



September 12 – November 4, 2015

www.mainlineart.org/panorama2015

#PANORAMA2015

Creative Partner Information Packet

INTRODUCTION

Thank you confirming your participation as a Founding Creative Partner for *Panorama: Image-Based Art in the 21st Century!* We are excited to share more details with you about *Panorama*, including our plans for marketing the celebration. We look forward to working with you to promote your programs, and thank you in advance for your support in promoting your participation with *Panorama*.

In this packet you'll find:

- General information & schedule of events
- Our plans for marketing and promoting *Panorama*
- Easy ways you can promote your participation with *Panorama*
- Logo information
- Social media info and hashtags
- *Panorama* boilerplate language
- *Panorama* poster for you to print and post

Your contacts at Main Line Art Center for *Panorama*:

Rachel Ammon, Communications Director

Marketing, social media, press relations, etc.

rammon@mainlineart.org | 610.525.0272 ext. 125

Amie Potsic, Executive Director

*General questions about *Panorama* & *Modern Utopias* exhibition*

apotsic@mainlineart.org | 610.525.0272 ext. 111

Nan Latona, Development Director

Business partner information

nlatona@mainlineart.org | 610.525.0272 ext. 113

Marybeth Carl, Registrar

Volunteer opportunities

mcaryl@mainlineart.org | 610.525.0272 ext. 110

SAVE THE DATE

***Panorama* Festival & Digital Art Presentation**

Sat., Oct. 24, 5-9 pm

Creative Partners are encouraged to bring materials for an info table and to have a presence at this dynamic and interactive event!



ABOUT PANORAMA

September 12 – November 4, 2015

Panorama: Image-Based Art in the 21st Century is the first annual Philadelphia-area celebration of the photographic image and its expansive role in contemporary mediums like digital photography, printmaking, video, film, animation, and gaming design. Anchored by Main Line Art Center's on-site exhibition *Modern Utopias*, and a dynamic and interactive evening festival on Saturday, October 24 from 5 to 9 pm, the 2-month happening features physical and virtual exhibitions, lectures, programs presented by Creative Partners, and educational offerings at Main Line Art Center led by accomplished artists who utilize digital technology to deliver the unexpected. #PANORAMA2015

Presenting Organization

Main Line Art Center | 746 Panmure Road, Haverford, PA 19041
www.mainlineart.org | 610.525.0272

Creative Partners (as of 9/1/2015)

3rd Street Gallery | Antoinette Westphal College of Media Arts & Design, Drexel University
Antonelli Institute | ArtsQuest | Bluestone Fine Gallery | Borelli's Chestnut Hill Gallery | Bryn Mawr
Film Institute | Cantor Fitzgerald Gallery, Haverford College | Center for Creative Works
Center for Emerging Visual Artists | City of Philadelphia Mural Arts Program | Delaware Center
for the Contemporary Arts | Gravy Studio & Gallery | InLiquid Art & Design | Institute of
Contemporary Art | James Oliver Gallery | Lansdowne Arts & Music Festival | Longwood
Gardens | NAPOLEON | Painted Bride Art Center | Paradigm Gallery + Studio | Pentimenti
Gallery | Philadelphia Art Alliance | Philadelphia's Art in City Hall | Philadelphia Game Lab
Philadelphia Independent Film Festival | Philadelphia Photo Arts Center | The Photo Review
The Print Center | Rowan University | Scribe Video Center | Silicon Gallery Fine Art Prints
Space 1026 | University of the Arts: Gallery 1401, Rosenwald-Wolf Gallery, and Sol Mednick
Gallery | Vox Populi | West Laurel Hill Cemetery | WP Gallery

Business Partners (as of 9/1/2015)

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MAINLINE media news
a multimedia company



www.mainlineart.org | 746 Panmure Road Haverford, PA 19041 | 610.525.0272

EVENT SCHEDULE

Featured Events at Main Line Art Center

Featured Exhibition: *Modern Utopias*

September 12 – November 4, 2015

Artist Talk & Opening Reception: Friday, Sept. 18, 5:30-8:30 pm | FREE

#MODERNUTOPIAS

The focal point of *Panorama 2015, Modern Utopias* presents compelling visions of modern existence, human potential, and virtual realities through works by **Marjan Moghaddam** (New York, NY), **Noah Addis** (Columbus, OH), and **Nicole Patrice Dul** (Philadelphia, PA). The artists cleverly investigate modern culture, international politics, and existential dilemmas through the camera lens, printed imagery, and digital technology. Reaching for the sublime, these artists invite viewers to interact with and respond to notions of utopia while defining personal visions of the future.

Featured Event: *Panorama Festival & Digital Art Presentation*

Saturday, October 24, 5-9 pm | FREE

#PANORAMAFESTIVAL2015

Virtual and hands-on collide at Main Line Art Center during this dynamic and interactive festival featuring music and entertainment, food trucks, live art experiences, innovative art-making, digital demos, and more. Artist **Tim Portlock** will light up the night with a presentation of site-specific digital artwork, kicking-off Main Line Art Center's new Artist in Residency Program.

Additional Events at Main Line Art Center

- **Artist Workshop: Intro to Solarplate Etching with Nicole Patrice Dul:** Tues., Sept. 29 & Oct. 6, 6:30-9:30 pm | \$85 M/\$94 NM | Register at www.mainlineart.org
- **Lecture: The Printed Image: 100 Years of Print in Philadelphia with The Print Center:** Tues., Oct. 13, 5:30-7 pm | \$10 | Register at www.mainlineart.org
- **Portfolio Reviews by MLAC Artistic Advisors:** Sat., Oct. 24, 1-4 pm | \$95 | Register to have your work reviewed by experts in the field at www.mainlineart.org
- **Panorama Virtual Exhibition: Mytopia:** December | mainlineart.org | #MYTOPIA



PLANS FOR PROMOTION

Main Line Art Center has created a comprehensive marketing plan for *Panorama* which utilizes branded direct mail and collateral, advertising, email marketing, social media, and media outreach. We are proud to list our partners whenever space allows, and will directly link to partner webpages whenever possible.

Direct Mail/Collateral:

- Mailer (5,000 pieces) to Main Line Art Center's database of students, members, donors, collectors, and arts enthusiasts
- 4x6 postcard (7,500 pieces) dropped at partner locations and other high-traffic locations in the greater-Philadelphia area.
- Window static-cling displayed at partner locations
- Posters will be displayed at partner locations
- Printed Guide distributed by Main Line Media News (20,000 distributed)

Advertising: *

- Main Line Today magazine – September issue, full page ad
 - Philadelphia Inquirer
 - Photo Review
 - Main Line Times
 - Artblog
 - PPAC Fall Brochure
- *Subject to change

Media Outreach:

Main Line Art Center maintains an extensive database of media contacts at 75+ news outlets in the greater-Philadelphia area and will be issuing several press releases leading up to and during *Panorama*.

Electronic Marketing and the Digital Guide:

Main Line Art Center is launching a stunning new website in the Fall of 2015, which will host a section specifically designed for *Panorama*. From there, website visitors will be able to access website links to all of our partners as well as download the comprehensive Digital Guide, containing information about all events, including details about Creative Partner events. *Panorama*-branded emails will also be sent to Main Line Art Center's 8000+ subscribers, including links to the Digital Guide.

Social Media:

The Art Center will be utilizing its presence on social media platforms Facebook and Instagram to promote *Panorama* and its related events. See Social Media page for our social media handles and hashtag.



HELP US HELP YOU: EASY TO-DOS

- Display postcards, posters, and window static cling in a high-traffic area at your organization.
- Share info on your social media platforms (see Social Media Section).
- Include announcement about *Panorama* virtual exhibition call for entries, volunteer opportunities, and other free events in your e-newsletters or announcements.
- Attend the *Panorama* Festival & Digital Art Presentation on Saturday, Oct. 24 from 5-9 pm with your materials to directly network with other Creative Partners and Festival goers.
- Submit your digital artwork to our *Panorama* virtual exhibition and encourage your staff and constituents to do the same.
- Keep us informed about your event and send us content (press releases, images, etc) so that we can promote it.

WHEN POSSIBLE...

- Include the *Panorama* logo in your marketing materials for your event/program, on your website, and on media releases
- Include *Panorama* boilerplate language in media releases



PANORAMA LOGOS

Main Line Art Center has commissioned several logos for *Panorama*. Please contact [Rachel Ammon](#), Communications Director, for the link to download logos.



SOCIAL MEDIA

#PANORAMA2015 | www.mainlineart.org/panorama2015

Facebook

LIKE US → <https://www.facebook.com/mainlineart>

When posting about your event/exhibition/program, we encourage you to share your participation in *Panorama* 2015. Whenever possible, please tag @Main Line Art Center and select us from the dropdown.

Instagram

FOLLOW US → @mainlineartcenter | <https://instagram.com/mainlineartcenter>

When posting images related to your *Panorama* event/exhibition, please tag @mainlineartcenter and use the hashtag **#PANORAMA2015** and **#MAINLINEARTCENTER**

Twitter

FOLLOW US → @mainlineartctr When tweeting about your *Panorama* related event/exhibition, please tag @mainlineartctr and use the hashtag **#PANORAMA2015** and **#MAINLINEARTCENTER**



PANORAMA MARKETING LANGUAGE

ONE SENTENCE

[EVENT NAME] is part of *Panorama 2015*, a two-month celebration of the photographic image in contemporary art presented by Main Line Art Center in Haverford.

TWO SENTENCES

[EVENT NAME] is part of *Panorama 2015*, a celebration of the photographic image and its expansive role in contemporary art presented by Main Line Art Center in Haverford. Spanning from September 12 to November 4, the two-month event includes physical and virtual exhibitions, lectures, programs presented by Creative Partners, including [YOUR ORGANIZATION NAME], and educational programs held at Main Line Art Center.

PARAGRAPH

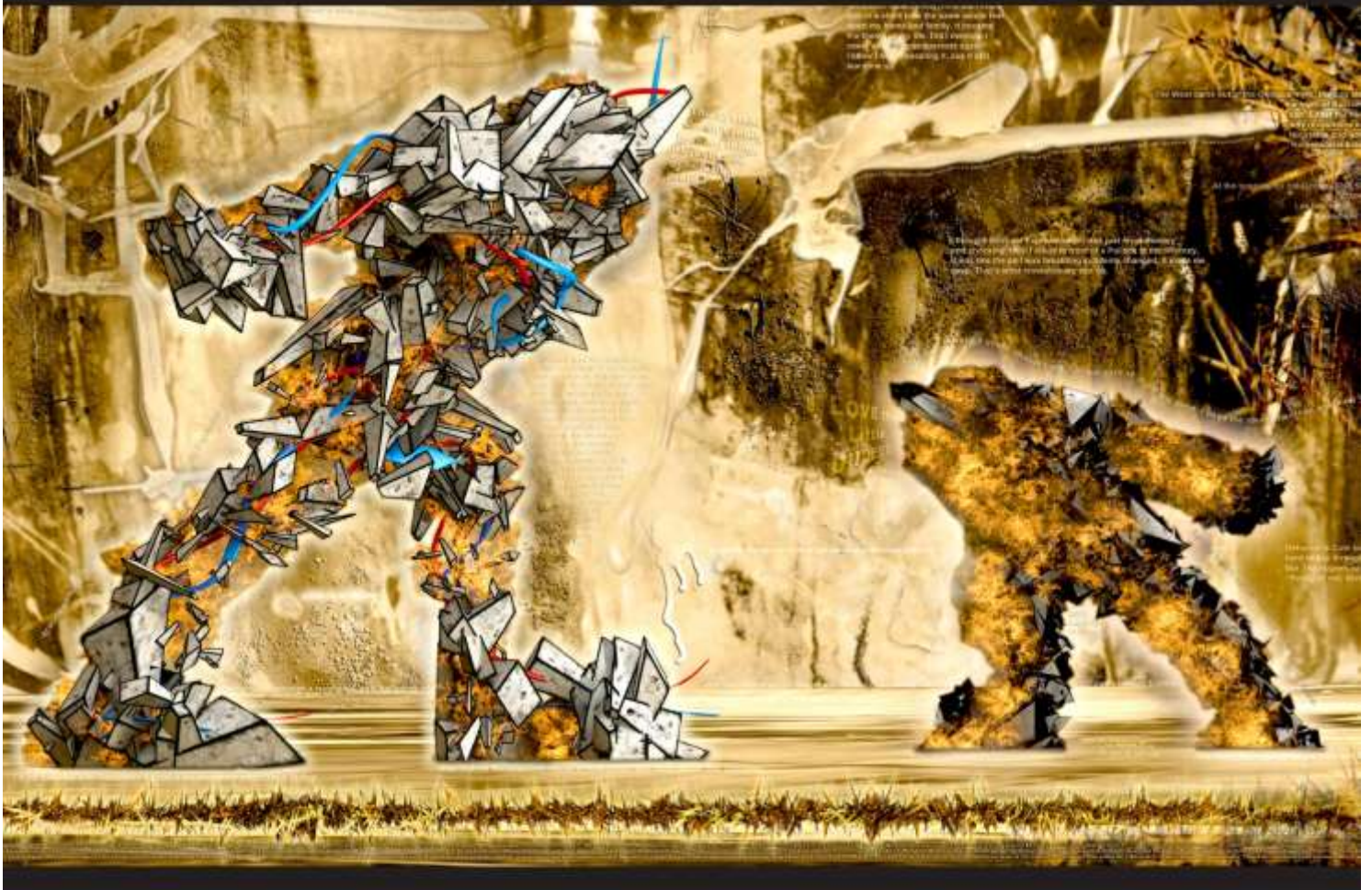
[EVENT NAME] is part of *Panorama 2015*, a celebration of the photographic image and its expansive role in contemporary art presented by Main Line Art Center in Haverford. Spanning from September 12 to November 4, the two-month happening features 60+ events including physical and virtual exhibitions, lectures, programs presented by 35+ Creative Partners, including [YOUR ORGANIZATION NAME], and exhibitions and educational programs held at Main Line Art Center. For more information, visit www.mainlineart.org/panorama2015



PANORAMA

MAIN LINE ART CENTER | 2015

SEPTEMBER 12 – NOVEMBER 4, 2015



David and Goliath © Marjan Moghaddam 2012

CELEBRATING IMAGE-BASED ART IN THE 21ST CENTURY
35+ Creative Partners | 60+ Events | 2 Months



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