opened their doors, and the Gateway and Hyattsville Community Development Corporations were formed. In 1999, an Arts Summit was held with key community stakeholders.

The desire that collectively emerged was to include the four towns that shared the same County council district, school system and transportation network: to better connect and coordinate housing



Community leaders take a photo op with County Executive Rushern Baker, Honorary Chair of Art Lives Here.

and commercial revitalization. Four anchor projects were envisioned; one for each town that would then attract infill projects comprised of studios, mixed-use developments and new businesses. Several arts organizations purchased their own properties to ensure their continued residence and impact.

The Gateway Arts District exists because of its artists. Various groups and enterprises have benefited from the work of these artists to instill a sense of place, to occupy property and care for its appearance, to attract an authentic and enduring audience, and to enhance the brand that Glut Food Co-ops established over 40 years ago: Funky and Affordable. In 2011, community members Imani Drayton-Hill, Michelle Lee, Anne L'Ecuyer, and Brooke Kidd strategized for another round of community investment for the Art Lives Here initiative, which invested over \$500,000 in creative placemaking programs and Gateway Arts District marketing.

Opportunity still abounds in the District's diverse commercial areas: from the warehouses tucked away in Brentwood; to the vacant storefronts in Mount Rainier and Hyattsville; to

the open lots along Route 1 in North Brentwood. Affordable and visible, the four towns along Route 1 will fill-in over the next decade to link the largest singular arts district in the state of Maryland.

Artists continue to lead the brand and audience development of the Gateway Arts District through their events, opening the doors of their studios, and serving as leaders and activists in local government. Every level of elected officials in our towns, county and state appreciates the arts and understands the broad reaching impact which has contributed to a community that deeply values its culture, has an eye toward making space look good and the role an artist plays in this process.

Brooke Kidd and Stuart Eisenberg, Executive Director of Hyattsville CDC share more on our blog. Explore more of the Gateway Arts District history by visiting artlivesheremd.wordpress.com.



Becky Borlan | sculptor



Jodie Beder | musician



Melissa Glasser | visual artist



Tosin Aribisala | drummer



Veta Carney | glass artist



Rita Elsner | visual artist



Pat Humphries | musician & songwriter



An arts district is the artists who live and work in it!

To celebrate the core creative ones, Art Lives Here kicked off a series of free photo shoots in July for Gateway Arts District (GAD) artists, defined as individuals who live or work in the GAD. Special thanks to our photographers: Matt Carl, Marketa Ebert, Evan Wilder, Krista Schyler, Charles Steck and Valerie Phillips. Thanks to the arts organizations who hosted the shoots: Renaissance Square Artist Housing, Joe's Movement Emporium, Art Works Now, Red Dirt Studios, Brentwood Arts Exchange, Gateway Arts Center, Mount Rainier Artist Lofts, and Vigilante Coffee.

Many thanks to those that made Art Lives Here Possible!



Neena Narayanan
arts manager



Michelle Lee
arts manager



Courtnye Koivisto
designer & visual artist



Princess Best Nichols
actress



Anne L'Ecuyer
arts manager



Valeka J. Holt
actress & playwright



Marketa Ebert
photographer



Matt Carl
photographer



Charles Steck
photographer



Evan Wilder
photographer



Krista Schyler
photographer



Valerie Phillips
photographer



Morris & Gwendolyn Cafritz Foundation • AmeriSigns • Community Forklift • Maryland Milestones/ATHA Inc. • Prince George's County Council, District 2 • City of Mount Rainier • Town of Brentwood • City of North Brentwood • City of Hyattsville • Alterra • Landex Companies • Ratner Companies • Mingus Communications • Prince George's County Revenue Authority • Washington Writer's Retreat

CONTRIBUTORS

