

CREATIVE PINELLAS

January 2022

Prepared by:

Barbara St. Clair

CEO

## Activity Report

### ***Gallery Activities***

**The LOOK TOUCH MOVE (LTM) exhibit opened on January 26** with the reception planned for Tuesday, February 1. A partnership between visual artist/dancer [Sharon McCaman](#) and Creative Pinellas Artist Laureate and dancer, [Helen French](#), LTM is two distinct projects, presented in tandem and collaboration.

"Reiteration" by McCaman is a group of large scale sculptural pieces that use diverse textures, materials, and technology to create a multi-sensory and participatory experience for visitors.



"Reprise" by French, is an on-going/developmental work

of dance that includes a series of open-to-the-public improv sessions, rehearsals and workshops in the gallery. Each explores the relationship between dancer and McCaman's interactive art sculptures. French is also premiering a fully realized version of "Reprise" is scheduled for Thursday, March 10th from 6-8pm.

Complete activities scheduled for LTM include an opening reception on February 1 from 6 p.m. to 8 p.m. with all social/group activities to be scheduled in the courtyard and CDC covid protocols followed.



### **LOOK TOUCH MOVE Improv Jam**

Saturday, February 5 from 3-5pm – Happening at the Gallery at Creative Pinellas – [Read More](#)

### **Creating Site-Specific Works of Art Workshop**

Saturday, Feb 12, 10:30am – 4:00pm – ...[Read More](#)



### **REPRISE Open Rehearsals**

Wednesday, February 9th @ Noon – 2:30pm... [Read More](#)

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Friday, February 18th @ Noon – 2:30pm... [Read More](#)

Wednesday, February 23rd @ Noon – 2:30pm... [Read More](#)

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### **Conversation with the Artists**

Tues, Mar 1, 12 – 1pm – Register on Zoom... [Read More](#)



Thursday, March 10th @ 6:00pm–8:00pm... [Read More](#)



### **Dance Community Meeting**

Wednesday, April 20th @ 6–7pm... [Read More](#)

## **Partnership Activities**

### **Lealman Murals**

- Laura Spenser (Ms. Crit) continued to work on her mural at the Lealman Exchange. Creative Pinellas is receiving tremendous recognition and public support. Additionally, so is Mother Kombucha and Lealman! Both the business owner and the artist have reported multiple positive comments from passers-by and from nearby businesses and other members of the community. Additionally the artists reports receiving five queries from people interested in hiring her from commissions, based on this work!

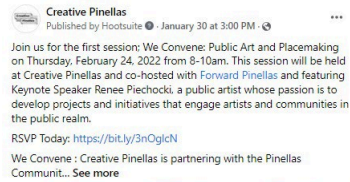


### **Pinewood “Partners”**

We are participating in the rebirth of this festival. It's been 10 years since Pinellas has held an event like this. Creative Pinellas contribution will be multi-faceted. We will be setting out chairs and tables in the courtyard (food trucks are being arranged), hosting a PCSD student art show in the back gallery, hosting a Heritage Village activity in the former gallery store, hosting a dance workshop at 12:30 in the LTM space with Jai Hinson from Artz 4 Life (they are performing in the wedding garden at FLBG at 2pm), and potentially hosting a group of Black poets in our courtyard on behalf of Heritage Village.

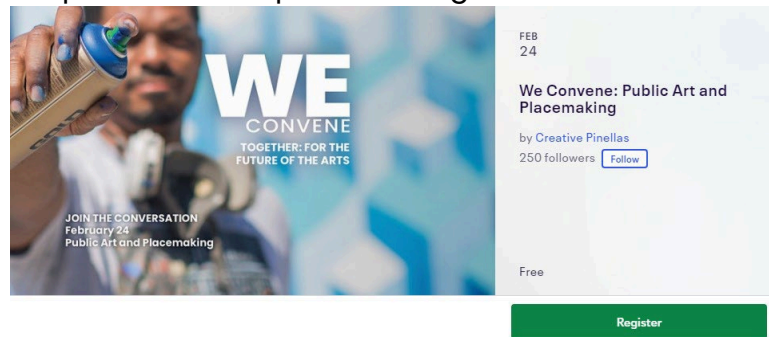






## **We Convene**

Planning and outreach for the WE CONVENE Program, a series of 6 community discussions on key topics in the arts took off in January, with Marketing launching via email and social media, to promote the series as well as the first event on public art and placemaking.



Starting in February and continuing through the summer, the series will end with a community town hall in September to collectively share what has been discovered and to set the stage for next steps.

Each meeting will be from 8am -10am and will start with arrival/ networking for the first 30 minutes, followed by the introduction to some Pinellas County success stories that are working in the landscape of the specific meeting topic. FREE and open to the public at the Gallery at Creative Pinellas.

A keynote speaker will kick off the working session with an inspirational/aspirational presentation, followed by breakout discussions to understand key issues or needs, raise ideas and solutions to address those needs. The meeting will close with a call for participants interested in working on the topic to bring their findings together to be featured in a Town Art style meeting in September.

**February 24:** Public art and placemaking: Esp. transportation/public spaces

**March 24:** Performing arts: How to support and grow the performing arts

**April 28:** Accessibility and equity: Making arts accessible/welcoming to all

**May 19:** Arts and tourism: What is here, now and how to brand and market\*

**June 23:** Economic needs/wellbeing for artists: Art/workspace, housing, etc.

**July 21:** Arts and Education/Community outreach: Connecting with and supporting youth

Read more here: <https://creativepinellas.org/event/we-convene/>

## SPACEcraft

On January 29<sup>th</sup>, SPACEcraft opened at two new locations in Pinellas County. The free festivities were open the public at A.L. Anderson Park as well as Philippe Park.



## BTW (Extended Contract)

The work of Patricia Kluwe Derderian has made an impact on the guests of the Don Cesar as her work continued to sell in January. She recorded a sale for \$2,200 and also took on new client commissions from hotel guests as well. The exhibit of her work has had an impressive run and the artist has expressed her thanks for the support and assistance of the Creative Pinellas team for working to this opportunity happen.

## Other

### NEA Pinellas Recovers Grant

Marketing for the Pinellas Recovers Grant started in January to inform individual artists and arts and culture organizations that this opportunity was going to launch soon and to be prepared to participate.

Pinellas Recovers grants will help artists and nonprofit arts organizations recover from the effects of the Covid-related economic losses while responding to underserved communities.



Creative Pinellas was one of 24 local arts agencies nationwide selected to receive an American Rescue Plan grant for \$500,000 from the National Endowment for the Arts (NEA).

Pinellas Recovers is a one-year competitive grant program in addition to the annual Creative Pinellas Professional Artists and Emerging Artists grants. It will award the following:

- 21 Individual Artist project grants from \$2,500 – \$10,000
- 25 Arts Organization operating grants from \$2,500 to \$50,000 (based on up to 10% of the organization's operating budget for 2019 to present)

Funds will

- help support jobs in the arts sector.
- keep the doors open to arts organizations.
- assist in the sector's response to and recovery from the COVID-19 crisis.
- provide access to arts experiences to underserved audience.
- support salaries, stipends to artists, marketing, promotion and other operating and/or direct project expenses.

For more information go to: <https://creativepinellas.org/magazine/pinellas-recovers/>

### **Arts Coast Magazine**

This month's Arts Coast Magazine featured a wide variety of articles.

### **Visual**

#### **A Day at the Dali with Young Ones**

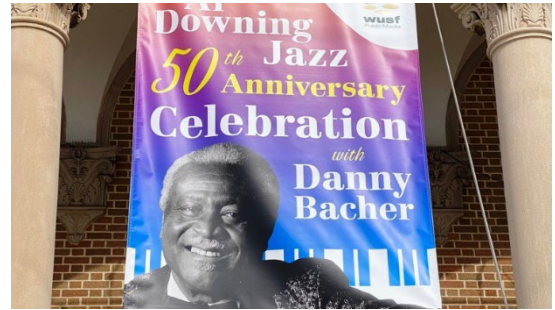
The day before school started I thought, what shall I do with the kids? Spoilt for choice really. Do we go to a park or playground, wildlife center or butterfly garden? My answer – "Let's go on another trip to a museum." [Read More](#)



# Performing

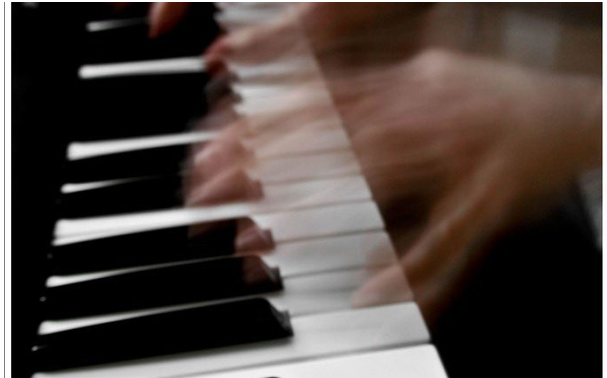
## 50 years of Al Downing Jazz

This Sunday, the Palladium Theater celebrates jazz with a gala concert that honors the 50<sup>th</sup> anniversary of the Al Downing Tampa Bay Jazz Association. Member of the Downing association will pick up a Palladium Jazz Award on Sunday, along with WUSF Jazz Director, Mike Cornette, who announced his retirement in December. [Read More](#)



## Music Inspired by the Haunting Silence of Beethoven

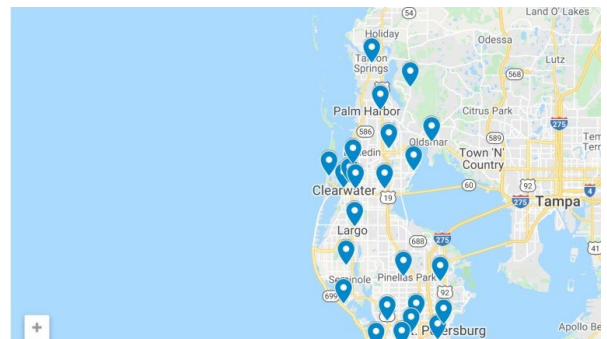
In 1802, Ludwig van Beethoven sat down to write a letter to his brothers, Johann and Caspar. The world he loved was fading, and he struggled with thoughts of suicide. "How can I possibly admit an infirmity in the one sense which ought to be more perfect in me than in others, a sense which I once possessed in the highest perfection?" [Read More](#)



## Literary

### Libraries – What heaven May Look Like

When I was a kid, libraries were like the nerdy kids in class – admired but not cool. Now, it looks like they've joined the popular clique. Books about libraries, of course, have long been popular. In 1941 Argentinian writer Jorge Luis Borges, who himself was a librarian, wrote a short story called "The Library of Babel," a meditation on a labyrinthine library that contained all the knowledge of the world. [Read More](#)

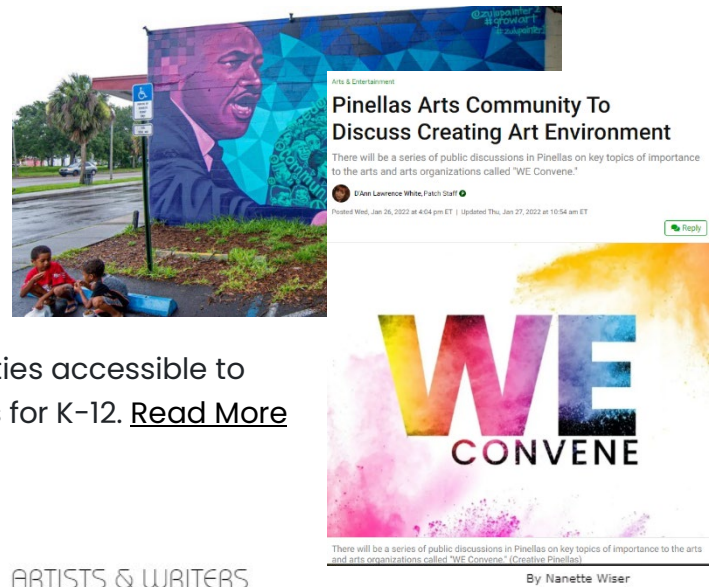




## Arts and Education

### MLK Day Celebrations Both In-Person and Online

You can honor the life and work of Dr. Martin Luther King Jr. this weekend in many ways, both in-person and online. CNN shares a range of opportunities including how to volunteer for **MLK Day of Service** projects, how to find on-demand volunteer opportunities accessible to anyone, and free downloadable lesson plans for K-12. [Read More](#)



### In January, Press included

[Paradise News, JAN 1, 2022](#)  
[Artist & Writers: Dancing Queen](#)

[Former Holocaust Museum CEO joins Creative Pinellas - St. Pete Catalyst](#)

[Artist Laura Spencer adding a fresh touch of color to Lealman - St. Pete Catalyst](#)

[Things to Do: Vikings, Beach Volleyball and More - The Gabber](#)

[St Pete Catalyst, JAN 24, 2022](#)  
[Artist Laura Spencer adding a fresh touch of color to Lealman](#)

[PATCH, JAN 26, 2022](#)  
[Pinellas Arts Community To Discuss Creating Art Environment](#)

[PATCH, JAN 26, 2022](#)  
[Multisensory Art Exhibit On Display At Creative Pinellas Gallery](#)

[PATCH, JAN 27, 2022](#)  
[Look Touch Move Improv Jam](#)

### Website and Social Media (see next page)



**DANCING QUEEN** The choreography and poetic motion of St. Petersburg native and artist laureate Helen Hansen French is showcased in Look Touch Move @ Creative Pinellas Jan. 20 6-8pm. French is on the faculty of St. Petersburg College and teaches dance both in NYC and here. She began dancing at Judith Lee Johnson's Studio of Dance, and at the Pinellas County Center for the Arts. After attending the HARID Conservatory, she earned a BFA from Juilliard School under the Early Admissions Option and after

graduation she joined Suglisi Dance Theatre where she is currently a principal dancer as well as rehearsal assistant. In addition to BDT's annual New York City seasons she has performed at the Jacob's Pillow Dance Festival, Chautauqua Dance Festival, Vail International Dance Festival, Rishon LeZion International Festival in Israel, and the Oriente Occidente Festival in Rovereto, Italy. Mrs. Hansen French has also been instrumental in restaging BDT's works at Marymount Manhattan College, The Alvin/Alley Fordham BFA program, George Mason University, and the University of California at Long Beach.

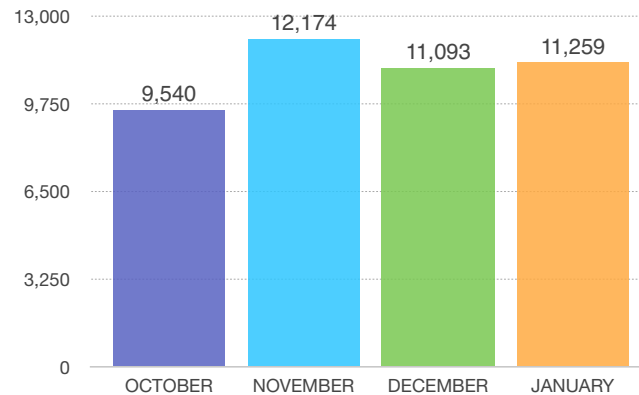
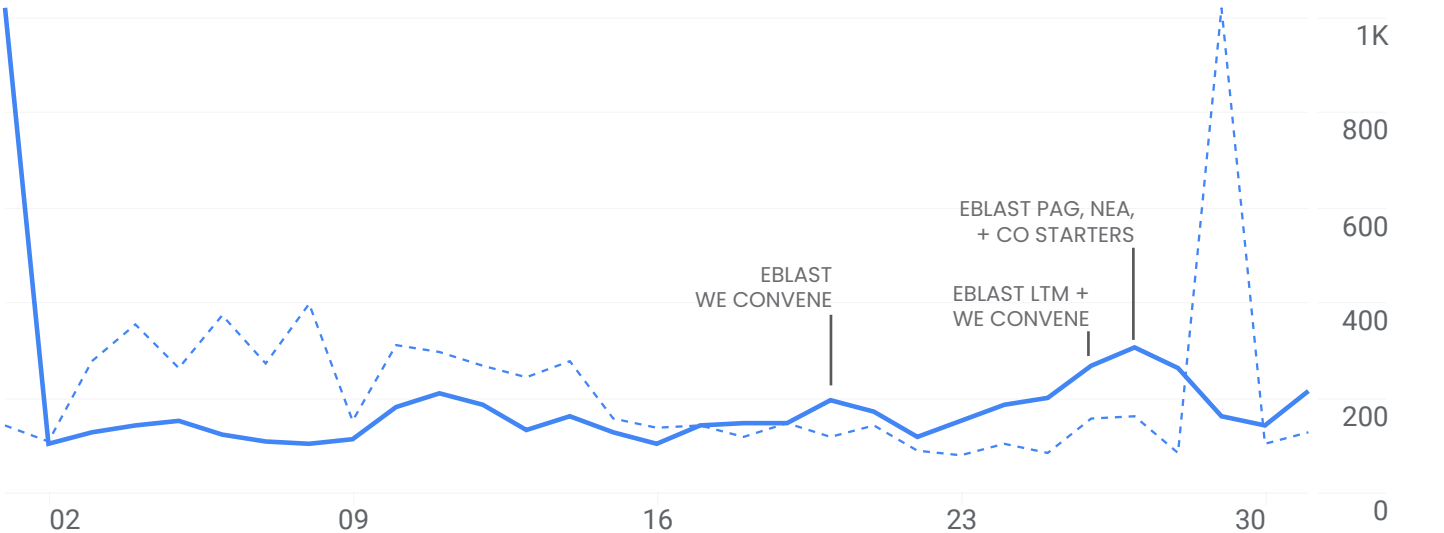
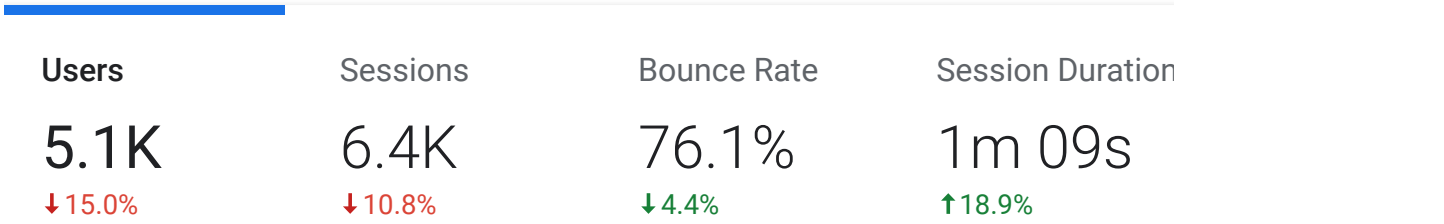
French has been featured in the New York Times Arts and Dance Teacher Magazine and lauded by The Arts Alliance and others. In addition to her work with BDT Helen has performed with the Niles Marins Dance Company, been in residency at White Oak Dance working with choreographer Adam Houglund and performed in the Guggenheim's Works/Process program

with choreographers Brian Reeder and Pam Tanowitz. In 2010 she presented a solo show at Studio@520 that featured the re-created works of Ruth St. Denis, Doris Humphrey and Jacquelyn Suglisi. She has been a member of the dance faculty at the Neighborhood Playhouse in NYC and The Juilliard School. Committed to arts education, she is a founding member of the St. Pete Dance Alliance and co-producer of Beacon, a performance series for St. Pete.

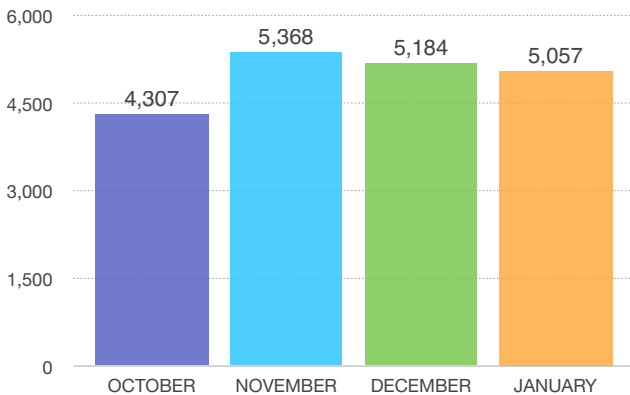
**BOOK NOOK** Paradise boasts authors of every genre from earth lovers (local gardener Craig Huegel's *Butterfly Gardening with Florida's Native Plants*) to mystery writers (St. Petersburg's Tamara Lush and her *Coffee Lover's Series*, pen name Tara Lush). Her newest whodunnit is *Cold Brew Corpse*, and it's a hoot. Craig Pittman's *The State You're In* chronicles Florida's wildest stories. Clearwater Beach first-time author Jan M. Wallton's first novel *River Avenue* is a departure from her day job coaching people to write their autobiographies.

# WEBSITE TRAFFIC: JANUARY 2022

DOTTED LINE REPRESENTS DECEMBER DATA



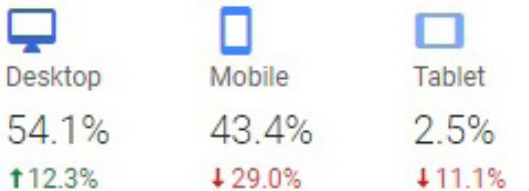
**WEBSITE VIEWS**  
Number of times the CP website has been viewed



**WEBSITE VISITORS**  
Number of individuals who have visited the CP website

## WEBSITE NARRATIVE

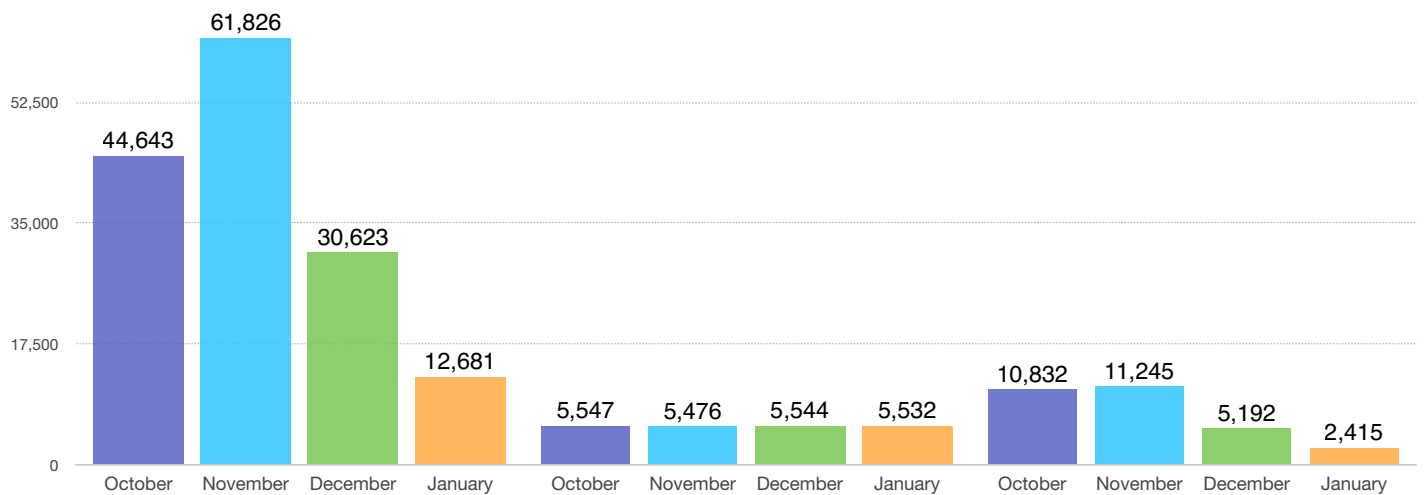
By the end of January, web traffic had recovered from a lull in the opening weeks of the month. This dip was a continuation of the decline in traffic after the closing reception of Arts Annual. Thanks to the promotion of the Look, Touch, Move opening reception, the announcement of grant initiatives, as well as online PAG workshops, January's performance with visitos was only slightly below the prior month. The end of the month increase in attention forecasts positive growth for February's numbers.



**SESSIONS BY DEVICE**  
Indicates views to the website through device type.

REACH: 12,681

## FACEBOOK: JANUARY



### REACH

Number of individuals who have seen our FB content

### TOTAL LIKES

The total amount of people who like our FB page

### ENGAGEMENT

The total amount of likes, shares, comments, and clicks

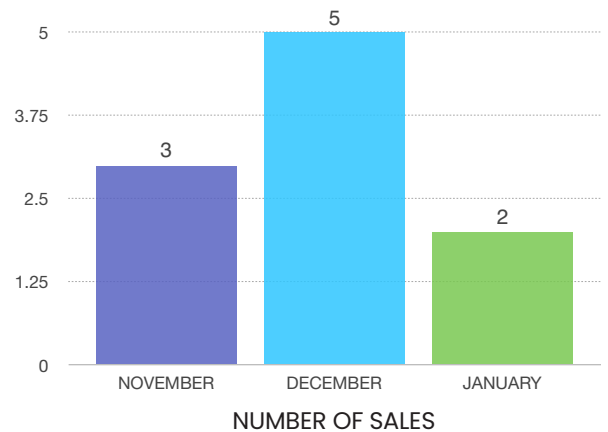
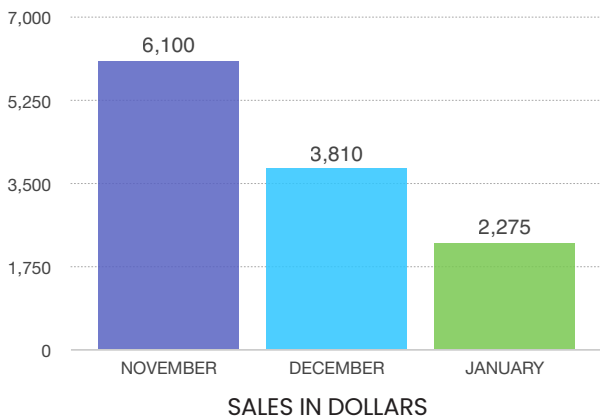
### TOP FACEBOOK POSTS

	The official opening will be next Tu... Wed Jan 26, 7:48pm	3.3K	<b>LOOK TOUCH MOVE EXHIBIT</b>	
	After seeing the heartfelt letter Don... Mon Jan 31, 6:00am	1.4K	<b>ARTS COAST MAGAZINE</b>	
	We are preparing to launch Pinellas... Tue Jan 25, 3:00pm	1.4K	<b>PINELLAS RECOVERS</b>	
	Calling all ART lovers! We are excit... Fri Jan 21, 10:00am	1.4K	<b>WE CONVENE</b>	
	Choreographer, teacher, and dance ... Mon Jan 31, 9:49am	1.2K	<b>HELEN FRENCH PAG TESTIMONIAL</b>	



## ART SALES: JANUARY

Date	BTW - Artwork/Artist	Amount
1/8/2022	The Don Cesar- Patricia Kluwe Derderian	\$2,200.00
1/4/2022	Tree of Life - Cutter & Andrea Jones	\$75.00
		<b>\$2,275.00</b>



### SALES NARRATIVE

The three month trend for sales dollars has been on a steady decline from the height of Arts Annual in November.

Patricia Kluwe Derderian continued her amazing sales streak with another original art purchase from her Don Cesar exhibit — which has also resulted in commissions of her work which will be reflected in a future report.

Additionally, a piece from the Arts Annual exhibition sold as part of the Creative Clay installation at the Gallery at Creative Pinellas.

### GALLERY ATTENDANCE

The Gallery was only open for 3 days in January.



Patricia Kluwe Derderian with her original artwork on display and for sale at the Don Cesar, St. Pete Beach



## IN THE NEWS: JANUARY

Arts & Entertainment

### Pinellas Arts Community To Discuss Creating Art Environment

There will be a series of public discussions in Pinellas on key topics of importance to the arts and arts organizations called "WE Convene."



D'Ann Lawrence White, Patch Staff

Posted Wed, Jan 26, 2022 at 4:04 pm ET | Updated Thu, Jan 27, 2022 at 10:54 am ET

Reply



There will be a series of public discussions in Pinellas on key topics of importance to the arts and arts organizations called "WE Convene." (Creative Pinellas)

LARGO, FL — [Creative Pinellas](#), in partnership with the [Pinellas Community Foundation](#), is preparing to launch a series of public discussions on key topics of importance to the arts and arts organizations called "WE Convene."

"It's time for the artists, arts organizations and businesses and residents of Pinellas County to come together to assess, evaluate and ultimately determine what our directions will be," said Creative Pinellas CEO Barbara St. Clair. "We are excited to set the stage to come together to discuss topics vital to the growth and well-being of the arts and its cultural landscape."

Starting in February, there will be six discussions open to the public at the Gallery at Creative Pinellas, 12211 Walsingham Road, Largo, from 8 to 10 a.m.

Arts & Entertainment

### Multisensory Art Exhibit On Display At Creative Pinellas Gallery

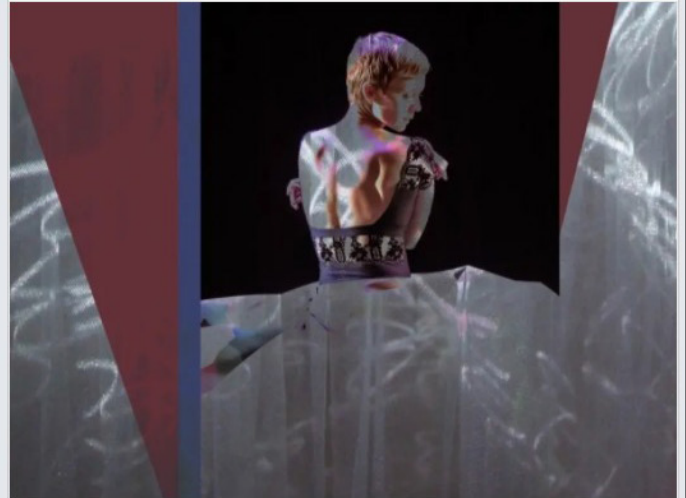
Creative Pinellas will present "Look Touch Move," a dynamic artistic collaboration with artists Sharon McCaman and Helen Hansen French.



D'Ann Lawrence White, Patch Staff

Posted Wed, Jan 26, 2022 at 4:56 pm ET | Updated Thu, Jan 27, 2022 at 10:59 am ET

Reply



Creative Pinellas will present "Look Touch Move," a dynamic artistic collaboration with artists Sharon McCaman and Helen Hansen French. (Creative Pinellas)

LARGO, FL — [Creative Pinellas](#) will present "[Look Touch Move](#)," a dynamic artistic collaboration encompassing artist Sharon McCaman's interactive art exhibition "Reiteration," and "Reprise," a new work choreographed by Creative Pinellas artist laureate Helen French, Jan. 26 to March 27.

Visitors' tactile, audible and visual senses will be engaged with "Reiteration," which features large-scale sculptural pieces created by McCaman that use diverse textures, materials and technology to create a multisensory and participatory experience for visitors.

"Reprise" is created by Creative Pinellas Artist Laureate Helen French as she engages in a series of open rehearsals and workshops that explore the relationship between dance and McCaman's interactive art sculptures. The premiere performance of "Reprise" is scheduled for Thursday, March 10 from 6 to 8 p.m.



## ARTISTS & WRITERS

JANUARY 2022 | ParadiseNewsFL.com

By Nanette Wiser

PHOTO OF HELEN HANSEN FRENCH BY TOM KRAMER



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**BOOK NOOK** Paradise boasts authors of every genre from earth lovers (local gardener Craig Huegel's *Butterfly Gardening with Florida's Native Plants*) to mystery writers (St. Petersburg's Tamara Lush and her Coffee Lover's Series, pen name Tara Lush). Her newest whodunnit is *Cold Brew Corpse*, and it's a hoot. Craig Pittman's *The State You're In* chronicles Florida's wildest stories. Clearwater Beach first-time author Jan M. Walton's first novel *River Avenue* is a departure from her day job coaching people to write their autobiographies.

### CREATE

## Artist Laura Spencer adding a fresh touch of color to Lealman



Published 1 week ago on January 24, 2022  
By Bill DeYoung



Artist Laura Spencer is a St. Petersburg native. "I had so many friends graduate from college and move to L.A. or New York, and they're still living in five-person flats and paying exorbitant amounts of money in rent and stuff like that," she says. "St. Pete will always be home base. I'll never leave." Photo by Bill DeYoung.

This week's cold snap is trying hard to mess with Laura Spencer's Lealman District mural project.

Yet the artist, St. Pete born and bred, continues to bundle up, nearly every morning, to spend the daylight hours perched atop a rented green lift, making *Garden Variety* come to colorful life on the corrugated façade of Mother Kombucha's 1,700-square-foot 28<sup>th</sup> Street warehouse.

"It's a big project for a little small potato like me," laughs the heavily-layered muralist.

Her hope is that the expansive project will be wrapped up like a Christmas present by the end of the month. "Like any good artist, it's not done until somebody tells me to set my pencil down," Spencer says.