

For Immediate Release

Lisa Bell | DPA Communications  
[lisa@dpacommunications.com](mailto:lisa@dpacommunications.com) | 617-304-3836



## **ARTWEEK ANNOUNCES FINAL DEADLINE OF FEBRUARY 21 FOR APPLICATION SUBMISSIONS TO BE PART OF THE SPRING FESTIVAL HELD MAY 1-10, 2020**

*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. (January 27, 2020)** – Presented by Highland Street Foundation and produced by the Boch Center, ArtWeek will return 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](http://artweekma.org). The final deadline to submit an event is **Friday, February 21, 2020**.

ArtWeek is an award-winning, innovative festival that provided nearly 600 unique and creative experiences to community members 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. Affordability remains a strong value of ArtWeek, with 90% of all the events being either free or under \$25 in 2019, allowing an estimated 55,000 people of all ages and backgrounds being able to enjoy ArtWeek events last year worry free.

“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, and that focus on inclusion is now inspiring local communities and regional collaborators to work together in new and creative ways. It’s wonderful to see so many creative events being submitted by new partners coming on board as well as artists and partners from years past.”

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 hundreds of community and media partners. The community focused partners include cultural districts, cultural councils, chambers of commerce, convention and visitor bureaus, community centers, libraries, schools and more, all of whom

are dedicated to strengthening the creative culture of communities, making creative opportunities accessible to all, and celebrating the positive impact that the enriched creative economy has in our close knit communities in addition to the state as a whole.

With almost 150 applications sent in before the early bird deadline, this year's ArtWeek is shaping up to be the best one yet. Beyond the hundreds of events, ArtWeek also has special programs that are designed to spark ingenuity in the culinary and hospitality sectors, and create innovative outdoor programs that provide a well-rounded experience for both tourists and residents.

"It has always been our mission to push the boundaries of art and capture creativity in its many different forms," Spaulding added. "Special programs include the Art of Food, Light Up the Night, and ArtWeek on the Road. In 2019, 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." **The special programs deadline is April 3.**

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, the Cape Cod Foundation Fund for the Arts, and the Carolyn Van Vleck Pratt Fund for the Arts .

For more information, visit [artweekma.org](http://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, Cape Cod Foundation Fund for the Arts, and the Carolyn Van Vleck Pratt Fund for the Arts. Lead Media partners include WCVB Channel 5, Entercom, WBUR, Boston Central, Boston Parents Paper, The Daily Hampshire Gazette/The Valley Advocate, and the Media News Group (Boston Herald, The Lowell Sun, Sentinel Enterprise, The Valley Dispatch, and Nashoba Valley Voice), as well as [many others](#).

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](http://www.artweekma.org).

**About Highland Street Foundation**

Since its establishment in 1989, Highland Street Foundation has donated more than \$200 million to many worthy non-profit organizations. It is committed to addressing the needs and concerns of children and families primarily in Massachusetts and California specifically in the areas of education, housing, mentoring, health care, environment and the arts. To learn more about Highland Street Foundation, please visit [www.highlandstreet.org](http://www.highlandstreet.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](http://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](http://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](http://massvacation.com).

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