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Thank You!
What is artoberVA?

artoberVA is a month-long celebration of arts and culture in Richmond and the Tri-Cities area every October.

Every October, CultureWorks presents artoberVA to promote events, pop-ups, collaborations, and any arts or cultural experience happening in the Richmond & Tri-Cities area throughout the month.

CultureWorks is an organization that serves to strengthen artists and arts and culture organizations to increase their impact in our region.
These are the marketing themes our team landed on for artoberVA 2021. We don’t normally let folks peek behind the curtain, but alas these are not normal times. We recognize that our questions like “Can we count on all of these in-person events?” and “Will our community continue to open back up or begin to close back down?” are shared concerns and that we are all feeling. As your partner and advocate, we continue to be here with a spirit of flexibility and openness on how to amplify and support arts and culture throughout the region as the environment shifts and last-minute decisions are made.

Amidst the uncertainty, one thing is clear: arts and culture will continue to create, inspire, and build community. The past 18 months have highlighted the important role arts and culture plays in building and supporting community.

There are a lot of incredible stories to tell and we hope you will join us in lifting those up by sharing yours!

Arts and Culture LIVE HERE!
Focus Areas

Pop-ups
Accessible, spontaneous, intimate, and safe cultural and arts experiences. Pop-ups have turned out to be quite a hit over the past 18 months! From backyards and driveways to community streets and parking lots, they bring arts & culture experiences to audiences in innovative and exciting ways!

Family-Friendly
Teaching children to enjoy arts and culture is an important step in creating future audiences (and cooler adults). We all know families and caregivers are looking for some fun new experiences to do with the kiddos!

Collaborations
Cross-pollination between different disciplines in art, culture, local business, and schools strengthens our community and exposes your work to new audiences. Partner with someone new or unexpected and create something new and exciting!

New Locations
Inclusive arts and culture experiences that provide interactive opportunities are an important way to connect with all populations in Richmond and the Tri-Cities area. #artshuntRVA scavenger hunts, here we come!

Want to schedule a pop up or collaboration? Email Erin Frye → erin@richmondcultureworks.org
Share Your Arts & Culture Stories

Have arts and culture helped inspire your community over the past 18 months? Has art made a difference in your life? **We want to share your stories!**

**How to participate:**

- Share a story about how arts & culture have influenced your community over the last 18 months **or** answer the question “what does art mean to you?”

- Ideas include:
  - Writing a note or poem
  - Recording a video or audio
  - Painting, drawing, or taking a picture

- [Submit your story on our website here](#)

- Keep an eye out for your featured story on artoberVA social in October!

Questions? contact Erin Frye: erin@richmondcultureworks.org
Arts & Culture Live Here! DIG IN!

Dig In...IN PERSON

Life may not be 100% business as usual, but safe and socially distanced events are happening!

- Outdoor festivals, concerts, and performances
- Indoor festivals, concerts, and performances
- “Private” performances and concerts
- Museum and gallery exhibits
- Scavenger hunts

Dig In...VIRTUALLY

Bring experiences to the people in their own homes and let them get to know you!

- Virtual concerts and performances
- Virtual tours of your museum, theatre, studio
- Virtual field trips for school kids
- IGTV convos and interviews
- Backstage or behind the scenes looks
- YouTube “how to” videos, workshops, classes
Add your event to the calendar

Including your event in the artoberVA calendar will attract new attendees and raise awareness for your offerings during the month of October!

1. **Add your event details** – time, place, region, type, cost, audience. For virtual events, simply note in the “Additional Details” section that your event is virtual and include any links to the event page or livestream.

2. **Customize your profile page** – add your logo, photos, contact info, website, and more.

3. **Share a link to your event** – encourage your followers to show their interest on the calendar!

Need support?
Contact Francesca Victoria: francesca@richmondcultureworks.org
Tag @artoberVA so we can share!

Be sure to tag @artoberVA leading up to and during October. This will help folks to find your posts and inspire a ground-swell of arts and culture enthusiasm inspired by our creative community. Tagging helps us share!

Use the #artoberVA Hashtag

Include #artoberVA in your post to let the community know that you’re participating in this month-long celebration! It helps folks find your posts and it makes it easier for us to share your work on our platforms!

Add the artoberVA logo

Let the community know you are part of the artoberVA movement by adding our logo or artoberVA borders to your social shares, posters, programs, or anything you can dream up. We have all types of file formats to make it even easier.
Be an artoberVA Champion

Does your organization want to help celebrate arts and culture? Join us as a Champion of artoberVA and get promoted by our team!

Champions of artoberVA might...

★ Create a promo video for artoberVA 2021
★ Share artoberVA posts on your organization’s social media pages during October (CultureWorks can provide content!)
★ Use #artoberVA on your social posts in October
★ Add the artoberVA logo to your organization’s website or collateral during the month of October

Need help brainstorming? We’re here for you! Contact Erin Frye! erin@richmondcultureworks.org
Why artoberVA?

“In 2020, we experienced the fragility of humanity, as well as our collective resilience. As we continue to navigate a global pandemic, climate crisis, and civil unrest, arts and culture endure as conduits for healing, hope, and impactful change. During artoberVA 2021, the spotlight will shine on inspiring stories from the artists and cultural workers who make the creative ecosystem in Richmond and the Tri-Cities thrive. artoberVA 2021 will continue to be a celebration of the power of arts and culture to unite communities and change lives.

Thank you for everything you do to make our community stronger. If you need any support, I’m here for you!”

Erin Frye,
Director of Programs & Outreach
erin@richmondcultureworks.org
Thank you!

Together over the past five years of artoberVA, our region has celebrated thousands of arts and culture events and experiences. Bigger than the numbers though, are the partnerships, the collaborations, and the community engagement. Thank you for being part of our vibrant community; for helping to bring hope, truth, escape, and healing through arts and culture.

We look forward to building on this momentum as we celebrate year six - artoberVA 2021!

Various images courtesy of Tom Topinka.