

THANK YOU DONORS!

With 2023 now firmly in the rearview mirror, we thought you might appreciate a quick snapshot of our fundraising progress. Overall, JuxtaHub is proud to have 100% participation in giving among its board. In fact, since our inception we've raised +150K in cash and in-kind donations from board members alone.

And fortunately, all signs indicate that we're starting to gain even more momentum. In 2023 we received a total of \$38,374 in donations (\$14,475 was unrestricted – and \$10,000 was received in the last month of the year). This year, we are thrilled to see those numbers expand. Though we've yet to raise the same amount in 2024 (it's only February after all), the number of gifts received this year is more than a third of what we had received during the first 11 months of 2023 – and half as many new donors have joined our efforts.

Because of our position as a new organization with so much potential, but practical limitations until we are able to renovate, individual donors will be key to our success.

JH Organizes second C.A.R.E. Event

THEY'RE BAAAACK!! For all who enjoyed the creative and colorful gnome displays students in the East Penn High School's Jasper program designed for the Emmaus Arts Commission's SnowBlast Winter Arts Festival last year, JuxtaHub is again partnering with both groups to facilitate more fun. This year's Community Augmented Reality Event (C.A.R.E.) will be held Saturday, March 9th from noon-4PM at the Triangle Park.

"These digital displays rely on a very accessible technology," says board member John Oetting, who leads the project. "Basically anyone with a smartphone will be able to click on a QR code and see what the students have created. Based on what we experienced last year, we have added more specific design parameters to the students' work – they will be challenged to create dynamic assets with lower polygon counts so that their work loads faster, making sure more people can easily enjoy what they've created."

"Last year, our C.A.R.E. project coincided with the release of Chat-GPT, a prominent Artificial Intelligence tool that captured headlines around the globe," adds Oetting. Chat-GPT and the many AI platforms that have been released since that time raise important questions about the authenticity of what we see online. "The beauty of this project is that



Photos by Shea Zukowski

Come learn more about our second CARE project on Saturday, March 9 in and around the Emmaus Triangle during the Emmaus Arts Commission's 17th Annual Snowblast Winter Arts Festival.

it's really completely local – these are kids from our local high school who have an opportunity to create unique assets for our local small businesses – it's a homegrown approach to technology that I hope will become part of JuxtaHub's signature."

If you'd like to learn more about the C.A.R.E. project as well as other plans at JuxtaHub, we'll have a booth during the festival and plenty of board members available to answer questions. Please drop by – we'd love to meet you! 🌟

JuxtaHub
Welcomes New
Board member
Erin McDermott



FRESH from a 13-year stint as a Nashville-based touring musician, Erin McDermott decided to visit JuxtaHub soon after she moved back to the Lehigh Valley. "I was really eager to find a space where I could continue to grow creatively, and someone mentioned to me this place in Emmaus that was renovating a building to create art studios. I had to check it out," says McDermott of her initial impulse decision to plan a visit during our normal Friday tours.

"What I quickly realized in about the first 30 minutes was that JuxtaHub is about so much more than just the art

continued . . .



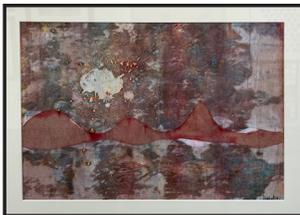


Photo by JuxtaHub Board Member
Top down: *Les Deux Maggots, Paris 1993* Jett Ulaner Sarachek, Large Format Film Photograph on Paper. *Shades of Summer, 2001* Norman Sarachek, Screen/Mono Color Print on Paper. *Basso Continuo* John Altobelli Acrylic on Paper, circa 1995

Looking for a new piece to hang on your wall? Through generous donations, JuxtaHub is pleased to offer a work of art as thanks to new donors making a +\$1,000 gift. Please visit our website or send us a message to arrange a viewing.

studios,” McDermott explains. “This space is designed to bring together people from all walks of life to share creative experiences. In addition to music, I’m also a professional photographer and painter, so the interdisciplinary aspect of JuxtaHub’s plans really made sense to me.”

“We were delighted to meet someone with Erin’s background,” adds board president Shea Zukowski. “There are so many practical details

that our board has to attend to, so having the fresh perspective of an artist who has spent a significant amount of time in another vibrant, creative part of the country seemed like a natural fit.” As an initial project, McDermott will work closely with board member Lindsey Kleinberg on an upcoming series of workshops. Follow us on social media to learn more as those plans are announced. 🌱

NEW EXHIBIT AT YERGEY’S HIGHLIGHTS: PRINTMAKING

HAVE you ever wondered about how artists make their work more accessible to the general public? JuxtaHub explores this question regularly as it continues its work to create a multidisciplinary arts and innovation center for all ages.

One outgrowth of this work is now proudly on display in the gallery space at Yergey Brewing in Emmaus. “We had been talking a lot about printmaking since we began a relationship with Melissa Strawser, a Boyertown-based intaglio sculptor who specializes in printmaking,” explains board member Michael Baker, who curated the exhibit. “And it got me thinking about the many ways artists use prints to multiply their sales.”

Prints generally are less expensive to make and thus usually less costly to purchase than the original artwork – the original can be sold while the artist retains the copyright for the image to make additional prints. As our digital technologies expand, so has the discussion of artwork ownership, copyright infringement, NFT artwork, and AI generated artwork – yet another example of how art and technology converge.

The collection now on display features a variety of works by Joseph Demarais, Adolf Dehn,



Photo by JuxtaHub Board Member
 The art gallery in Yergey Brewing, curated by JuxtaHub’s Michael Baker, showcases more printmaking pieces.

Jean-Hippolyte Flandrin, Max Kahn, Joachim Knill, “Tod” Raphael Leroy Lindenmuth, Jaromir Stretti-Zamponi, Sol Wilson and Josef Zenk. Several of the pieces were the products of art dealer Reeves Lewenthal efforts to offer signed original prints through the Associated American Artists [AAA] in New York City. In its heyday in 1944, AAA had 107 artists under contract and sold 62,374 lithographs for a net income of \$1 million per month.

“I hope people find this exhibit to be thought-provoking,” explains Baker. “Infusing our lives with creative, fresh ideas is ultimately possible when we step back and appreciate the many ways art has the power to transform – and making it accessible for the public to purchase and enjoy is certainly a big part of that magic.” 🌱

UPCOMING EVENTS

OPEN DIGITAL MAKER SPACE HOURS	Tuesdays 3–5:30 and Fridays 11–2 (Contact John via text on 484-942-3084 for building access and confirmation.)
SPRING WORKSHOPS* PENDING	Will be posted online at juxtahub.com
EAC SNOWBLAST WINTER ARTS FEST	SATURDAY, 3/9: 12–4PM, EMMAUS

*Due to fire code protocols, space is limited; please reserve a ticket in advance for tours through our Zeffy portal on our website <https://juxtahub.com/join-us/tours/>

Connect With Us Today!



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