



Music in Your Neighborhood

Background: On a sultry summer afternoon in the heart of West Philadelphia, where neither trees nor air conditioning is in abundance, *Arctcinia* offered an outdoor “Music in Your Neighborhood” (MIYN) performance at Calvary St. Augustine Episcopal Church. Consisting solely of compositions by Black composers, the program was perfect for a Juneteenth celebration. Some weeks later, *Arctcinia* presented another MIYN concert at Calvary St. Augustine. The program was different, but the audience was similarly engaged and appreciative. At the end of the concert, an elderly man approached, and after thanking us for the event, he said, *“I came to your first concert here. Hadn’t known anything about it, but I was walking down the street and saw everyone outside and heard the music, so I wandered over and sat in the shade under the tree. And you know what I was thinking? And then he continued, “I was thinking that we have never – EVER – had something like this here before.”* Unfortunately, there are too many neighborhoods in our city where this sentiment is a familiar refrain.

Mission. *Arctcinia* (“art” + vicinity = art in your neighborhood) was founded by a dedicated group of Philadelphia-area community leaders and musicians determined to respond to the Covid 19 pandemic’s profound impact on the performing arts industry. But *Arctcinia* has a broader mission: to address the lack of access to the performing arts in many segments of our society. *Arctcinia* is meeting this goal through conventional and technology-enabled programs that connect professional performing artists with under-used, non-traditional performance spaces and area residents. In doing so, *Arctcinia* is enlivening and enriching diverse neighborhoods across the greater Philadelphia region through the universal language of music.

“Music in Your Neighborhood” (MIYN). In collaboration with its fiscal sponsor, Partners for Sacred Places, *Arctcinia* launched its foundational program, *“Music in Your Neighborhood,”* in the late Spring of 2021. Its goal was to explore the most efficient and effective ways of improving access to high-quality performing arts content in varied settings. In just four months, from June-September 2021, *Arctcinia* presented nearly 35 MIYN concerts and educational programs in ten different venues reaching nearly 1600 people in ethnically and racially diverse neighborhoods throughout the Philadelphia region. These concerts were presented in a mini-series format to observe their impact over time. MIYN’s informal and accessible one-hour performances were held in both sacred and non-sacred spaces. They featured repertoire from the 17th to 21st centuries and included genres reflecting the interests and preferences of the communities within these neighborhoods. From Mozart and Haydn to jazz, pop, and the rhythms of Latin America, these performances were enthusiastically received. *Arctcinia*’s artistic director Luigi Mazzocchi (acting concertmaster, Chamber Orchestra of Philadelphia and

concertmaster, Philadelphia Ballet), curated the programs with input from the leadership of each venue, and we obtained audience preference data related to website engagement, programming, concert frequency, and ticketing.

During our inaugural season, *Artcinia* compensated 40 professional musicians, most of whom had been without a reliable source of income since the pandemic began, and offered a valuable place of connection for the many different communities that comprise the neighborhoods we share. The inaugural MIYN season was, in short, a real win for musicians, audiences, and venues alike, and significantly, most participating venues are scheduling repeat performances for the 2022 MIYN concert year.

Next Steps. From January -December 2022, *Artcinia* will present 70 performances across the greater Philadelphia region. Building on its 2021 experience and informed by data collected during that time, *Artcinia* will:

- Broaden the reach of its MIYN program within neighborhoods already served through different networking and sponsorship strategies currently under development;
- Cultivate institutional partnerships that will support MIYN's expansion;
- Increase and further diversify its pool of participating artists;
- Create a more robust media strategy to promote MIYN;
- Explore the best use of technology to increase awareness of and access to *Artcinia's* programs.

We expect these efforts will increase *Artcinia's* reach to approximately 3-4,000 people who will enjoy intimate, affordable performances in non-traditional neighborhood settings during the program year.

Environment. Acknowledging the fluidity of the Covid-19 pandemic environment, *Artcinia* will schedule performances both indoors and outdoors according to venue preference and strictly observe all state, local, and institutional Covid-19 safety and mitigation regulations. *Artcinia* will exercise flexibility and postpone and/or reschedule performances as circumstances dictate.

Support. *Artcinia* is seeking the support of institutions and individuals who recognize the value and impact of *Music in Your Neighborhood*. We would welcome the opportunity to discuss how you or your organization might support *Artcinia's* efforts to improve accessibility to the performing arts and its commitment to enriching neighborhoods and the diverse communities that share them across the Philadelphia region.