



## FUNDING UPDATE

Last Fall JuxtaHub submitted a comprehensive application to the EDA through the Borough of Emmaus for a multi-million-dollar construction grant. The funds would have created jobs and covered a significant portion of critical building renovations. Unfortunately, we learned last month that our proposal did not make it to the final round.

In response to this challenge, the board of directors has pivoted its strategic planning efforts to find a way to open our doors as soon as possible through a phased approach. Last month JuxtaHub held a series of focus groups with its architects (see page 2 for more details).

“This scenario will require us to grow more organically,” explains board president Jim Baker. “In the long run, I believe JuxtaHub will be far stronger with this approach because we can fine-tune our plans as we evolve.”

## COMMUNICATION EFFORTS EXPAND!

“TELLING the JuxtaHub story involves exploring all the possibilities that can unfold once we are open, but the truth is there’s a lot that happening right now to evidence the power of collaboration,” says Shea Zukowski, one of the board members leading our communication efforts.

Earlier this year local videographers Tyler Wursta and Brandon Kelly approached JuxtaHub and volunteered to create some projects that would help the organization illustrate its vision. Of course, with construction still in its planning stages, the pair faced many obstacles in trying to film on location. “We explored quite a few strategies before landing on a way to bring people together safely,” explains Wursta. “But once we were rolling, we set up shots throughout the building and gathered a lot of great footage that is really quite strong.”



Behind the scenes Tyler Wursta (left) and Brandon Kelly set up cameras to film in the warehouse space that will eventually house JuxtaHub’s black box theatre and gallery

“I’ve been participating in JuxtaHub’s creative entrepreneur’s sessions for quite awhile, so I came into this project with a pretty good understanding of the space and its various program areas,” adds Kelly. “However, working on a project with

another professional videographer has definitely gotten me even more excited about the possibilities that await once the artist studios become available.”

If you are interested in assisting with JuxtaHub’s communication efforts, contact [shea.zukowski@juxtahub.com](mailto:shea.zukowski@juxtahub.com) to learn more. 🌐



## JuxtaHub Volunteer Helps Artists Reach New Audiences Digitally: *Elise Schaffer*

**WHEN** she began her undergraduate career studying arts administration at Penn State, Elise Schaffer imagined her work would eventually lead to role a traditional museum or gallery. The Covid-19 pandemic, which arrived shortly after graduation, radically changed her vision of what the future may hold.

As part of a student project, Shaffer had helped the Danville Museum of Fine Arts and History develop a virtual tour of their gallery to share on their website. “It was originally

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intended to be a temporary feature, but once the museum had to close their doors to the public because of the pandemic, the need for this type of access became vital,” explains Schaffer. Since then Schaffer has developed an online class through Penn State Lehigh Valley’s Arts Project to share her knowledge of the many free tools available to create similar services.

According to Schaffer, “even though everyone is looking forward to things

getting back to normal and having all of our arts venues truly open to the public again, I think that the pandemic has created a long-term shift in how artists promote and share their work. We are no longer limited by the confines of a physical space and in-person shows—and the potential to reach new audiences cannot be ignored. Best of all, this technology is becoming more widely accessible to everyone.”

At JuxtaHub, Schaffer has been working on plans to create a rotating virtual gallery as a Digital Maker Space project and enlisted the help of several artists to explore how the process should function. “We’re still working out the kinks, but what I love about this concept is that it’s an easy, low-barrier way to expose people to a wider variety of work. We all benefit when more people have access to the power of art.” 🌱

## FOCUS GROUPS REVEAL THE NEED FOR FLEXIBILITY

**THROUGHOUT** late February and early March, JuxtaHub convened a series of focus groups via Zoom with community members to help its architects, MKSD, answer discrete questions about how they envision using the facility. “We really wanted a better understanding of which features people would find most valuable in our space and how to generate the most synergy possible,” explains board member Julie Thomases, who helped lead the effort.

“It really ran the gamut—we spoke with dozens of prospective tenants and creatives, from quilters and jewelry makers, to traditional fine artists, digital makers, chefs and caterers, as well as theatre professionals.” With so many groups represented, it became clear that we need to take the term “multi-purpose” very seriously and find a way to accommodate many different uses to maximize our space.

Fortunately, the emphasis on flexibility may also help JuxtaHub better control its costs. “For example, we had it in our heads that we needed to build out a control booth in the black box theatre, but the experts who might rent our facility explained that having all the technical effects controlled in a moveable workstation would afford them more options for staging their work” according to Thomases. “Working through our previous assumptions has been a great exercise for revealing an even better vision of the facility we hope to create,” she adds.



If you missed the opportunity to participate in a focus group, you can still sign up to take a tour of the building and see what’s in store. Visit [juxtahub.com](http://juxtahub.com) to learn more. 🌱

## UPCOMING EVENTS

<b>OPEN DIGITAL MAKER SPACE HOURS</b>	Tuesdays 3–5:30 and Fridays 11–2 (Contact John via text on 484-942-3084 for building access and confirmation.)
<b>CREATIVE ENTREPRENEURS CIRCLE</b>	Wednesdays via Zoom at noon
<b>TOUR THE BUILDING</b>	Fridays at 9 a.m.*

\*Due to Covid-19 protocols, space is limited; please send us an email at [contact@juxtahub.com](mailto:contact@juxtahub.com) to reserve a spot and confirm starting times.

### Connect With Us Today!



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