

# CREATIVITY CONNECTION

## Making Arts & Innovation Happen

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### Progress Report

- We met our first gift match! Thanks to a \$5,000 pledge from a generous donor to match donations received during the month of February, the ECA&IC raised \$10,000 this month. Thanks to everyone who made this possible.
- Come see for yourself what the excitement is all about. **Facility tours last about an hour and are scheduled to start at 9:15 every Friday and by appointment on Saturday mornings.** Follow us on Facebook and sign up so we know you're coming, or call Joyce to RSVP 917-288-3936.



A student tests a motorized boat built with the help of ECA&IC volunteers during a middle school STEAM club event.

PHOTO courtesy EPSD

## Help Us Make Motion Capture a Reality!

Human-scale motion capture technology is an exciting part of the digital maker space experience. "The basic idea is to use multiple cameras to capture human movement that the software then converts into a 3-D digital model. Then you can edit or combine that model with another digital experience," explained board member John Oetting, who has served as a technical advisor for many industries.

Through a donation, John recently acquired state-of-the-art motion capture software, and the board has approved acquisition



PHOTO CREDIT: EF EVE

of the necessary hardware as soon as we raise \$1,000 in funding. Will you help us? To make a donation, visit [emmauscreates.com](http://emmauscreates.com).

If you have questions, or would like an opportunity to experience our digital maker space, send us an email through the same website.

## Anne Alexander Joins ECA&IC Board

At their February meeting the ECA&IC board welcomed Lehigh Valley resident Anne Alexander to their ranks.

A two-time New York Times best-selling author, twice Editor-in-Chief of *Prevention* and SVP/Editorial Director at *National Geographic*, Anne is president of the consulting firm Brand Strategies Inc and currently acting as Content Director for Mindful, a media company dedicated to sharing mindfulness.

According to Alexander, she felt the ECA&IC project was a good fit from the start. "What an amazing opportunity to help launch a place dedicated to igniting ideas and unleashing talent across a whole spectrum of ages and creative mediums," she explained.

Among Alexander's first tasks will be to help the board coalesce their branding efforts and expand their strategic messaging. (See next page for details.)



PHOTO courtesy Anne Alexander



SCAN ME

# We Need a New Name: Committee Formed to Facilitate Community Brainstorm & Branding Strategy

Last winter the ECA&IC announced a logo competition and, with the help of the Emmaus Arts Commission, received several notable entries to consider. However, after further reflection (and valuable community feedback), the board has decided to explore a new name for the organization.

“The Emmaus Creative Arts & Innovation Center will remain our legal name of record,” explained board President Jim Baker. “However, we’re interested in using a name with the general public’s

input that better reflects the excitement and energy everybody feels when they learn about our vision,” he added.

Baker and the rest of the board have appointed Anne Alexander and Shea Zukowski to co-chair the committee that will explore a new name.

“A good name should be catchy and unique — as well as memorable,” explained Alexander. “We have a lot of great people willing to lend their input and ideas, so our first task

will be to hold a community-wide brainstorming event in March where people can help us capture a better vision of the possibilities.” The committee will hold focus groups to further refine the ideas generated before they are formally presented to the board for consideration.

If you are interested in joining this important effort, please follow us on Facebook or send us an email at [emmauscreates.com](mailto:emmauscreates.com) and we will send you details as they become available.

## VISITOR INSIGHT: Bruce Killinger

Emmaus resident Bruce Killinger is a synthesizer artist and social media specialist who has built an online community of experimental musicians. With his Instagram page (@welcometospacelounge) drawing over 20,000 followers, Bruce is well-versed in the digital world. We asked him to share his reactions after his visit to the ECA&IC.

“I’m thrilled about the potential for this center to help people in the

Lehigh Valley creatively connect with other artists all over the world. For example, augmented reality and motion capture technology could allow people to collaborate in real time, wherever they may live. The possibilities are very high tech, but the heart of

the exchange is as old as time — people sharing their ideas and offering feedback in a way that brings new work to life.”

**WHAT’S EXCITING:** *With modern technology, artists could arrange and play their music in a shared, digital environment — they could give advice and flesh out new ideas in the same way it would be done if the met in person, or inside a studio.*

## Local Entrepreneurs’ Group Launches

Are you a Cultural Creative with an existing or emerging business that needs a little boost? Would you like more support, fresh ideas and access to resources? We believe in you and the benefits of shared experience. Come experience the power of collaboration at the ECA&IC.

Meeting twice in the last few weeks, the Entrepreneur’s Lunch Bunch is a forum for people to share, learn and explore new ideas. Hosted by JoAnn Pendleton and Joyce Marin, meetings are held Wednesdays from 12 to 1 p.m. at the ECA&IC (375 S.



10th Street, Emmaus 18049). Bring your own bag lunch. There is no cost for this event. Visit us on Facebook to let us know to expect you.