

CREATIVITY CONNECTION

Making Arts & Innovation Happen

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Funding Update

We are proud to announce that the ECA&IC has received two \$5,000 grants, one from the Emmaus Rotary and the other from Rotary International Foundation. The grants are earmarked to help build ADA-compliant bathrooms at our center.

“When you talk to people about building an ‘arts & innovation center,’ bathrooms are rarely the first thing that come to mind. However, having bathrooms that are accessible to all truly essential,” explains Jim Baker, President of the ECA&IC.

“We are especially grateful for this generous gift, made possible through the support of our local community, because it is a very positive sign of the enthusiasm people have for transforming our warehouse into a state-of-the-art facility.”

Calling All Makers! ECA&IC Acquires Robotic Arm

Do you have a project that could use a “helping hand”? The ECA&IC recently acquired a Rotrics robotic arm capable of holding a variety of tools including a laser for burning and cutting, a holder for drawing pens, markers & brushes, an extruder for 3-D objects and “fingers” for holding other objects.

Although we do not have a physical maker space available yet for working on-site, we’re looking to loan this specialized piece of equip-



ment to a qualified maker or artist with a knack for technology who would be willing to learn about all the things our arm can do, in turn, be willing to help train others.

The arm is portable, and the accompanying software

is available to download to a computer. Interested in helping us out? Send us a message at contact@emmauscreates.com with a brief summary of your background and the project you have in mind.

Creative Entrepreneur Profile: Kaitlyn Mac Grady

A documentary-style photographer, local entrepreneur Kaitlyn Mac Grady doesn’t consider her camera to be the only tool important to her work. “I offer my clients a unique type of service, one that I describe as ‘intuitive photography,’ which draws on my skills as an empathetic person first and foremost.”

“My main objective is not to pose my subject to create a specific scene. Rather, I approach a photoshoot with the goal of making my clients feel emotionally and physically comfortable so that my photographs reflect their authentic selves,” she ex-

plains. Her work has been described as revelatory for her ability to capture intimate moments that are both candid and spontaneous.

A graduate of Cedar Crest College, her early career included stints working in traditional portrait photography studios, but she didn’t find those jobs particularly fulfilling. “Deciding to become an entrepreneur has given me the ability to define my work on my own terms, which is especially important when creativity (and authenticity) is your goal,” she says.

Since March Kaitlyn has participated in the ECA&IC’s weekly Zoom meetings of the Creative Entrepreneurs’ Circle. “This group has provided me with a wonderful platform to explore my work in new ways. I’ve found some amazing collaborators from other creative disciplines who have helped me better define my work and my goals, as well as access new markets. Especially given the uncertainty that Covid-19 has generated for creative professionals, knowing that I’m not alone in this journey has been a blessing.”



Portrait of Elizabeth Jordan by Kaitlyn Mac Grady, courtesy of artist.



SCAN ME

The New Normal (Friday Tours Resume)

If you've been wondering what the inside of our facility looks like — and more importantly what it may become—you'll be glad to know that our Friday tour program is back up and running.

"Before the Covid-19 crises, we were delighted that just about every week people showed up at our doorstep, curious to have a look around and learn more," explains Joyce Marin, a consultant to the ECA&IC and frequent tour guide.

"The best way for people to truly understand the potential our organization brings to the table is for them to walk through our building and see firsthand the transfor-

mation in store," explains founding board member and vice president Audrey Racines.

"Their enthusiasm for this project actually fuels our own resolve, especially at this critical juncture when we're starting to get the word out," she adds.

However, it is important to note that serious safety protocols are still in place. We are limiting groups to no more than 5 people at a time, including tour guides, explains Marin, so it is crucial that people let us know in advance if they're interested in a tour. If we have more than 5 people at a time who are interested, we'll find a way

to schedule additional tours.

Other safety protocols include mask wearing at all times and temperature checks before entering the facility.

If you're interested in arranging a tour, let us know by emailing us at info@emmauscreates.com.



Gaining Perspective: Interns Build Virtual Tour

Over the summer interns Warren Snover, a physics and computer science major at Pitt, and Jacob Ritter, an architecture major at Penn State, used technologies in our nascent digital makerspace to help us walk through a finished facility long before the actual building is renovated. Using design assets from our master facility plan (developed by MKSD archi-

"This is an exciting way to see the true potential our warehouse space holds"

itects) the interns created a 3D simulation that users can actually stroll through when using the right software.

"With this 3D architectural model we can lead virtual tours with both visitors and guides represented together in the digital space, as avatars of their own design," explains board member John Oetting. Eventually these digital spaces will include

experiences that reflect the in-real-life facility use, such as 3D sculpture, 2D art, and holographic human performances of dance and theater.

"This will be an ongoing project that we hope future interns can help shape and refine as our plans develop; in the meantime, this is an exciting way to see the true potential our warehouse space holds," says Oetting.

Entrepreneurs' Group Hosts Notable Speakers

The regular Wednesday Entrepreneurs' Group that has been meeting every week at noon via Zoom has recently enjoyed a series of experts offering helpful advice on various issues important to them. Recent speakers have included:

~ Nicole Folino, Business Development Director for CADCA and the Rising Tide Community Loan Fund

of CACLV, to share helpful information about funding opportunities for entrepreneurs.

~ Brandon Kelly of BK Web Productions, to explain how to make promotional videos

~ Bathsheba Monk, an Allentown author and book publisher, to discuss publishing, and

~ Anne Alexander, branding expert (and board member of ECA&IC) to talk about the techniques strategists use to build a strong relationship with an audience

To join this dynamic group, follow us on Facebook or send us an email. All meetings are free.