ArtServe’s New Vision Comes to Life with Launch of “HOME: An Artistic Celebration of Community”
The VIP Preview with cultural influencers on August 22 and Community Day on August 31 include a multi-disciplinary performance and tour of ArtServe’s creative laboratory

FORT LAUDERDALE, Fla. (June 24, 2019) – ArtServe, South Florida’s historic arts incubator, is bringing its new vision for artistic diversity, community advancement and creative experimentation to life with the launch of “HOME: An Artistic Celebration of Community.”

Exploring metaphors of habitat and the related idea of belonging, the multi-disciplinary exhibition includes the unveiling of ArtServe’s 30th anniversary artistic season, a tour of the organization’s creative laboratory, a gallery display by local visual artists and a performance piece collaboratively developed by featured artists of all genres. Given the space and resources to experiment and tasked only with a prompt to bring the concept of ‘home’ to life, featured artists will debut their work at opening receptions that serve as vision launch parties.

“HOME” kicks off with a VIP Preview Night on Thursday, August 22 from 6 to 9 p.m. and a Community Day on Saturday, August 31 from 3 to 5 p.m. Both events take place at ArtServe, 1350 E. Sunrise Blvd.

“HOME’ unfolds as an enchanted love note to our community with works coming together in a remarkable tapestry of diversity,” said ArtServe Executive Director Craig W. Johnson. “Collectively, participating artists of all backgrounds provide a fully immersive experience exemplifying the new vision for ArtServe as a creative laboratory and community mobilizer.”

During the events, ArtServe will unveil its 2020 artistic plan for implementing initiatives and programming that support its revitalized vision, which aims to empower artists to be agents of change and promote equal access to the arts, enabling communities to reach their highest potential across social, cultural and economic arenas.

During the “HOME” VIP Preview Night on August 22, ArtServe will recognize several of South Florida’s most respected arts influencers and organizations for their contributions to the region’s arts and culture landscape. Honorees include:

- Broward Cultural Council Vice Chair Darran Blake of UBS Financial Services, Inc.;
- renowned South Florida artist George Gadson;
- Art Fort Lauderdale and Choose954 co-founders Andrew Martineau and Evan Snow;
- Broward Cultural Council Chair Jodi Jeffreys-Tanner of Las Olas Capital Arts;
- Fort Lauderdale Mayor Dean Trantalis;
- and WLRN, South Florida’s NPR and PBS station.

In celebration of ArtServe’s 30th anniversary this year, a total of 30 honorees will be recognized at similar events throughout the upcoming artistic season.

ArtServe will also reveal its creative laboratory, where guests will connect with “HOME” featured artists as they are immersed in their creative processes, rehearsing work throughout the space that
will be brought together at the close of the evening in a collaborative performance art piece celebrating the concept of ‘home.’

Under the artistic direction of Dario J. Moore, a Broward-based director and choreographer, the performance features former Miami City Ballet dancer and stroke survivor Isanusi Garcia Rodriguez and his mother, Perla Rodriguez, a renowned former dancer from Cuba. Following a stroke that left the right side of his body paralyzed, Rodriguez was forced to reinvent himself, subsequently discovering a new joy and purpose in life through art, family and community. The evening’s collaborative performance is partially inspired by Rodriguez’s perception of ‘home’ through a celebration of his Cuban heritage and transcendence of his physical limitations.

Also making significant contributions to the performance are Broward filmmaker and Sistrunk-A-Fair co-founder Emmanuel George, conceptual artist Veronica Fazzio and visual artist Anna Goraczko. Spoken word from Thou Art Woman, an inclusive LGBTQ organization founded by event producer Ghenete “G” Wright Muir, and live music from local musicians further enrich the work.

“Providing opportunities for artists and the community to further diversity, inclusivity and social change through the arts is just one part of the equation,” added Johnson. “We also have a responsibility to celebrate and recognize the individuals who have been trailblazers in that domain. ArtServe and Broward County never would have reached this incredible turning point had it not been for arts professionals and aficionados like Jodi Tanner and Mayor Dean Trantalis, who served as catalysts and pioneers of using art to bring people together. Our honorees embody ArtServe’s new vision and it’s a privilege to recognize them and their achievements.”

For more information and tickets, visit bit.ly/artservehome2019. Tickets to attend the VIP Preview Night on August 22 are $75 each and include valet parking, gourmet bites, an open wine bar and a silent auction. Tickets to attend the Community Day on August 31 are $20 each and include free parking, refreshments, family art activities and an art sale. Contact information@artserve.org or 954-462-8190 for more information.

“HOME” is on display until September 27 in the ArtServe gallery; admission to the ongoing visual art exhibition is free and does not include performances or access to the creative laboratory. ArtServe gallery hours are Monday to Friday from 9 a.m. to 8 p.m. and Saturday from 10 a.m. to 6 p.m. Visit artserve.org for details.

CALENDAR BRIEF – “HOME: An Artistic Celebration of Community” VIP Preview Night
ArtServe opens its creative laboratory and unveils its 2020 artistic season with the presentation of “HOME,” an experimental multi-disciplinary arts experience inspired by metaphors of habitat, community and the related idea of belonging. “HOME” kicks off on Thursday, August 22 from 6 to 9 p.m. at ArtServe, located at 1350 E. Sunrise Blvd. in Fort Lauderdale. Audiences will connect with cultural influencers and interact with artists as they build a collaborative performance piece that will debut at the close of the evening. Valet parking, gourmet delectables, libations and silent auction of fine art are included. All proceeds and gifts support ArtServe’s artistic, educational and public service goals. Tickets are $75 per person and are available at bit.ly/artservehome2019. Contact information@artserve.org or 954-462-8190 for more information.

CALENDAR BRIEF – “HOME: An Artistic Celebration of Community” – Community Day
ArtServe opens its creative laboratory and unveils its 2020 artistic season with the presentation of “HOME,” an experimental multi-disciplinary arts experience inspired by metaphors of habitat, community and the related idea of belonging. The “HOME” Community Day takes place on Saturday, August 31 from 3 to 5 p.m. at ArtServe, located at 1350 E. Sunrise Blvd. in Fort Lauderdale. Audiences will enjoy family-friendly art activities and interact with artists as they build a collaborative
performance piece that will be presented at the close of the evening. Free parking, refreshments and a fine art clearance sale are included. All proceeds and gifts support ArtServe’s artistic, educational and public service goals. Tickets are $20 per person and are available at [bit.ly/artservehome2019](http://bit.ly/artservehome2019). Contact [information@artserve.org](mailto:information@artserve.org) or 954-462-8190 for more information.

**About ArtServe**

For 30 years ArtServe has been the cultural core of Broward County’s burgeoning arts ecosystem. As one of the nation’s original six arts incubators, ArtServe functions as a socially responsible creative laboratory, connecting artists, business leaders, educators and cultural groups in their efforts to experiment with innovative models in arts education, entrepreneurship and presentation that advance diversity, inclusion and community prosperity. A 501(c)(3) nonprofit organization, ArtServe also provides critical services, education and opportunities for creatives of all backgrounds to successfully enter and sustain their place in South Florida’s arts services industry, positively impacting our community both culturally and economically.

ArtServe is a four-time finalist of the 2-1-1 Non-Profit of the Year Awards and has been recognized as the Best Non-Profit of the Year for Arts. Additional recognitions include the Salute to Business and Innovation Award for Arts/Culture from the Greater Fort Lauderdale Chamber of Commerce, three consecutive Brazilian International Press Awards, the Doyle Award for Non-Profit Excellence and the 2014 Nonprofit Academy Award for Best Non-Profit Arts Organization. ArtServe programs are supported in part by the Broward County Board of County Commissioners as recommended by the Broward Cultural Council, the State of Florida, the Department of State and the Division of Cultural Affairs.

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