Each month, ArtsGreensboro brings you stories about artists, arts organizations, and individuals whose lives are infused with creativity. Join us in celebrating our vibrant city.

ArtsGreensboro is dedicated to elevating the arts by creating awareness and promoting the vibrancy of our city; amplifying the impact the arts have in building strong and thriving communities for all citizens; and supporting arts organizations, artists, and teachers through grants, shared services, and technical assistance. For more information visit artsgreensboro.org
ARTIST IN FOCUS

BY PERRY BOSWELL, ARTIST

I attempt to capture parts of the rural environment familiar to me from childhood. Some parts are expressed through written words. Others are beat captured through photographs or visual representations. I feel it was necessary to explore, express, and record my feelings about these experiences to fully understand the future direction of my artwork.

An artist must know his soul, to fully understand the development of his artwork. To know the soul, one must examine the sum of its parts. He must reflect on the positive and negative, good and bad, the dark and light of his being.

All artists search within themselves to find the internal source of their creative energy. Regionalist painter, Grant Wood, felt that as an artist, you should “paint what you know.” Planning and developing the content of my work allows me to reflect upon my social, moral, and artistic being. I examine the internal and external places that hold private and special meaning.

Rural life, like the life of an artist, is often solitary. I have often felt I was a single observer in the environment surrounding me. As I have matured, I have observed parallels between farmers and artists. It seems that the isolation of rural life often forces creativity and self-reliance through necessity. Structure, planning, and order are essential to the lives of artists and farmers. Both work with the elements to produce a yield. Crops renew, souls renew, and artists must continually create to renew themselves. Through my art, I have reviewed my history and found the roots of my soul. An examination of one’s history leads to the realization of one’s present.

Follow Perry on Instagram at @bigroosterstudio and to purchase his artwork, please contact him at perryboswellartstudio@gmail.com.
Downtown Greensboro, Inc. (DGI) is reimagining the holidays with a variety of experiences planned throughout the month of December. *Downtown in December presented by Allegacy* will include new and exciting attractions in lieu of the organization’s typical Festival of Lights and Holiday Parade. “The DGI team wanted to close 2020 out by bringing the community together in safe environments to celebrate the holiday season. We are very excited to share how reimagining the 2020 holiday season can be a positive experience,” says Zack Matheny, President and CEO of DGI.

ArtsGreensboro worked with DGI to bring holiday spirit to downtown by partnering 15 downtown businesses with local artists to have their storefronts transformed into winter wonderlands. As you shop and stroll through downtown this month, check out all the creative *Holiday Window* designs and vote for your favorite.

You’ll also want to head to LeBauer Park and experience free and family-friendly walk-thrus of *Tinsel Town*, featuring 50 uniquely decorated trees purchased and decorated by either local corporations, groups, non-profits or families. You can view ArtsGreensboro’s decorated tree and many others any day between 9am–9pm, December 4-27 and don’t forget to vote for your favorite trees!

To check out more holiday attractions during *Downtown in December*, visit downtownindecember.org for a full list.
What do we believe?

- The arts are meant for everyone; they connect and inspire us.
- The arts are a vital part of our economy; they build healthy and thriving communities to live, work, and play.
- The arts play a vital role in our children’s education and development.

“ArtsGreensboro is helping to ensure sustainability and pave the way towards a more resilient and vibrant arts community for the next 60 years.”

- Laura Way
  ArtsGreensboro President + CEO

ArtsGreensboro is turning 60 on December 20! Our story began in 1960 as the United Arts Council of Greater Greensboro. Since that time, we have made a huge impact thanks to the generosity of our community. From saving the historic Carolina Theatre, creating the Greensboro Culture Center, producing the exciting City Stage Festival and Levitt AMP Music Series, presenting the North Carolina Folk Festival, incubating new and emerging arts organizations such as Casa Azul, and operating the Sternberger Artists Center and Van Dyke Performance Space, ArtsGreensboro has invested in our city through the power of the arts. To celebrate, we are focusing on the future.

COVID-19 has placed the arts in our city at risk. However, ArtsGreensboro is dedicated to ensuring that our city will have a thriving arts sector when the pandemic recedes from our day to day reality. Support for ArtsGreensboro through the ArtsFund and the Reentry and Reinvent Campaign will facilitate new paths forward to help arts organizations first to survive and then to become more resilient and sustainable. The short-term outcome is organizations can open their doors with resources needed to
meet new public safety requirements—from cleaning supplies to technology—which is crucial in building audience trust. The long-term outcome is that our arts ecosystem is healthier, able to weather disruption in operations because they have cash reserves and cost saving through shared services. Help us celebrate by making your gift to ArtsGreenboro in honor of someone special. With your support, we will keep the arts alive and thriving for the next 60 years. Make your gift HERE.

MY ART STORY

BY CAMRYNN COALE, ARTS ADMINISTRATION STUDENT AT UNC-GREENSBORO

My name is Camrynn Coale and I am an Arts Administration undergraduate from UNCG. Purely by chance, while I was a Development Intern at ArtsGreensboro, I came across their previously unexplored collection of historical ephemera. I found scrapbooks full of memories detailing the history of the Arts Council’s impact in the city’s community. I knew immediately that I had to ensure the preservation of the collection, in any way that I could. Art has always been an important part of my life; I have seen how art can be a driving force for change and how it can be a way to communicate when words fail. It is also through the art they leave behind that great civilizations are remembered. Preserving these photos, letters, news clippings, and more ensures that the events they keep will always be there to inspire us today and into tomorrow. Luckily, I was able to find people who also felt passionate about this project, and thanks to Kathelene Smith and the folks at ArtsGreensboro and UNCG’s Special Collections University Archives, we were able to ensure the scrapbooks and the rest of the collection found a safe home with SCUA. There, they will be documented and preserved for future generations.

In time, the collection will be available through SCUA’s Community Collections webpage. And part of the collection will be exhibited through a pop-up website at www.uncglibraries.com/artsgreensboro.
The arts connect us as a community through shared experiences.

Cancellations and closures are a stark reminder of our new reality and its devastating impact on Greensboro’s artists and arts organizations.

Your gift today to the ArtsFund and the Reentry & Reinvent Campaign will ensure that when this crisis is over, the arts will be here to enliven our city for generations to come. Please give today!

Ways to Give:

- Text ARTSGSO to 44-321
- Give online at ARTSGREENSBORO.ORG/SUPPORT/DONATE-NOW/
- Mail a check to: ArtsGreensboro PO Box 877, Greensboro, NC 27402