

2014 AND BEYOND

University Heights Arts Association



Ongoing Programs and New Initiatives



Contents

HIstory and Mission			
2014 Programs			
Integrated Web Services			
Arts Crawl Partnering Program			
UHAA Festival			
NYPA Time Capsule Project			
Art Booths			
Art Workshops			
Garden Walk Art			
Soil, Seeds & Secrets			
Aging with the Arts			
Emile Desmedt: A Visit			
NYPA Festival of Trees			
Exhibitions			
Public Art			

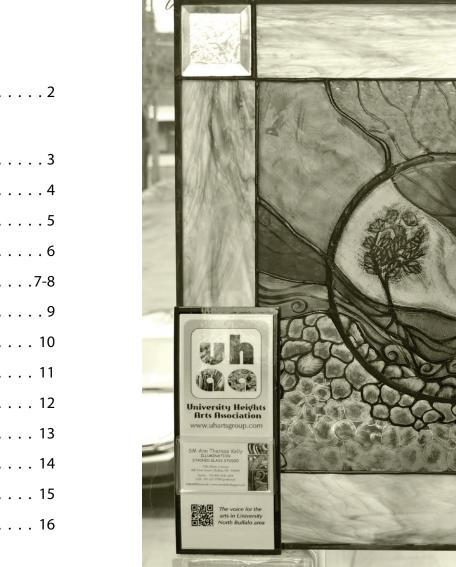


Support Local. Reach Global.

The University Heights Arts Association formed in October of 2013 as a member arts association that has since grown to more than 100 artists, businesses and community partners. Our members are visual artists, writers, musicians, performers, and filmmakers. Through integrated arts programming, we serve the University-North Buffalo area and beyond. Membership is open to anyone.

http://www.uhartsgroup.com https://www.flickr.com/photos/123482230@N05/sets/ https://www.facebook.com/UniversityHeightsArtsAssn https://twitter.com/UHArtsAssoc

The University Heights Arts Association is not a program or subset of any other entity.



History and Mission

The University Heights Arts Association provides opportunities for hobbyists and emerging artists as well as seasoned arts professionals.

INTEGRATED WEB SERVICES

2014

Type: Individual Member Services

Date(s): Ongoing

Participation: 112 adult member artists, businesses and supporters

Description: Phase I of a selection of artist web resources offered to members

Documentation: http://www.uhartsgroup. com/members

http://www.uhartsgroup. com/onlinestore

Forward

Phase II of web resources:

Continued migration from a single link to a full web page for all members (2015)

Expansion of UHAA online stores

Global marketing of member artists

Partnerships with "sister" organizations

Educational Workshops

New in 2015: Youth Web Pages

Support local. Reach Global.

The University Heights Arts Association provides its members with a host of coordinated web resources plus support for using them.

Artist Web Pages

Both member artists and business partners enjoy a web page, complete with a photo carousel, detailed description of products or services offered, links to other resources, and contact information. A small team of web managers creates member web pages. The UHAA has provided web pages to artists without web resources and to

community groups such as Linear Park and Thomas Publications.

Website services are provided in a partnership with LKPro.com which hosts UHAA webites with a dedicated server, and provides professional grade software.

Online Stores

The UHAA hosts it's own online store, which artist members, business partners and community groups can freely use. An additional online store has been set up through Facebook Shopify. The UHAA also hosts an Etsy Community of member talent.

Internet Marketing

Web pages, online stores and social utilities seamlessly connect though newsfeeds and crosslinking. UHAA web resources promote local talent through global networking.



Member Web page with photo carousel

Item: "Canon Beach Revisited Artist: Mary Connally Materials: watercolor painting ize: 13.25 in. x 11.25 in. framed Price: \$125. Contact art@uhartsgroup.com e art prints also available

Education

The UHAA provides individual

support for artists wishing to

network of online resources.

Workshops are offered twice

per year to assist members with

marketing their work, both online

and locally through the UHAA Arts Crawl Partnering Program.

connect their existing web sites

and social utilities to the UHAA

ARTS CRAWL PARTNERING



The University Heights Arts Association places art in local businesses and community spaces through ongoing partnerships that benefit both the artist and the venue.

Available Resources.

Available space in public places allows artists to exhibit their work without the fees associated with a gallery. Participating venues hang a small plaque next to exhibited art. The plaque bears a unique cell phone code that leads to information about the artist and the venue. Additional information about upcoming events at the location can also be found when accessing the cell phone code. A master code featuring links to all codes networks the venues. The Arts Crawl Partnering Program coordinates with UHAA Online Markets and member web pages. The UHAA began incorporating cell phone (QR code) technology into it's programming in December of 2013, which we introduced to our partners.

One Membership. Multiple Networks.

Art is exhibited in storefronts, restaurants, galleries, churches and gift shops. Each offers a new audience and with it, a broader market for the artist and the venue. Twenty works of art were exhibited at participating venues at different times during 2014:

Antique Gift & Lamp Emporium Buffalo Roots, Hydroponics & Organics **Floral Explorations** Couture **IM** Antiques Hertel-North Buffalo Business Association Illuminations Glass Studio Impact Artists Gallery Meridian West Art Gallery Music City Buffalo NYPA Power Vista Pamela, Inc. Shango Bistro Queen City Imaging Shadow Lounge Buffalo Queen City Comics St. Andrew's Episcopal Church of Buffalo

New Additions in 2015:

Amy's Place Buffalo Cone V Pottery Daily Planet Coffee Janie's Emporium Unity of Buffalo



Artist Sylvia Kleindinst exhibits art as part of the UHAA Arts Crawl at the Impact Artists Gallery.

2014

Type: Individual Member Services

Date(s): Ongoing

Participation: 18 venues including 16 businesses and 2 community spaces. 14 artists submitted 20 works of art.

Description: Phase I of an ongoing arts crawl that placed art in 18 venues.

Documentation: http://www.uhartsgroup. com/crawl

Forward

At least 10+ additional Arts Crawl Partnership venues.

Migration from a single cell phone code to one for each participating venue.

Increased artist participation.

UHAA! FESTIVAL



Type: Event

Date(s): Annual. Late August.

Participation: 5 locations, 31 artist-particants, 324 total people in attendance

Description: An annual "signature" event by the UHAA held in the University/North Buffalo area

Documentation: http://www.uhartsgroup. com/festival

Forward

2nd Annual UHAA! Festival:

Increased community participation

Additional activities





A family friendly annual festival of arts and culture to compliment the Arts Crawl Partnering Program.

Integrated Activities.

This celebration of the arts integrates fine art with performing arts, hands on crafts, art competitions,

poetry readings, and food art. Additional booths are made available to neighborhood organizations and community centers to promote their services. Instead of a single venue, activities take place in local businesses, parking lots, restaurants, and street corners.

The inaugural event in 2014 featured performances by:

Reba-Baldwin Bush UG & The Youngins Sammye Street Corner Six String Circus	WNY Ukelele Band MRoZ Jazz Ensemble Sole The Freudig Singers of V The PM Guitar Duo	Wooden Cities Equinox Jazz WNY Gruvology
Plenty of Hands-On Ad Nature Collages & Card	ctivities:	h Sallye Keith NYPA Time Ceramic Art with Stephanie
Maher Chalk Art Competition Neighborhood The Art	n Steam-bent Sculpting t of Food with Judy Pufpaff	Dinosaurs in Your The Fine Art of Fabric

Presentations by our partners and community resources: Buffalo Legacy Publications Poetry Reading Impact Artists Gallery The Samuel P. Capen Garden Walk Buffalo Arts Studio Rapha Wellness Center The University Heights Tool Library The Catherine Parker Salon UHAA Member Artists Exhibition **Operation Shear Joy**

Several corporate donors have invested into the festival, including: University District Council Member Rasheed N.C. Wyatt, West Herr of Toyota Williamsville, St. Andrew's Episcopal Church, Curtain Family Restaurants, Amy's Place Restaurant, ABC Rental, BuffaloVibe, Pamela, Inc. (Boutique), Queen City Imaging, Shango Bistro, Chis Nadeau Tents, SRE Management LLC, and All Care Physical Therapy.



Pamela Anderson, of Pamela Inc. juries 22 hats submitted as part of the AccessorArt Competition.



Lewis and Klark Jazz Guitar Duo perform live.

NYPA TIME CAPSULE PROJECT

The University Heights Arts Association assisted the New York Power Authority Power Vista with their Time Capsule Project. The event lead to an additional time capsule project by the UHAA.

Art Over Time.

The New York Power Authority Power Vista opened in 1963, exactly fifty years prior to the formation of the UHAA. The two groups began

working together almost as quickly as the UHAA formed. The Power Vista's plans to bury a time capsule beneath a new addition to their facility in celebration of their Golden anniversary included information and objects about the arts researched and gathered by members of the UHAA. The time capsule itself was built by UHAA co-founder and sculptor Lawrence Kinney.

Snapshots of the Present.

A group of writers, visual artists and musicians of the UHAA gathered information about new arts initiatives formed in 2014. Some information submitted to the NYPA time capsule project will be included in a new time capsule project in the University/North Buffalo area, including a CD sampler of music by several area musicians and a copy of the anthology, "A Celebration of Western New York Poets", edited by Patricia Tansey.

Visitors of the UHAA! Festival were offered the opportunity to sign a card to be included with the time capsule. The NYPA Power Vista held a ceremony at their location which featured the time capsules and their contents. Lawrence Kinney spoke about the time capsules in a video produced by the Power Vista.

The Time Capsule Proejct is one of several collaborations between the UHAA and the NYPA Power Vista.





2014

Type: Community Project

Date(s): May-August 2014

Participation: 5 adult member artist members, Approx. 40 visitors to the NYPA booth at the UHAA! Festival 2014

Description: A time capsule project of the NYPA Power Vista that has lead to a new time capsule project for the UHAA.

Documentation: http://www.uhartsgroup. com/NYPA

Forward

A Time Capsule project for the University/North Buffalo area that compliments the "Soil, Seeds and Secrets" project.



ART BOOTHS

2014

Type: arts-related community service

Date(s): recurrent

Participation: 43 participants at each of 3 handson booths; 420 observers

Description: 5 inaugural booths featuring themed take-away art projects

Documentation: http://www.uhartsgroup. com/youtharts

Forward

Phase II of Pop-Up Art Booths:

10 or more booth events in 2015

Performances at booths

Guest artist demonstrations The University Heights Arts Association offers fast, free art projects at community events.

Art on the Go.

The University Heights Arts Association has a traveling booth that appears at Farmer's Markets, festivals, community events and

special occasions. The booth, consisting of a tent, tables, chairs, and accessories is used to offer on-site workshops, take-away art projects, small performances, exhibitions, and presentations. A banner placed across our tent makes the booth easy to identify.

UHAA booth events easily engage the public. There is no need to register. Most activities can take as little as 10 minutes or as long as the participant would like. All projects are designed to engage people of all ages and levels of skill. Paper, graphite and watercolor pencils are available at most events for those wishing to try their hand at Plein-Air sketching, poetry and prose writing.

In the Spotlight.

Art Booths offer artists a stage in which they can demonstrate their skills, as well as showcase their art. The UHAA extensively advertises all booth events. Presentations are open to visual artists, musicians, performance artists, small theater groups/actors, poetry/prose writers, crafters, and food artists. Artists can apply to participate in the Art Booth program by downloading the prospectus from the UHAA website: http://www.uhartsgroup.com/popup



A young boy designs a plantable greeting card with flower seeds.



"I am so glad that the booth"

activities will be returning this year.

My family really

enjoyed them last

summer."

-Stacy Bisker



New on the Go.

New Booth Arts programs in 2015:

"There's Still Life at the Market" - May University Community Farmers Market

"Watercolor Resist Painting" - June University Community Farmers Market

"Willow Baskets" - June University Community Farmers Market

"Garden Walk Cards" - July University Community Farmers Market

"Image Transfer Rocks" - July University Community Farmers Market

"Poetry Arts" - August University Community Farmers Market

"Music Makers" - September University Community Farmers Market

"Pumpkin Decorating Contest" - October University Community Farmers Market

Entertainment to be added.

Interested in a UHAA Art Booth? Contact us at 833-6260 or email fineart@uhartsgroup.com.



Chalk Art Drawings at the opening of the 2014 University CommunityFarmers Market (above). Children experiment with painting after a nature project (left).

2014 Art Booth Projects:

May 2014	"Chalk Art Drawings and Competition" Grand Opening, 2014 University Community Farmers Market.
	UHAA members crafted individual chalk boards for participants to keep after the event. Participants experimented with chalk of various sizes and colors. http://www.uhartsgroup.com/youtharts
une 2014	"Nature Collages" Grand Opening, 2014 North Buffalo Farmers Market
	Participants were given a host of natural materials to make greeting cards and collages. http://www.uhartsgroup.com/youtharts
une 2014	"Plantable Art" Gloria Parks Community Center Block Party
	Children and adults used seeds to design a small garden on a plantable cardboard plaque.
uly 2014	"UHAA Information Booth" UB on the Green.
	Visitors learned more about arts initiatives sponsored by the UHAA.

ART WORKSHOPS

2014

Type: Educational Service

Date(s): March-April of 2014

Participation: 108 participants including 91 children

Description: The first three workshops by the UHAA held for children and families

Documentation: http://www.uhartsgroup. com/youtharts

http://www.uhartsgroup. com/recycled

Forward

Art, Music and Writing Workshops

Craft Workshops

Educational Workshops

A group of workshops for children and families that demonstrate how to recycle household objects into artistic creations. **Recycled Creations.** This series of three workshops utilizes a specific range of discarded materials to fabricate two



(for ages 8 and above) involves the use of metal cans, washers, nuts, bolts and plastic accessories to make a toy sculpture. "Flat Robots" (for children ages 3-7) utilizes cardboard, paper and

discarded flat items to make a flat robot. "Earth Day Collages" presents options for making abstract collages using magazines, food boxes and a host of other items.

The first two workshops were held at the Gloria J. Parks Community Center. "Recycled Robots" was also held at the NYPA Power Vista

along with "Earth Day Collages".

UHAA Workshops.

The University Heights Arts Association offers workshops throughout the year for artists, families, and children. A variety of subjects are explored by artists, musicians, business professionals and filmmakers. Both UHAA members and guests will be featured in 2015.

Children of the Gloria J. Parks Community Center's Afterschool Program learn how to use recycled objects to create art (right.) Children and adults make robots and collages at the UHAA booth during the NYPA Power Vista Earthday is Everyday event. (below)



Upcoming workshops in 2015:

"The Fine Art of Fondant" - March St. Andrew's Episcopal Church

and three dimensional art. "Recycled Robots"

"Marketing the Artist" - April Gloria J. Parks Community Center

"Poly Clay Bead Making - May St. Andrew's Episcopal Church

"Garden Gems" - May St. Andrew's Episcopal Church

'Garden Relief Stepping Stones" - June St. Andrew's Episcopal Church

"Mixed Media Paper Arts - October St. Andrew's Episcopal Church

"Flat-Felted Dolls" - November St. Andrew's Episcopal Church

"An Afternoon of Ornaments" - December St. Andrew's Episcopal Church

GARDEN WALK ART

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Art-related services for the Samuel P. Capen Garden Walk including a poster art competition, garden art exhibition, promotional materials and vinyl banners

Posters And More

The University Heights Arts Association produces a poster art competition and a related exhibition for the Samuel P. Capen Garden Walk. A complete range of services maximizes the arts components of the garden walk: theme selection, prospectus development, prize acquisition, competition advertising, submission intake and processing, artist notification and communication, poster design and printing, and an exhibition featuring the work of the contestants. Artist participants also enjoy having their submissions permanently displayed in an online exhibition. The UHAA has produced additional advertising materials for the Capen Garden Walk including vinyl banners and event fliers. A prospectus was released in January for the 2015 poster art competition.

Community Services.

Whether a garden walk or neighborhood event, the UHAA produces art exhibitions, competitions and other arts activities for community groups. The UHAA produced graphic arts and marketing in 2014 for Linear Park, UG and the Youngins, Thomas Publishing, the Catherine Parker Artist Salon, Operation Shear Joy, and Buffalo Legacy Publications.











www.uhartsgroup.com/linearpark

Poster for Linear Park University District

2014

Type: Community Service

Date(s): Ongoing

Participation: 28 total submissions by 19 artists for the Capen Garden Walk; 3 area community groups (graphic arts)

Description: Art services for the 2014 Samuel P. Capen Garden Walk

Documentation: http://www.uhartsgroup. com/capengarden



2015 and Beyond:

Additional advertising of the Poster Art Competition

Expanded exhibition of poster contestants work

Photography services

Services for other community groups

SOIL, SEEDS & SECRETS

AGING WITH THE ARTS

2014

Type: Integrated art collaboration

Date(s): Ongoing

Participation: 6 member artists, writers and photographers and growing

Description: Phase I of project involving the creation of seed packets for the Capen Garden Walk Plant & Seed Exchange

Documentation: http://www.uhartsgroup. com/secrets

http://www.uhartsgroup. com/PlantSeedBookProspectus.pdf

Forward

Phase II (2015):

Continue seed packets with labels and planting guides

Plant and Seed Book Vol. 1 (completion, Spring 2016)

Implement the Soil, Seeds & Secrets website

Partnerships with supporting organizations

Educational Workshops



A program of the University Heights Arts Association that explores seeds as way to garden, and the concept of the seed as a way to artistically share slice of life interpretations of personal and community history.

Books and Bytes.

Soil, Seeds & Secrets not only serves as the title of a full color book underway but a program

boasting an interactive web site and a group of printed materials. Illustration, photography, painting, poetry and prose convey useful information about harvesting and planting seeds along with artistic interpretations of gardening and other life experiences. Some of the gardening information is added to plant and seed packets as well as informational fliers. The printed book (to be released in 2016) will catalogue the seeds found in Western New York gardens while offering related poetry, quotes, and artistic imagery. Additional information will be added to the web site along with related arts initiatives,

publications and events for children and adults..

The first phase of this program, taking place in October of 2014, involved the design and production of printed materials for the Samuel P. Capen Garden Walk.

Community Engagement.

Artists and non-artists alike are invited to share their own "seeds"-interpretations of their personal or community history both inside and out of gardening.



Information and packaging for the Capen Garden Walk Plant and Seed Exchange



Plant and Flower Seeds

Flowers from Seed Chart

Submissions for the website are invited in the form of visual art, writing, music and video. Collectively, the submissions will paint a picture of the community, one slice-of-life at a time.

The website will be unveiled in July of 2015.

A presentation about creative aging for the 2014 Summit on Aging held in Niagara Falls, New York.



Creative Aging.

Western New York Independent Living of Buffalo invited the University Heights Arts Association to host a presentation about the arts for senior adults as part of the Summit on Aging, held on September 24-25, 2014 at the Niagara Falls Convention Center. The result, *"Aging with the Arts: Enriching the Lives of Older Adults"* offered ideas about arts initiatives for aging populations to approximately 30 guests. UHAA co-founders Mary Ouimette-Kinney and Lawrence Kinney developed and presented a slide presentation.

Opportunities for discussion followed the session.

Senior Partners.

The UHAA formed partnerships with two senior community programs as a result of the event.



Visitors attend the "Aging with the Arts: Enriching the Lives of Older Adults" presentation.



2014

Type: Arts-related educational service

Date(s): Single event

Participation: 32 participants

Description: A presentation as part of the Summit on Aging

Documentation: http://www.uhartsgroup. com/aging

Forward

Continued networking with Senior groups

Additional educational materials

Educational presentations featuring appropriate UHAA members or partners.

EMILE DESMEDT: A VISIT

NYPA FESTIVAL OF TREES

2014

Type: Event; Educational Service

Date(s): October, 2014

Participation: 4 member artists; approximately 25 total program participants

Description: Pilot for a UHAA presentation series

Documentation: http://www.uhartsgroup. com/artist-presentations

Forward

Implementation of the UHAA Artist **Presentation Series** (2015) featuring known artists



A collaboration to produce an event as part of a visiting artist program of the Lille Sister Cities, which hosted a visit with sculptore Emile Desmedt, of Belgium.

Presentation and Workshop.

The University Heights Arts Association assisted with planning and advertising a presentation and workshop featuring Emile Desmedt that was held at Villa Maria College Sculpture Studio (director Jesse Walp) as part of his visit to Buffalo. His visit to the college was one of several appearances the sculptor made while in Western New York. Members of the University Heights Arts Association also attended the program.

Artist Presentation Series.

The University Heights Arts Association offers an Artist Presentation Series which features artists of all genres. Presentations are followed by a reception. A series of four presentations are planned for 2015.



New in 2015

Gary Wolfe "Faces of the Homeless"

Susan Budash "The Historic Art of

MC Zill "Integrating the Arts into Education

Flemish Painting"



Members of the UHAA along with Emile Desmedt (center) and Jesse Walp (right) of Villa Maria College.

The UHAA contributed an arts-themed tree to the 2014 NYPA Festival of Trees.



The 2014 NYPA Festival of Trees.

Holiday.

Artists and partners of the University Heights Arts Association use their talent each December to make artistic decorations for an arts themed holiday tree as part of the New York Power Authority Power Vista's annual Festival of Trees. The festival includes more than fifty trees along with a host of other activities. Designs for the 2015 tree are underway.

The UHAA booth will offer holiday crafts and arts demonstrations as part of the 2015 Festival of Trees

Exposure and the Community.

Additional information about the arts, the UHAA, and the University-North Buffalo area are presented at NYPA events.

2014 Festival of Trees Learn more about ... University Heights Arts Association

An association of resident artists, writers and perfo represent the University Heights Buffalo-area neighborhood. For more information, visit www.facebook.com/UniversityHeightsArtsAss





2014

Type: Individual Member service; Community Service

Date(s): Annual in November/December for 6 weeks

Participation: 12 adult member artists, businesses and supporters

Description: A holiday tree promoting local talent as part of a community event

Documentation: http://www.uhartsgroup. com/nypa

Forward

Phase II of NYPA Festival of Trees:

Increased artist participation (2015)

Themed tree designs

Complimentary handson arts activities

EXHIBITIONS

2014

Type: Integrated art exhibitions

Date(s): Recurrent

Participation: 4 member artists exhibited work at **Floral Explorations**

Description: Phase I (pilot) exhibition alongside the Arts Crawl Partnering Program.

Documentation: https://www.flickr.com/ photos/123482230@ N05/16418470676/in/set-72157644502251794

Forward

Phase II (2015):

Ten or more exhibitions for 2015

Members Exhibition by January of 2016.

Integrated arts activities at exhibition receptions.



Fine art exhibitions and craft displays presented by the University Heights Arts Association.

Integrated Exhibitions.

Both UHAA mmbers and the community enjoy several exhibition opportunities each year. Exhibitions work alongside the Arts Crawl Partnering Program and our online markets to maximize exposure for the artist and exhibiting venue. Incentives in 2015 are available for emerging artists and craftspersons, seasoned artists, and youth artists. Receptions for some exhibitions integrate music, poetry or theater or performance art.

Upcoming Engagements.

Several Exhibitions are planned for 2015 and beyond.

"INsight" Photographs by Laura Wright March 1-March 31, 2015. Amy's Place Restaurant.

"Nigerian Children and Other Selections" Paintings by Shirley Lombardo April 1-30, 2015 Amy's Place Restaurant.

"Good Luck, Good Fortune" Drawings by Amanda Hart May 1-31, 2015 Amy's Place Restaurant.

"Selected Works by George Grace" Paintings by George Grace June 1-30, 2015. Amy's Place Restaurant.



"The Beauty in Our Backyard" Capen Garden Walk Poster Art Exhibition. July 1-31, 2015. Amy's Place Restaurant

"The Gardens Among Us" -Group Photography Exhibition. August 1-31, 2015. Amy's Place Restaurant.

"Paper Cuts" Mixed Media Paper Art Exhibition. September 1-30, 2015. Amy's Place Restaurant.

"More Journey of Joy" Mixed Pastel Paintings by Judie BetschenPufPaff October 1-31, 2015. Amy's Place Restaurant.

"Here and There" Paintings by Mary Connally November 1-30, 2015.

"UHAA for the Holidays" -Arts, Crafts & Gifts for the Holidays. December 1 - January 3, 2016. Amy's Place Restaurant,

"UHAA Members Exhibition" Annual Members Exhibition March1 - April 30, 2016 Unity of Buffalo.

Two and three-dimensional art for public places by artist professionals familiar with the artistic process as well as the community.

Public Spaces.

The sculptors, muralists and mixed media artists of the University Heights Arts Association have years of experience designing and implementing art for public spaces. Our public art program serves the community with respect to the artists and arts-related resources in the community. UHAA artists design arts/educational programming to accompany public art projects.

Underway.

The "Soil, Seeds and Secrets" program will implement a public art sculpture and related murals that travel throughout the community. The University Heights Arts Association is developing a sculpture park for St. Andrew's Episcopal Church in Buffalo which will serve as an outdoor venue for mobile sculpture and murals, poetry readings and small public affairs. Indoor and outdoor workshops will also take place at St. Andrew's Episcopal Church. Events relating to the "Soil, Seeds and Secrets" program will be held at St. Andrew's Church.

Local businesses are invited to work with the University Heights Arts Association to design and implement murals, sculptures or displays that are appropriate for their business.





'PUBLIC ART



2014

Type: Community Services

Date(s): new; recurrent

Participation: varies

Description: Design phase of public art for area venues and public places

Forward

Designs unveiled for a "Soil and Seeds" sculpture and murals to be implemented in 2016.

Designs unveiled for public art sculptures and murals for parks and outdoor spaces.



The University Heights Arts Association



Contact



http://www.uhartsgroup.com 716.833.6260