FOR IMMEDIATE RELEASE

SECOND MIDWEST ARTS & AGING CONFERENCE
PRESENTED BY ARTSAGE — JUNE 19 AT MINNESOTA LANDSCAPE ARBORETUM

March 9, 2015 — According to official counts, by the year 2030 older adults will comprise one-fifth of our state population. Across the nation, baby boomers are turning 65 at the rate of 10,000 people per day. Today’s older adults are demanding that their lives remain vital, yet few community and cultural organizations understand or are prepared to deal with the creative aging needs of this growing population.

ArtSage presents the second Midwest Arts & Aging Conference at the Minnesota Landscape Arboretum on June 19, 2015, bringing together arts and aging experts, teaching artists, arts and senior-serving organizations, funders, and the media—all those who wish to learn more about this growing hybrid field.

The day-long conference kicks off with keynote speaker and theater artist Stuart Kandell, founder and executive director of Stagebridge Senior Theatre of Oakland, California, the nation’s oldest and most renowned theatre company of older adults.

Concurrent morning workshops will focus on arts and aging topics including arts program development, myths of aging, evaluation tips and tools, and finding funding for arts programs.

THE ARTS AND HEALTHY AGING

Groundbreaking research documented by Dr. Gene Cohen, author of The Creative Age: Awakening Human Potential in the Second Half of Life, found a direct link between creative expression and healthy aging. Cohen found that older people who are involved in creating art, music, theater and other artistic forms feel better, remain more independent, and live more meaningful lives. He also proved through longitudinal studies that older adults who engaged in arts activities reduced the need for medications and lowered their health care costs.

Using this research, ArtSage, a Minnesota nonprofit, is working to ensure that older adults participate in arts and creative activities in order to remain vital, healthy and engaged in living.

ArtSage provides training for teaching artists who wish to work with older adults, consulting services for organizations and senior communities that help them to provide quality arts programming for their residents, and resources such as SageConnect, a database to connect those working in the field of arts and aging.
Afternoon sessions by nationally-recognized arts and aging experts include a workshop on the unique ArtSage interdisciplinary approach, taught by master teaching artists Zoë Bird, Parker Genné, Michèle Coppin, Joey Clark and Jeanie Brindley-Barnett, as well as hands-on theater, dance, and taiko drumming workshops taught by keynote speaker Stuart Kandell of Stagebridge Senior Theatre, Maria Genné and the teaching artists of Kairos ALIVE!, and Iris Shiraishi of Taiko Alive!

The conference will also offer an ArtSage Teaching Artist Showcase, featuring artists who have been trained by ArtSage to work with older adults demonstrating and describing the classes and programs they offer. This is an important opportunity for independent artists to connect with activity directors at senior housing communities for employment opportunities in lifelong learning.

In addition, the conference will feature a half-day Exhibitor Fair, showcasing arts, cultural, and community organizations working to create arts-infused programs and communities all across Minnesota—in community housing, arts centers, theaters, libraries, and senior centers.

Attendees will have many opportunities to network throughout the day, and the conference concludes with a dinner and ArtSage Awards reception, celebrating Minnesota artists and arts organizations for outstanding contributions in the field of arts and aging.
June 19, 2015
Minnesota Landscape Arboretum, Chaska

Preliminary Schedule of Events

Keynote with Stuart Kandell

8:30 am – 9:30 am
Theater artist Stuart Kandell, founder and director of Stagebridge Senior Theatre, the nation’s oldest and most renowned theatre company of older adults, will offer the conference keynote.

Arts & Aging Workshop Sessions

Session One  9:30 – 10:30 am
Session Two  11:00 – noon
Concurrent workshop sessions on arts & aging topics include Partnering with Community Organizations, Developing Your Arts Program for Senior Communities, Myths of Aging, Evaluation Tips & Tools, Islands of Milwaukee: Penelope Project, Caregiver Training through Dance, Demographic Changes, and Finding Funding for Your Program.

Teaching Artist Showcase

1:30 pm - 4:30 pm
Visit the Teaching Artist Showcase to be inspired by ArtSage-trained teaching artists who deliver high-quality arts programs for older adults in community settings and all care levels.

- more -
Exhibitor Fair

12:00 pm - 6:00 pm
Learn about arts, cultural, senior and community organizations working to create arts-infused programs all across Minnesota—in community housing, arts and community centers, theaters, libraries, and senior centers.

Interactive Workshops

2:00 pm - 3:15 pm
Attend hands-on, multi-disciplinary workshops featuring keynote speaker/theater artist Stuart Kandell of Stagebridge Senior Theatre; ArtSage master teachers/mentors Zoë Bird, Michèle Coppin, Parker Genné, Joey Clark and Jeanie Brindley-Barnett; Maria Genné and the staff of Kairos ALIVE!; and a hands-on taiko drumming session with Iris Shiraishi from Taiko Alive! Learn how to put innovative arts programs into action with these ArtSage master teachers.

Networking, Dinner and ArtSage Awards Reception

5:00 pm - 7:30 pm
Mingle and network with fellow conferees at happy hour and dinner, and at the ArtSage Awards, created to celebrate Minnesota artists and arts organizations for outstanding contributions in the field of arts and aging.

About ArtSage:
ArtSage is a connector, convener and catalyst for the field of arts and aging. A Minnesota-based nonprofit, ArtSage provides training programs, consulting services, and arts and aging resources. Learn more at: www.artsagemn.org.