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JOSEPH AVENUE ARTS AND CULTURE ALLIANCE PREMIERES FREE CENTER FOR PERFORMING AND *VIRTUAL* ARTS ONLINE AND ON DVD!

ROCHESTER, NY (October 12, 2020) — The Joseph Avenue Arts and Culture Alliance announces the premiere of its new digital **Center for Performing and *Virtual* Arts** at [JosephAveArts.org](https://www.josephavearts.org).

The Virtual Center will present a 2020-2021 season of world-class events, free for all to enjoy; additionally, for those with limited internet at home, the Joseph Avenue Arts and Culture Alliance announces that all featured performances will be released on free DVDs available at the Lincoln Branch Library and additional locations throughout the community.

The Virtual Center's opening season begins October 13th with "*Piano Fireworks!* at the Southeastern Piano Festival," featuring Eastman School of Music Professors of Piano Marina Lomazov and Joseph Rackers with international guest artists. Together, both acclaimed pianists co-direct the festival, featuring five concert grand pianos performing on stage in Columbia, SC. "This is an incredible opportunity to showcase the power of the arts and their ability to uplift us all no matter our circumstances. We're in this together, all of us in Rochester and beyond," says Lomazov. "We are thrilled to share our performances to launch the Center for Performing and Virtual Arts, and to know that families and community members can enjoy these performances from the comfort and safety of their homes, on DVD or online."

The 2020-2021 season also includes the return of favorites such as *Jazz on Joseph* featuring Herb Smith and the Freedom Trio, Rochester's own Northeast Family and Community Choir @ Home, as well as the launch of two new series: the Artist Showcases and Young Artist Showcases featuring the best of celebrated and up-and-coming performers from our region and across the globe.

"We are unbelievably honored to continue to present acclaimed artists this season in new and exciting ways, and to launch two new series at such an unprecedented time has helped us redefine what we believe can and should be possible," said Executive Director, David J. Pacific. "Our city, its people, and our shared belief in the transformative power of the arts are truly extraordinary. To be able to highlight the best of Rochester and to give it all away safely for free is everything the Joseph Avenue Arts and Culture Alliance is about. Now we are excited to do it in a new way with even more opportunities that provide equitable access to the arts."

Continuing their successful partnerships with area colleges and universities, the Joseph Avenue Arts and Culture Alliance has adapted their popular *Make Art Day!*, a partnership with RIT, into a "grab-and-go" art program complete with creative tutorials prepared by graduate students and faculty and bags filled with art supplies. The free, multigenerational Northeast Family and Community Choir, established in 2019, had its first series of performances beginning last holiday season. This year, the choir returns "@ Home" with stories and solos filmed individually and woven together into a narrative-performance celebrating our community and the holiday season.

"The resilience of everyone involved in making this season extraordinary so very much represents Rochester and its people," said Dr. Neil Scheier, President of the Joseph Avenue Arts and Culture Alliance. "This is a community of people who say 'it can be done' no matter the challenge, and the Joseph Avenue Arts and Culture Alliance is proud to bring incredible artistry to our community and to share our many thanks with all of our wonderful partners who help make it happen."

Since 2014, the Joseph Avenue Arts and Culture Alliance has been leading area revitalization and community transformation in Rochester and its Northeast Quadrant through the performing and visual arts. The Joseph Avenue Arts and Culture Alliance is committed to bringing world-class music, dance, theater, and visual arts performances and educational opportunities to families and children in a safe, inspiring atmosphere, free for all to attend. The centerpiece of their efforts: transforming a landmark synagogue on Joseph Avenue into an 11,000 square-foot performance and gallery space. To learn more, visit JosephAveArts.org.

2020-2021 Season Snapshot:

(Available online and on DVD beginning October 13, 2020)

Piano Fireworks! at the Southeastern Piano Festival

BIODANCE at Home

Soprano Elena O'Connor and Pianist Chiao-Wen Cheng in Recital—a partnership with Finger Lakes Opera

PUSH Physical Theater

Kenneth Kam, Lute and Guitar in Recital

Northeast Family and Community Choir @ Home

Jazz on Joseph featuring Herb Smith and the Freedom Trio

...with more to come this spring!



Marina Lomazov, Joseph Rackers, and guest artists perform in *Piano Fireworks!* at the Southeastern Piano Festival

For media inquiries or more information, please contact David J. Pacific, Executive Director, Joseph Avenue Arts and Culture Alliance, at David@JosephAveArts.org or (585) 454-2787 Ext. 1.

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