

For Immediate Release

Lisa Bell | DPA Communications
lisa@dpacommunications.com | 617-304-3836



**ARTWEEK ANNOUNCES SPRING 2020 FESTIVAL WILL BE HELD MAY 1-10, 2020;
APPLICATIONS TO SUBMIT AN EVENT AVAILABLE DECEMBER 4, 2019**

Artists, Organizations, Venues, Cities and Towns Invited to Host Unique Events During ArtWeek 2020's Third Annual Statewide Celebration of the Arts that Showcases Creativity and Celebrates the Commonwealth's Creative Economy

Boston, Mass. (December 2, 2018) – Presented by Highland Street Foundation and produced by the Boch Center, ArtWeek returns for its third year as a statewide celebration and is seeking applications for its Spring 2020 festival celebrating the arts across the Commonwealth. Hundreds of events will be held from **May 1-10, 2020** and applications to submit an event can be found at artweekma.org beginning December 4, 2019. The early bird deadline is January 10; the final deadline to submit an event is February 21, 2020.

ArtWeek is an award-winning, innovative festival that featured nearly 600 unique and creative experiences last spring in 130+ neighborhoods and towns across Massachusetts. The events are hands-on, interactive, or offer behind-the-scenes access to arts, culture, and the creative process. ArtWeek is a way in which so many forms of creativity can be showcased in a truly affordable and accessible way for everyone who lives, works, plays and visits Massachusetts. For example, in 2019, 70% of all the events were free and most were free or under \$25, allowing for an estimated 55,000 people of all ages and backgrounds to enjoy ArtWeek events.

ArtWeek events span the Commonwealth's six major regions - Greater Boston, North of Boston, South of Boston, Cape & Islands, Central Massachusetts and Western Massachusetts – with added visibility this year for a total of 17 hyper-local sub-regions. After opening up applications to all of Massachusetts for the first time two years ago, ArtWeek has been fortunate to work with over 200 partners including cultural districts, cultural councils, chambers of commerce, convention and visitor bureaus, community centers, schools and more that all come together towards the common goals of showcasing creative communities, making creative opportunities accessible to all, and celebrating the positive impact that the creative economy has in our respective local communities and in the state as a whole.

“We are excited by the momentum that ArtWeek 2020 is already generating statewide,” said Joe Spaulding, President & CEO, Boch Center. “Making arts, culture, and creative opportunities accessible and affordable to everyone has been a guiding vision that is now inspiring local communities and regional collaborators to work together in new and creative ways.”

Beyond the hundreds of events, ArtWeek has special programs that are designed to spark ingenuity in the culinary and hospitality sectors and create innovative outdoor programs to provide a well-rounded experience for both tourists and residents. Special programs include the Art of Food, Light Up the Night, and ArtWeek on the Road. In 2019, the ArtWeek launched a Lodging Offers program that gives hotels, bed-and-breakfasts and inns an opportunity to market special discounts and creative packages for ArtWeek enthusiasts to take advantage of during the ten days of ArtWeek – a win-win for all involved.

“As we celebrate our 30th Anniversary year, we are proud to support a festival like ArtWeek that reinforces our commitment to increasing access and creative opportunities for children and families across the State,” said Blake Jordan, Executive Director, Highland Street Foundation. “Similar to the goals of the foundation’s Free Fun Friday program, this unique festival helps break down barriers so that culture and creativity can be experienced by all - no matter their geography, backgrounds, or abilities.”

The Commonwealth of Massachusetts, Mass Cultural Council, and the Massachusetts Office of Travel & Tourism are the ArtWeek 2020 Lead Champions with a spotlight on the power of culture, cultural tourism, and creative community development. The Mass Cultural Council also acts as ArtWeek’s Creative Communities sponsor and the festival receives additional support from the Greater Boston Convention & Visitors Bureau.

“As a small rural community center, we were excited to participate in ArtWeek last year for the first time. During ArtWeek, we had kids from preschool, to scouts, special needs adults and the general public who all pulled together to create artistically painted shopping bags and fill them with 150+ pounds of food for the food pantry. What a delightfully simple, creative, generous, and fulfilling project for the whole community!” exclaimed Susan Gregory, Executive Director of the Hitchcock Free Academy in Brimfield.

For more information, visit artweekma.org.

About ArtWeek

Presented by Highland Street Foundation and produced by the Boch Center, ArtWeek is an annual award-winning innovative festival featuring almost 600 unique and creative experiences that are hands-on, interactive or offer behind-the-scenes access to artists or the creative process. ArtWeek was born in Boston in 2013 and now serves over 134 towns across Massachusetts as the signature nonprofit community program of the Boch Center. Statewide champions of ArtWeek include the Commonwealth of Massachusetts, Massachusetts Office of Travel & Tourism, and the Mass Cultural Council, who also serves as ArtWeek’s Creative Communities sponsor with additional support from the Greater Boston Convention & Visitors Bureau.

ArtWeek works to spotlight how the creative economy is thriving in Massachusetts by offering unique and affordable neighborhood-based events that provide increased access to art, culture, and creativity. Through community, artistic, and media collaborations, this festival provides experiences in dance, folk and traditional arts, fashion, media arts, spoken-word, poetry, writing, contemporary visual arts, music, opera, theater, design, film and much more. To learn more about the festival and its growth, visit www.artweekma.org.

About the Boch Center

The Boch Center is one of the nation’s leading nonprofit performing arts institutions and a guardian of the historic Wang and Shubert Theatres. As New England’s largest cultural venue, the Boch Center is home to theater, classical and popular music, dance, comedy, opera, Broadway musicals, family entertainment,

and more. Located in Boston's historic Theater District, the Boch Center also offers a diverse mix of educational and community outreach initiatives, including the City Spotlights Leadership Program and ArtWeek; collaborates with artists and local nonprofit arts organizations; preserves historic venues; and acts as a champion for Greater Boston's arts and cultural community. Learn more at bochcenter.org.

About the Mass Cultural Council

The Mass Cultural Council is a state agency that promotes excellence, inclusion, education, and diversity in the arts, humanities, and sciences to foster a rich cultural life for all Massachusetts residents and contributes to the vitality of our communities and economy. The Council pursues this mission through a wide range of grants, initiatives, and advocacy for artists, communities, organizations, and schools. Mass Cultural Council also runs the [Massachusetts Cultural Facilities Fund](#) in partnership with MassDevelopment. For more information, please visit www.massculturalcouncil.org.

About the Massachusetts Office of Travel and Tourism

MOTT's mission is to promote Massachusetts as both a leisure and business travel destination for domestic and international markets and to contribute to the growth of the Commonwealth's economy. MOTT works closely with 16 regional tourism councils across the state, and with larger tourism alliances such as Discover New England and BrandUSA. For more information on visiting Massachusetts, go to massvacation.com.

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