For Immediate Release

APAP|NYC is launching this week!

Editors: See newly announced artists, speakers and all public sessions. Interviews, photos, video and sound are available upon request. Press kit and camera requirements are in the online press room. Program, events and timeline are at apapnyc.org. A sheet of all plenary and select sessions follows this release.

APAP|NYC 2017 Draws 3,600 Performing Arts Leaders, Risk-Takers and Rising Stars to New York, January 6-10; Preconference Open to the Public January 5-6

Celebrating APAP’s 60th Anniversary and the Contributors to the FLOW of creativity and business in the performing arts industry

JANUARY 3, 2017 – Dynamic performing arts leaders, artists, managers, agents and presenters of dance, theater, music, family programming and more are making their annual migration to New York for APAP|NYC 2017, the global performing arts marketplace, members conference, and awards luncheon organized by the Association of Performing Arts Presenters (APAP). The conference is January 6-10, and the pre-conference with many workshops and sessions free and open to the public is January 5-6, at the New York Hilton Midtown and Sheraton New York Times Square.

Celebrating 60 years in 2017, the organization and its conference play a significant role in the performing arts industry, both monetarily and creatively, by bringing artists and audiences together. At APAP’s annual conference, today’s most daring new talent and cultural thought leaders come together with its membership to inspire and strengthen the performing arts industry and its evolution. Additionally, APAP provided the impetus for most other major performing arts industry gatherings and public festivals hosted in New York in January.

Newly announced APAP|NYC opening plenary artists have joined the line-up of more than 20 well-known and cutting edge speakers, panelists, moderators and award recipients like Laurie Anderson and Taylor Mac. Artists at the top of their fields speak or perform at main plenary sessions held each day. At the opening plenary (Friday, January 6 at 5:00 p.m.) Ayad Akhtar, Bree Newsome and Ibtihaj Muhammad join Martha Gonzalez, Robyn Archer and an opening “creative moment” performed by Marc Bamuthi Joseph and Daniel Bernard Roumain. A special guest from the current cast of Hamilton will join the Sunday plenary that is sponsored by the New York City’s Mayor’s Office of Media and Entertainment (MOME). Ben Vereen will emcee the Awards Luncheon Monday at noon where Laurie Anderson, Mary Rose Lloyd of New Victory Theater and Michael Alexander of Grand Performances plus a surprise awardee will be honored.

APAP|NYC is fashioned for members and takes place Jan. 6-10, but open to the public are professional development workshops at the pre-conference Jan. 5-6; live streaming plenary sessions; and a free APAP concert featuring young classical music stars at Weill Recital Hall at Carnegie Hall, January 9 at 6:00 p.m., when APAP celebrates 20 years of developing careers of classical musicians. Also open to the public, APAP’s Professional Development Institute features a half-day Women’s Leadership Forum and a day-long intensive on family programing and student audience engagement; and much awaited returning pre-conference forums on world music, dance, festivals and theater works ready to tour.

“The theme of this year’s conference is FLOW, in synch with what arts organizations and artists are experiencing post-election,” said Mario Garcia Durham, president and CEO of APAP. “This year our members and guest will gain particular insight, strength and creativity when convening together. Some, including guest artists, have expressed they are particularly looking forward to our
gathering this January after a tough 2016 that left many feeling isolated or pondering the dichotomy of social concerns and priorities in our country that bubbled further up to the surface during the pre-election campaign season.”

“We are here to help our members navigate and ‘FLOW through’ the transition of governments locally, nationally and internationally by offering support and tips for educating and briefing new officials about the importance the performing arts play in every community and in society as a whole,” Durham said. “We'll do what we always do, while also looking for more opportunities to bring additional audiences and artists into the performing arts, providing a platform for performing arts professionals to engage in discussions and solutions around pressing current issues such as cultural conflict, social justice and overcoming the challenges of equity, access and inclusion. Arts organizations are leading in a time politically that requires a continual flow of thoughtfulness, planning and action to ensure creativity, relevance and sustainability.”

The APAP|NYC 2017 conference program addresses communities of all types that continue to figure prominently in the shaping of live performances and culture. It includes artists from indigenous and Latin cultures, artists with disabilities, and sessions titled “How to Succeed in Hip-Hop Without Selling Your Soul” and “Asian American Artists in an #OSCARsoWhite World.” Other topics that resonate currently include event security, presenting international artists, and the arts and communities in crisis.

APAP|NYC is one of the largest networking opportunities in the world for performing arts industry professionals to connect, collaborate and exchange ideas and information. Artists perform and may be contracted for future seasons by the presenters and curators who sample performances from the more than 1,000 APAP|NYC showcases. Artists, agents, managers and presenters gather in the APAP|NYC EXPO Hall to book tours. There is much to do whether you are in the field, planning your next career step, or simply out to enjoy the great performances that collide in New York all in the same month.

“We are thrilled to welcome back thousands of APAP members— from New York City, across the country, and from around the world— to their 60th annual conference,” said Julie Menin, Commissioner of the Mayor’s Office of Media and Entertainment. "We value our ongoing partnership with APAP, and are pleased to sponsor the artists plenary on Sunday, January 8. I strongly encourage New Yorkers to experience the magnificent work showcased throughout the City during APAP|NYC."

APAP|NYC 2017 is one of 12 conferences, festivals and other performing arts forums collaborating as January In NYC, a partnership which brings more than 45,000 industry professionals, performing artists and enthusiasts to New York City Jan. 3-22. Some were incubated at APAP|NYC. Other events sprung, in part, from the fact that the APAP|NYC Conference draws so many performing arts professionals to New York City every January.

ABOUT APAP: The Association of Performing Arts Presenters is the national service, advocacy and membership organization for presenters of the performing arts. APAP is dedicated to developing and supporting a robust performing arts industry and the professionals who work within it.

APAP|NYC conference information APAPNYC.org, APAP membership information APAP365.org, Twitter @APAP365, #APAPNYC, Facebook facebook.com/APAPNYC.

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Following is a sheet of sessions/topics
PLENARY AND FEATURED SESSIONS
OPENING PLENARY SESSION
Friday, January 6 • 5–6:30 p.m.
MC (Makers of Culture) = FLOW: What is Our Role in Affecting Social Change and Resilience? In these challenging times, artists, in collaboration with agent/managers, presenters and other co-producers have the potential to serve as catalysts for positive community engagement that leads to social change and social justice. How can we cultivate, support and promote the value of this work in communities that are struggling with issues and conditions that undermine safety and well-being?

SATURDAY PLENARY SESSION
Saturday, January 7 • Noon–1:30 p.m.
The Creative Mind: Finding the Flow
What is it that nurtures creativity and innovation? How do creators find and maintain focus on their work? How do they define success and what are the contributing factors to arriving at that point? What is of greatest importance to them in today’s society? Each year the popular, fast-moving pecha kucha-style plenary Saturday at noon features five ultra-creative artists that talk about their source of inspiration, their career arc, and their place in these challenging times.

SATURDAY FEATURED SESSION
Saturday, January • 9-11 a.m.
Changing the Flow: Creativity, Innovation, and Disruption at Work
Questions will be asked, such as: What is the vision for the role of artists and others to positively transform our society? Who should be engaged in defining core values and developing strategies that will make a difference? How can we strengthen and sustain our creative capacities to advance culture, build community and address the most pressing challenges of today.

SUNDAY PLENARY SESSION
Sunday, January 8 • 11 a.m.–12:30 p.m.
The Creative Team: Finding the Flow Together
(Sponsored by Mayor’s Office of Media and Entertainment/MOME)
The development, production, presentation and promotion of work is a collaborative effort—more so now than ever—in the presenting field today. What are key factors that are shifting the making, producing and presenting of work to more effectively connect with contemporary audiences while meeting the financial and other objectives of all who have invested in the process?

CLOSING PLENARY SESSION
Tuesday, January 10 • 10–11 a.m.
Closing APAP|NYC 2017 is the incomparable playwright, actor, singer-songwriter and performance artist Taylor Mac. Mac’s most recent work, “A 24-Decade History of Popular Music,” is a transcendent 24-hour-long marathon of American song, which the New York Times observes is “about becoming who we Americans want to be, by recognizing who we have been.”
OTHER COMPELLING SESSION TOPICS AND SPEAKERS THIS YEAR:
The APAP|NYC 2017 conference program addresses pressing issues and needs in the performing arts industry.

Sessions highlighting APAP programs: As part of its year-round programs and services, APAP currently manages more than $3 million in arts and cultural grants to assist organizations and communities. Program-themed sessions will include:

- **APAP’s Cultural Exchange Laboratory**, a new tool and resource to support the process of identifying, booking and touring international artists;

- **Building Bridges initiative** that is building greater knowledge and awareness about Muslim societies and how to affect social change in these troubled times (Session titled “Building Bridges: Arts, Culture and Identity”);

- **Building Arts Audiences** initiative with Wallace Foundation (Session titled “The Three Rs: Research, Results and Resiliency”); and

- **APAP’s Leadership Fellows Program: Our Vision, Our Future.**

- **The APAP|NYC “5 Minutes to SHINE!” competition**
  Artists, presenters, agents and other industry professionals share a compelling story or idea on the theme of “Building Arts Audiences”; the audience votes on one winner to present at the Annual Awards Luncheon the same day.

- **The Creative Producer**
  Attendees will discover examples provided by leading female producers of how creative producers are collaborating with artists and presenting partners to bring bold artistic ideas and projects to fruition. The role of the creative producer is evolving, particularly through the leadership of women, to make work with important artistic voices and new genres an integral part of today’s presenting eco-system.

  - **Linsey Bostwick**, senior producer at New York University Abu Dhabi
  - **Mara Isaacs**, Octopus Theatricals founder, producer of innovative theatrical new works
  - **Beth Morrison**, creative producer of contemporary opera, multi-media concerts works, and new forms [Note that PROTOTYPE, which Beth produces each January, is part of the January In NYC partnership]
  - **Linda Brumbach**, moderator, director and founder of Pomegranate Arts [Linda also represents Taylor Mac]

- **Artists from Latin and indigenous cultures**, and artists with disabilities.

- **Sessions titled “How to Succeed in Hip-Hop Without Selling Your Soul”, and “Asian American Artists in an #OSCARsoWhite World.”**

- **Moving Beyond the Audience: Integrating Disability on Stage**

- **Colorblind?: Using the Arts to Value Differences**

- **Other topics highlighted include:** event security; and arts organizations leading in a time politically that requires a continual flow of thoughtfulness, planning and action to ensure creativity, relevance and sustainability.

- **New this year, each plenary will open with a “creative moment,” a brief performance or guided creative experience that provokes, inspires or otherwise sets the stage for the conversation that follows (e.g. spoken word artist Marc Bamuthi Joseph and violinist Daniel Bernard Roumain before Friday’s opening plenary; and Heidi Latsky’s piece, “On Display,” with up to 50 dancers with disabilities placed across the entrance area to the Saturday plenary session.)

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