

Information and Discussion

Tuesday, July 18, 2023, 4:30 pm

Bellevue Arts Commission

1E-112 or Zoom Meeting

City of Bellevue, WA

BELLWETHER ARTS AND TECH FESTIVAL 2023

At today's meeting, PACE will give an update on their planning for Bellwether.

INTRODUCING LORA UNGER, PACE EXECUTIVE DIRECTOR

After an extensive national search, the Board of Directors of Performing Arts Center Eastside (PACE) is pleased to announce the appointment of Lora Unger as the Center's new Executive Director, beginning May 1, 2023.

Lora Unger is deeply passionate about stewarding PACE's role as a connecting force for good in the community. As an arts leader, Unger has been recognized for her passion for providing young people with access to music education and innovative arts experiences, building community partnerships and ensuring that the performing arts are accessible to all.

Lora arrives at PACE from the Pasadena Symphony Association (PSA) where she served as CEO since 2014. During her tenure, she transformed the PSA into one of the most artistically successful and institutionally relevant cultural organizations in Southern California reaching audiences of over 50,000 annually. Under her leadership, PSA experienced exponential growth and increased relevance through its acclaimed artistic and educational programming, strategic planning and fundraising campaigns. Unger established popular performance residencies in four prominent Southern California venues and led the design and construction of a dynamic 5,000 seat outdoor performance venue at the Los Angeles Arboretum and Botanical Gardens. She also re-established Pasadena's historic Ambassador Auditorium as a thriving and acoustically notable home where expanded audiences enthusiastically responded to PSA performances.

A centerpiece of the PSA's education program, she grew the Pasadena Youth Symphony Orchestra from serving 300 students in three ensembles to more than 800 students in nine ensembles. The program draws students from 29 cities, 17 school districts and 84 schools for both weekly afterschool ensemble rehearsals and supplemental in-class instruction within the public school system. She also established Student Access, a program that welcomes more than 3,000 students and families with free access to main stage concerts year-round.

Prior to her leadership of the Pasadena Symphony Association, she served as the General Manager of the Jacksonville Symphony (FL), where she was responsible for its classical, popular, opera, musical theater, and family programming. She also oversaw the successful facility renovation of Modesto's historic State Theater where she presented independent film, concerts, and community events as well as a robust program of facility rentals.

Unger holds degrees in music and business from the University of Louisville, and a graduate degree in arts administration from the University of Cincinnati College-Conservatory of Music and College of Business. She completed her postgraduate work as a Fellow with the League of American

Orchestras, was recognized as an Emerging Arts Leader by the Association of Performing Arts Presenters and in 2018 was named a Top CEO by the International Association of Top Professionals.

BELLWETHER

All in-person event programming, locations, dates, and times have been confirmed.

September 9th, Spring District 6:00PM-9:00PM

- Local Choreographer Kathryn Van Meter will lead audiences through an experiential demonstration that explores the mechanics of movement, followed by a live music concert from Sustain Music Project that will showcase the ways in which technology and the arts inspire and challenge each other. Move a little, grab food from local food trucks, and enjoy a concert that features a diverse program that ranges from Bach's intricate fugue to a piece composed through computer algorithms.

September 16th, Bellevue College 2:00PM – 5:00PM

- Bellevue College will host two local artist installations: Cole Devoy and Arabella Bautista. Cole's piece is a live interactive, immersive, generative digital installation that explores connectivity, identity, consumption and technology while addressing climate and social justice issues. Ara's piece is a video poem piece that is inspired by the underground rave culture.

September 23rd, Marketplace at Factoria 11AM-1PM

- Student teams from Digipen Institute of Technology will showcase their original game consoles and vie for audience votes for a grand prize

September 30th, Downtown Bellevue Park 1:00PM-5:00PM

- Sign up early to reserve your silent disco headset! DJ Indica will kick off the silent party at 1:00PM with a family hour and all play starting at 3:00! Stay for the full disco, or pop in and visit with artists from Earthseed Collective, explore our tech tents and grab some delicious food from local food trucks.

Digital Residencies will also take place throughout the month of September and will be hosted by Choreographer and Director Kathryn Van Meter, Christina Medawar from Sustain Music Project, Cole Devoy and Arabella Bautista.

PACE is working with Lotus Communications on our marketing efforts. They will be conducting social mirroring, targeted ads, PSA's including:

- 15x bonus weekly 7/3-9/30 on KPLZ
- 5x bonus weekly 9/1-9/30 KNWN, KVI
- And will continue with PSAs this summer on KNWN and KVI.

Bellwether Activity will be included in the September Issue of 425 Magazine in the Inside Scoop Arts & Entertainment section.

STAFF CONTACT

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