

BUILDING THE ARTS

A campaign for our creative community

Dear Friends of The Umbrella,

Thirty-seven years ago, artists founded The Umbrella to save the former Emerson School and create a community of artists. That vision flourished and now includes 50 studio artists, superb youth and adult education, a unique arts and environment program, an award-winning theater program and concert series, gallery exhibitions and outdoor public art, and numerous community collaborations.

Today's Umbrella is a gateway to enriching and immersive experiences through the arts. And as you'll see, that gateway is undergoing a radical transformation. We began the quiet phase of our **Building the Arts: A campaign for our creative community** in 2015 to transform our facilities to better support our programs and our community's deep engagement in the arts.

Early donors have generously committed \$17 million towards our \$20 million campaign goal. Our deepest thanks to everyone who has already contributed. **Now** we are seeking your support to finish this ambitious project.

Building the Arts is much more than a slogan—it's a shared passion inspired by our belief that self-expression and creative thinking are essential to a healthy community.

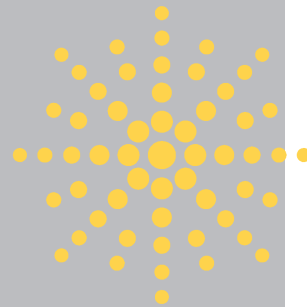
We can only achieve this vision for our creative community with your support. We hope this snapshot of The Umbrella and our vision for the future inspires you to join us in this campaign for our creative community.

Elizabeth C. Gross

Liz Cochary Gross, Campaign Chair

Allie Kussin

Allie Kussin, Board Chair



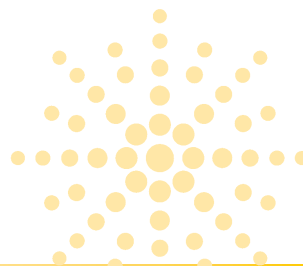
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 **THE UMBRELLA**
COMMUNITY ARTS CENTER
40 Stow Street, Concord MA 01742

“What makes The Umbrella so crucial to the fabric of life here is the breadth of its appeal to all regardless of educational background or professional status. Plato's concept of the 'third place' in a society—the place that isn't the home or the workplace, the place where a community breathes and recognizes itself—is central to the ethos and mission of The Umbrella.

The Umbrella is a home not just to the arts, and not just to artists and the students who take lessons, but a home—a third place, a living room, a gathering space for the community.”

~ Gregory Maguire
Umbrella Studio Artist
Board Member
Author of Wicked



CONSTRUCTION UPDATES

Construction is on schedule for a **Grand Opening in Fall 2019**. During construction, our Education and Performing Arts programs continue at 57 ORNAC and our Concert Series moves to Nashoba Brooks School. The newly renovated 40 Stow Street building reopens in Winter 2018 for our studio artists and ceramics program.

Construction updates are regularly posted at theumbrellaarts.org/blog


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COMMUNITY ARTS CENTER



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THE UMBRELLA TODAY



ARTS EDUCATION

250 classes are offered for adults and youth through three semesters of classes, vacation week and summer camp programs, and special workshops. Ceramics, drawing, fiber arts, painting, woodworking, film, glasswork, mixed media, printmaking and performing arts are among the spectrum of arts and programs offered.

ARTS & ENVIRONMENT

Educational programs, nature walks, and public art initiatives began in Concord and now extend into Lowell, Framingham, Acton, and Maynard. Programs such as Earth Day and Solstice celebrations, “Ninjas in Nature” programs and Art Rambles invite the community to reconnect with the outdoors and experience the connections between art and nature.



PERFORMING ARTS

Bold, Daring, Innovative... our theater programs are widely recognized for excellence! Last season, from a field of 132 productions, The Umbrella won 11 out of 30 award categories from the Eastern Massachusetts Association of Community Theaters, including Best Play, Best Musical, and Best Director. Our Concert Series presents nationally recognized performers in an intimate setting, and we host the Concord Film Project, engaging audiences to eat, socialize, and explore independent films together.



STUDIO ARTS

50 resident artists practice both fine and applied art forms including painting, drawing, weaving, illustration, pottery, jewelry making, writing, and woodworking. Open Studios, Winter Market, and Art Talks welcome visitors to meet artists in their workspaces and explore their creative process.



ARTS GALLERY

Our galleries provide space for the region to examine new visual narratives and engage deeply with visual arts through high quality exhibitions, accompanying receptions, and programming. We seek work that is contemporary, accessible, and expressive and that enables diverse artists and audiences to present and share in art-making techniques, strategies and perspectives.



THE TRANSFORMATION OF THE UMBRELLA

With our renovation and expansion, our building will reflect our deep commitment to engagement with the community. Art will now be available to everyone due to accessibility improvements and systems upgrades. The facility is designed so that the historic building meshes naturally into the new wing to create a coherent, easy-to-navigate arts center with a nearly 20% increase in usable space.

The new building—and programs—are designed to transform how we experience and celebrate the arts. Spaces will be reorganized to provide greater transparency, collaboration, and interaction between artists, educators, students and visitors.

We envision The Umbrella as a regional hub for innovative artists and programs that will:

- Serve as the region’s “living room” – a place where the community gathers, shares, socializes and is inspired in open, well-lit, and inviting spaces
- Place arts education at the center of our mission and diversify course offerings within four new light-filled classrooms, a new Maker’s Space and workshop, an expanded ceramics wing, and new theater facilities



- Use new and expanded gallery spaces to create exhibits that allow visitors to engage and experience art in new ways
- Present dynamic theater and concerts in a cutting-edge performing arts center with a main stage venue with seating for 350 and a smaller, more flexible black box theater with seating for 100
- Create a new venue for individuals, businesses, performing arts producers and organizations, and community groups to host events, trainings, and performances

HOW YOU CAN CONTRIBUTE

1 MAKE A GIFT! Please consider investing in our arts community with a multi-year pledge.

2 VISIT US! Sign up for a class, attend a play or concert, or come for a tour.

3 SHARE! We welcome your volunteer energy, suggestions, ideas, and help spreading the word and engaging new audiences.

QUESTIONS?

Contact Beth Garvin at beth@theumbrellaarts.org or Jerry Wedge at jerry@theumbrellaarts.org or at 978-371-0820.

Visit theumbrellaarts.org to learn more and make a gift.



Welcoming and accessible entrance that retains original façade and open lawn



Soaring, light-filled lobby gives visitors a window on The Umbrella’s many offerings



New theater and education wing is designed for innovation and collaboration