

# ART IN FLUX HARLEM FLUX

A movement of Harlem artists appearing in pop-up galleries, collaborating with musicians, coloring the community, and inspiring discussion.

Weekly Pop-up  
Galleries from  
April - May - June  
2012

Each Thursday  
launches a new trio  
of Harlem artists  
Opening night: meet  
the artists,  
mingle, music,  
more.

Merging art,  
commerce and  
community

[www.artinfluxharlem.com](http://www.artinfluxharlem.com) -  
coming soon

[facebook.com/artinfluxharlem](https://facebook.com/artinfluxharlem)

[twitter.com/leanne.stella](https://twitter.com/leanne.stella)

# TOC

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# FLUX

Change is the fundamental nature of reality.

## What?

FLUX is a fluid exhibition of art by Harlem artists. Each week a trio of artists will present works in a pop-up gallery in Harlem. The location, artists, genre and special events change each week creating a fluid state of art or -- ART IN FLUX -- in Harlem. Artists are recruited for their ingenuity, edge, and aptitude. FLUX is for Harlem, in Harlem and about Harlem.

### for Harlem

FLUX provides an opportunity for artists living and working in the community to show their work publicly and meet collectors.

FLUX partners with local nonprofit organizations serving the Harlem community to raise money and awareness for their cause.

### in Harlem

By bringing art into the center of the neighborhood FLUX stimulates interest in the arts, and discussion, and contributes to the vitality of the neighborhood.

FLUX brings art into areas of commerce where residents walk, shop, and meet their neighbors. By utilizing empty retail spaces, FLUX stimulates interest, development and growth in the community.

### about Harlem

FLUX intends to reveal or uncover the abundance of talented emerging artists living and working in the beautiful streets of Harlem.

FLUX will explore the influence that this architecturally and historically rich neighborhood has on its resident artists.

## Why?

FLUX is designed to provide opportunity for emerging and underground artists, engage the community in the arts and in their environment, and attract the interest of art supporters and creative professionals from Harlem and the surrounding communities.

# **PLOT**

## **Sequence of events**

Weekly Pop-up Art Galleries mid-April thru mid-June, 2012

Opening Night: Thursday, 6pm to 9pm

Meet the artists.

Music, mingling, cocktails, tastings from area chefs, artistic collaborations between visual artists and musicians, videographers, culinary artists, or performers.

Sponsor gifts may be provided.

Each Thursday evening the next Pop-up location, artists and special guests are announced. Guests in attendance get first opportunity to attend the next opening.

Press Preview: Thursday, 6pm to 7pm

Weekly Gallery Hours: Fri thru Wed, 11am to 7pm

3 or more artists will be featured at each pop-up gallery

# HOOPLA

**Hoopla: a great amount of public fuss.**

FLUX *will* create a great amount of public fuss - HOOPLA --- with human interest stories, social media buzz, print propaganda, and opening events.

Human Interest Stories individual artist's stories will be featured showcasing the influence of the architecturally and historically rich neighborhood of Harlem, and telling the story of their roots, struggles, and accomplishments.

Social Media FLUX artists, sponsors, nonprofits and friends will be interconnected maximizing all social media outlets



Print Propaganda Print is an important but limited element of the HOOPLA. Postcards will be strategically distributed at art events, restaurants, social events and galleries. Signage will be displayed prior to and during each pop-up gallery. Additional print media tba.

Opening Events Opening nights for FLUX are interactive social events engaging guests with artists and featuring fluid art such as live performers, musicians or poets. Active blogging and twittering will be supported. Each Thursday evening the next pop-up location, artists and special guests are announced. Guests in attendance get first opportunity to attend the next opening and are encouraged to invite a new guest before opening night is SOLD OUT.

# CONNECT

**Opportunity: a chance that offers some kind of advantage.**

## ARTISTS Opportunities

Artists are invited to apply at [www.artinFLUXharlem.com](http://www.artinFLUXharlem.com). Fees to artists are commission based.

## Nonprofit Organizations

Each Pop-up Gallery Week will benefit a nonprofit organization serving the Harlem community. Interested organizations can inquire at [www.artinFLUXharlem.com](http://www.artinFLUXharlem.com).

## SPONSOR Opportunities

Title Sponsor \$10,000

- Title Sponsor is named as sponsor for all April/May 2012 FLUX Pop-up Galleries and Opening Night events
- Opportunity to provide gift bags/product to attendees
- Link on [www.artinFLUXharlem.com](http://www.artinFLUXharlem.com)
- Twitter feeds and blog posts
- Inclusion in press releases
- Logo on promotional materials
- Logo on signage
- 20 VIP entries to opening night

Opening Night Support Sponsor \$500

- Select any one of the 8 FLUX events scheduled for Spring 2012
- Link on [www.artinFLUXharlem.com](http://www.artinFLUXharlem.com)
- Twitter feeds and blog posts
- Inclusion in press & promotional materials
- Opportunity to provide sample product to attendees

Additional Sponsor Opportunities available.

**Connecting: linking curious, engaged listeners to street-smart conversations.**

## CONNECT with FLUX guests, who are they?

- Supporters of the Arts
- Professionals from Creative & Other Industries
- Affluent, Educated, Home-Owners
- Residents of Harlem & the Surrounding Communities

# FOUNDER

## Leanne Stella

Leanne Stella has produced events in New York and other cities for 20 years. She served as President of Stella Show Management Company, a NYC-based consumer events production company, for 15 years and launched a number of major events (up to 150,000 sq.ft.) under that umbrella including 5 annual art, antique, and garden events at the 69<sup>th</sup> Regiment Armory, The Country Living Fair for Hearst Publications, The New York Coliseum Antiques Show, and others. She also supported and collaborated with many nonprofit organizations to produce successful fundraisers including the Chicago Botanic Garden, Life and Hope Haiti, Education for all Children, Arts In Reach, and the NY National Guard Family Support Group. She resides in Harlem and feels strongly about contributing to the community where she lives. Her passions lie in supporting organizations that empower youth.

*Tonight was extraordinary. The room was glorious. Our world has widened beyond expectations. What the designers created is indescribable. We could not have pulled it off without you. It is really incredible.*

--Darcy Horgan, President, board of directors, Arts In Reach

*I could clearly see Leanne's attention to detail, entrepreneurial spirit, and willingness to roll up her sleeves and dive right in. I was also very impressed with how Leanne was able to make meaningful, strategic connections with various leaders, artists and professionals in the community. I don't think we would be where we are today without her drive, enthusiasm, and professionalism.*

--Elise Weeks, board of directors, Arts In Reach  
Principal/Graphics Designer, Pixels & Pulp

*Leanne assisted us with the organization of our annual golf/tennis tournament and we benefited greatly from her experience in making the event run smoothly and efficiently, both for attendees and the volunteers and EFAC staff. She was always willing to help us out wherever needed and gave generously of her time. We all enjoyed her positive, can-do attitude and cheerful personality.*

--Karin Barndollar, board of directors, Education For All Children