



# ArtFBI

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A Faxazine of Arts Information from Cyberspace to the Mid-Atlantic Community

## MID ATLANTIC ARTS FOUNDATION ADOPTS NEW LONG-RANGE PLAN


The Mid Atlantic Arts Foundation (MAAF) has proposed a new long-range plan that includes a revised mission statement, strategic directions, and core commitments. "Change and the future are two issues requiring a great deal of attention from arts organizations these days," writes Alan W. Cooper, MAAF Executive Director, in an article in *ArtsInk*, the Foundation's newsletter.

Cooper notes that as the changes take place, it is vitally important that hard won advancements in the arts not be lost. "Access to the arts, a principle that has been at the core of many government and private arts support programs, should not be allowed to revert to the elite."

Input for planning was solicited from the entire readership of *ArtsInk* and through five subregional meetings conducted with constituents. Additionally, 52 personal interviews were held with arts leaders, foundation and corporate executives, educators, and elected officials.

Primary among the Foundation's priorities will be the maintenance of its special partnership with the federal government and its member states. Growth for Foundation programs, however, will come from the development of new sources of support. "We will be active in fund raising and entrepreneurial in developing new revenue to support [MAAF's] priorities," Cooper writes.

Five strategic directions will set the major priorities for the Foundation's work. They include presenting the arts to audiences and communities; connecting the arts beyond the region; building appreciation, support and leadership; supporting the artist; and developing new resources. The article also reiterates MAAF's core commitments to access to the arts for all citizens, freedom of expression, quality, and artists as fundamental to the arts.

Emphasizing MAAF's core commitment to artists as fundamental to the arts, Cooper writes that "in all that we do, 

COMING EVENTS  
AT MAP

Mid Atlantic Arts Foundation will acknowledge and value the principle that the artist is the fundamental element of creativity and expression. “

It is anticipated that the full long-range plan will be adopted by the Foundation board in late May. More information is available on MAAF’s web site at <http://www.charm.net/~midarts>

-Source: Mid Atlantic Arts Foundation on AW

**Museum  
Ditches  
Philip Morris  
as Sponsor**

In a victory for tobacco foes and a sign of the industry’s growing isolation from the corporate mainstream, the San Diego Museum of Art has canceled Philip Morris’ sponsorship of a major exhibition during the summer.

Philip Morris was to sponsor a show by Montana artist Deborah Butterfield, whose life-size sculptures of wild horses evoke the imagery of its flagship Marlboro brand, the world’s most popular cigarette. As part of the sponsorship arrangement, Philip Morris was expected to fete Republican heavy-hitters at museum receptions, as it has done when sponsoring exhibits in the past. Philip Morris spokeswoman Darienne Dennis confirmed Tuesday that the museum’s board elected to cancel the sponsorship arrange-

ment. “They have changed their course and decided not to go forward,” said Dennis, adding that the episode “has not been helpful . . . to the museum, to the residents of San Diego and certainly not to Philip Morris.”

Philip Morris is one of the nations’ leading corporate supporters of the arts, and the San Diego institution’s decision could have

far-reaching effects if other museums were to follow suit. It is the second snub in the last month for the world’s largest cigarette maker, which is expected to be a key presence at the GOP convention here in August. Bowing to protests from tobacco critics, the Del Mar Fair Board last month canceled a lucrative contract with Philip Morris that would have allowed the firm to promote its Marlboros at the fair this summer, including on its “Fiesta Latino Day.”

Anti-smoking groups portray tobacco as an outlaw industry whose lavish gifts to the arts and entertainment are intended to buy respectability and community silence about the toll from smoking, which health authorities say causes more than 400,000 premature deaths annually in the U.S. But rarely have arts institutions rejected tobacco money. During the last



**Maryland Art Place Executive Director, Jack Rasmussen is the curator for MAP’s exhibit, “Too Much Fun (for Tex and Brenda),” a show that highlights humor in contemporary art. Artists included are Clarke Bedford, Ed Bisese, Sandra P. Camomile, Tara Donovan and Lee E. Haner. The show runs from May 25-Aug. 11 and the reception takes place on June 1, 5-7pm. This exhibition is part of the 11 site Artsites 96 Biennial.**

**Bus trips to and from various sites of this Biennial will take place throughout the Baltimore-DC region during June. Gallery talks will also be given. Contact Tex Andrews at 410. 962.8565 for details.**

**A retrospective of the sculpture, prints and photos of Norman Carlberg, Director of the Rhinehart School of Sculpture at the Maryland Institute will take place at MAP from May 25-June 29. Reception is June 6, from 5-7pm.**



**CALLING ALL COMPOSERS!**

**Artist Research, Composers' Aid & Network Access (ARCANA) announces an open competition: The Virtual Composer in Cyber Residence.**

**Each month ARCANA (<http://www.arcananet.org/composers/cyberresident.html>) will present a new composer using text, score excerpts, sound samples and interview recordings.**

**ARCANA encourages all composer's to apply as this cyber residency will make their work visible to a constantly growing international group of new music lovers and supporters!**

**There is no jury decision. Applications are handled (more or less) on a first come, first served basis. However, all material for the residence must be submitted in digital format — e-mail, ftp or on floppy discs. For details contact ARCANA at [submit@arcananet.org](mailto:submit@arcananet.org).**

**- Source: ARCANA on Arts Wire**

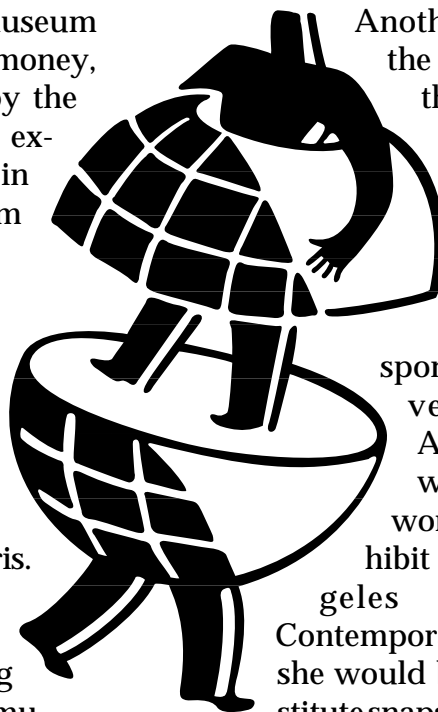
two decades, Philip Morris has underwritten six major shows at the San Diego museum, and Dennis said the company looks "forward to considering their next sponsorship request." Museum Director Steven L. Brezzo expressed disappointment that tobacco critics had not been "more understanding of the goals of the museum." Asked if the museum and cigarette maker will work together in the future, Brezzo said, "Based on the current level of hostility [toward tobacco] in the community, we don't know."

Debra Kelley, vice president of the American Lung Assn. for San Diego and Imperial counties, which has criticized the museum for taking Philip Morris money, said she was delighted by the decision. The Butterfield exhibit will still be staged in July and August, museum officials said.

Butterfield, a San Diego native, told The [LA] Times in a recent interview that she was eager to show her work in her hometown but disturbed at the involvement of Philip Morris. She said her father died at age 63 from heart disease caused by his smoking habit. She said she asked museum officials if they could find another sponsor, but they said they couldn't. "I really have to lay down with the devil to do this but ... you know, you make choices," Butterfield said.



Over the years, Philip Morris has won substantial goodwill in the art world as a leading supporter of museums, dance and theater troupes and minority arts organizations. The company has been known not only for its multi million-dollar gifts, but also its willingness to support artistic innovation—without any obvious strings attached. The company therefore raised eyebrows in 1994 when it threatened to pull its corporate headquarters out of New York—and its support for local arts institutions—if the city adopted a stringent restaurant smoking ordinance. Representatives of arts groups were quickly in touch with City Council members in an unsuccessful campaign to derail the new law.



Another episode in the fall suggested that ties between tobacco and the arts may be starting to fray. In a protest over Philip Morris' sponsorship in November, artist Adrian Piper withdrew her work from an exhibit at the Los Angeles Museum of Contemporary Art, saying she would be glad to substitute snapshots of her parents shortly before their deaths from smoking-related ailments. Artist Hans Haacke also prevailed on the museum to post an anti-tobacco statement along with his work. Ten other



artists in the show signed a petition supporting Haacke. Philip Morris is one of the corporate sponsors of the GOP convention and has donated an undisclosed amount to the San Diego Host Committee, the fund-raising and organizing arm of the convention.

- Source: Myron Levin, Tony Perry  
Times Staff Writers  
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## **Artnow A National Celebration**

On Sunday 6 October 1996 as many people as possible are invited come to Washington DC to celebrate the arts, to do art, to protest the cuts in arts funding, and to call attention to the central place of the arts in this nation. Conceived as a grassroots celebration, this celebration, performance, and march is called ARTNOW.

"All are invited: children, senior citizens, members of every political party, members of no political party, anyone who cares

about making art, viewing art, keeping art on the national agenda," says Richard Schechner on ARTNOW's homepage at <http://www.nyu.edu/pages/artnow>

"We are calling everyone who makes, appreciates, sees, hears, touches, does, or enjoys any of the arts," Schechner writes. "...popular, classical, folk, experimental, ancient, modern, postmodern, and any category or particular I've left out. We are inviting practitioners and audiences of all the arts visual, verbal, aural, plastic, painted, sculpted, filmed, acted, and performed. The happy arts and the arts disliked and disturbing."

"Isn't it so, finally, that everyone has come into direct contact with the arts? They are as ubiquitous as food, as common as dirt, as lovely as a rainbow, and as necessary as air," he concludes.

For more information: E-mail: [art.now@nyu.edu](mailto:art.now@nyu.edu) or call 212.998.1630 (Dept. of Performance Studies, NYU).

- Source: Beth Kanter on AW

## **SUMMER ARTS CAMPS FOR KIDS**

**Joe's Movement Emporium in Mt. Rainier, MD is offering art camp experiences for children this summer:**

**Dance and Music Intensive: June 24-27 (Ages 4-6 and 7-10), \$35/student.**

**Experiencing the Arts: July 15-26 (Ages 7-14), full day, \$250 .**

**Dance Camp-Creating the Youth Dance Ensemble: July 8-12 and August 5-9 (Ages 8-14), \$50/week.**

**For further information call Joe's Movement Emporium at: 301.699.1819.**

**Scholarships and sliding scale are available.**

**End  
Transmission**

