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bite the big apple!

New York
Arts & Cultural
Management
Tour
October 3 to 7
2011

One belongs to New York instantly, one belongs to it as much in five minutes as in five years. Thomas Wolfe, 1900–1938

Walker International Communications Group (New York City, USA) and Kape Communications (Melbourne, Australia) invite you to take a Bite from the Big Apple! New York Arts & Cultural Management Tour, 3 to 7 October 2011.

New York opens its doors to arts managers, producers, cultural brokers, arts educators, community arts workers and curators.

Donna Walker-Kuhne, America's leader in diverse audience development and Dorothy Kapetopoulos from Australian multicultural arts communications company, Kape Communications, manage the Bite the Big Apple! New York Arts & Cultural Management Tour.

Now in its fourth year, Bite the Big Apple! New York Arts & Cultural Management Tour is one of the most sought out professional development programs in the arts. This unique program is available to 12 people annually and is highly competitive.

In five days arts professionals hear, see and talk about a range of programming approaches, curatorial issues, income generation, the development of community partnerships and diverse audience development by New York arts industry's finest.

Donna Walker-Kuhne, America's leading multicultural arts marketer; **Donna Williams**, Audience Development Officer at the Metropolitan Museum of Art; **Will Maitland**, Executive Director Arts and Business Council; **Michael Unthank**, Executive Director of the Harlem Arts Alliance; **John Haworth**, Director of the Smithsonian National Museum of the American Indian and **Thomas Cott**, Director of Marketing at the Alvin Ailey, American Dance Theater are some that intimately discuss their work with Bite the Big Apple! participants.

The tour includes visits to New York arts and cultural organisations, such as, Smithsonian National Museum of the American Indian, the famous Apollo Theater of Harlem, Public Theater and Joe's Pub, Brooklyn Museum of Art, the Guggenheim, Performance Space 122 and Queens Theater.

This is an opportunity to be experienced by all arts and cultural workers.

Bite the Big Apple! New York Arts & Cultural Management Tour allows arts professionals to learn from and develop links with New York City arts leaders while experiencing one of the world's most exciting and diverse arts city, New York.

Participant testimonials, 2010

"Brilliant! The visions and insights has influenced our views this is a wonderful exchange..." Carly Davenport Acker, curator FORM, Western Australia

"Thank you so much, it was a very important journey." Charlie Cush, Arts and Cultural Development Manager, Brisbane City Council, Queensland

"The experience provided diverse, concise and in-depth transferable knowledge, shared between a new network of arts and culture industry colleagues." Bo Svoronos, Indigenous Festival Director and PhD candidate in Indigenous Festival development, Victoria



The tour will include discussions with:

- **Dr. Donna Walker-Kuhne**, President of Walker International Communications Pty Ltd, and ex-Marketing Director for the Public Theater, currently marketing and business development consultant for the Apollo Theater. Donna provides an insight into culturally diverse presentation and communication strategies.
- **Donna Williams**, Audience Development Officer for the Metropolitan Museum of Art presents on her 10-year program initiatives the *Multicultural Audience Development Initiative* and the *Museum Mentoring Program*.
- **Michael Unthank**, Executive Director of the Harlem Arts Alliance discusses how Harlem's cultural and creative diversity adds value to a Harlem currently undergoing tremendous demographic changes.
- **Will Maitland**, the American Arts and Business Council examines how arts and tourism partnerships through the Cultural Tourism Initiative play a key role in the survival of the arts industry.
- **Prof. Steve Chaikelson** of Columbia University discusses approaches in production management and fund raising for new productions in the context of the unique Masters in Fine Arts which focuses on theatre and production in the commercial and non-commercial sectors.
- **Eugene Carr**, Director of Patron Technology sheds light on new trends and methods of interactive and digital marketing.
- **Jeff Rosenstock**, Director of Queens Theater in the Park in Queens, one of the world's most culturally diverse region talks about the success of programming theatre to Queens' Asian, Greek, Latino and other communities.
- **Nella Vera**, Director of Marketing at the Public Theater which founded Shakespeare in the Park and became the first key theatre to seek culturally diverse audiences.

CANCELLATION BY KAPE COMMUNICATIONS PTY LTD

Kape Communications Pty Ltd reserves the right to cancel the tour and will advise participants no later than 60 days prior to departure. Cancellation of the NY Arts & Cultural Management Tour by Kape Communications Pty Ltd will be due to the tour not reaching its minimum requirement of 10 people, or due to Force Majeure or relevant government travel advice. Kape Communications reserves the right to cancel tour at any time. With any form of cancellation Kape Communications Pty Ltd may offer participants alternative arrangements if appropriate and reasonable.

If the alternative is not acceptable, Kape Communications will refund all payments made to Kape Communications Pty Ltd (in the case of Force Majeure or relevant government travel advice).

Refunds will be less any unrecoverable costs, i.e. deposits to suppliers, etc. Kape Communications Pty Ltd will not be liable for any additional costs incurred by the participant(s) of the NY Arts & Cultural Management Tour.

Force Majeure

Kape Communications Pty Ltd will not be liable for any delay in, change to or cancellation of trips due to Force Majeure. Force Majeure means a circumstance beyond the reasonable control of Kape Communications Pty Ltd and includes, but is not limited to, war, or threat of war, riot, civil strife, terrorist activity, industrial dispute, disease, industrial or nuclear disaster, adverse weather conditions, fire and strikes.

• **Schawannah Wright**, Manager Community Involvement at the Brooklyn Museum of Art will present on the hugely successful *First Saturday Program*, a culturally diverse audience strategy, while also leading a tour of one of America's most impressive art museums.

• **Jonathan Haworth**, Director of the Smithsonian National Museum of the American Indian looks at the role of the collecting institution in representing indigenous culture and art.

• **Vallejo Gantner**, Director of Performance Space 122 (PS122) discusses the complexity and nature of cutting edge contemporary performance in New York drawing on his own Australian and other international experiences.

Participants will also take part in institutional site-visits, including:

• **Smithsonian's National Museum of the American Indian** which houses one of the world's great cultural resources, with collections representing the Native peoples of the Americas from their earliest history to the present day. Infinity of Nations the current exhibition presents art and objects some dating from 900 and 600 BCE; right up to contemporary American Indian artists' works.

• The famous **Apollo Theater** that launched the careers of Mr Bojangles, soul and R&B artists like, James Brown, Aretha Franklin, Michael Jackson, Stevie Wonder and Alicia Keys.

• **The Shubert Foundation**, born out of one of the oldest theatre production houses in America, is dedicated to sustaining and advancing the live performing arts in the United States, with a particular emphasis on theatre and a secondary focus on dance.

A maximum of 12 people will meet key people in New York and discuss arts management, arts presentation, income generation, community partnerships, arts marketing and audience development.

Bite the Big Apple! New York Arts & Cultural Management Tour October 3 to 7, 2011

The tour looks at models, policies and strategies in one of the worlds' most important key arts centre, New York.

PROGRAM FEE* ONLY \$1,850

(plus GST, AUD\$)

10% discount if paid by August 01, 2011

Contact Kape Communications

Dorothy Kapetopoulos

- dorothy@kape.com.au
- 0409 183 007
- www.kape.com.au

Program fee* includes Kape Communications Pty. Ltd. and Donna Walker-Kuhne Pty. Ltd. fees, two (2) shows or events dependant on availability and cost. **Program fee*** is non-negotiable.

The tour may be subject to changes. In the event that changes occur, all attempts will be made to find appropriate alternatives.

Program fee* does not include airfare, accommodation, airport transfers or travel insurance; these are separate costs for which participants are individually responsible. All participants are required to obtain their own travel insurance.

A non-refundable deposit of \$550 (plus GST, AUD\$) per person will be required within seven (7) days of confirmation; the deadline for confirmation is August 01, 2011.

CANCELLATION BY YOU, THE CLIENT

Should the client choose to cancel, cancellation and amendment fees apply as per Kape Communications Pty Ltd conditions. If you wish to cancel all or any part of the NY Arts & Cultural Management Tour, notification of cancellation must be made to Kape Communications in writing. The date of the cancellation is the date on which written notification is received by Kape Communications Pty Ltd. Days before departure charges applicable as follows, per person:

- more than 60 days – loss of deposit
- between 60 & 25 days – loss of 50% total booking cost
- 25 days or less – loss of 100% total booking cost.

All travel to NYC, and from NYC, including hotel, airport to hotel transfers is the responsibility of the participant alone, and not Kape Communications Pty Ltd.

Travel/Health Insurance

Kape Communications Pty Ltd is not responsible for the travel or health insurance of the participants. It is a requirement of the tour to present evidence of travel/health cover. The lack of insurance cover will disqualify a participant from attending the tour.