



For Immediate Release: June 14, 2011

Contact:

Bola Ogunlade

bola@southarts.org , (404) 874-7244 ext. 28

2011 Performing Arts Exchange to be held in Baton Rouge, LA.

Atlanta, GA – The annual Performing Arts Exchange, a major conference for performing arts professionals, will be held in Baton Rouge, LA, from September 21-24, 2011.

The Performing Arts Exchange, or PAE, is the primary marketplace and forum for performing arts presenting and touring—artists and work, ideas, learning and information—in the eastern United States. Arts presenters from 22 states will be present at this year’s conference. Additionally, many artists and their representatives from around the country and abroad will be in Baton Rouge as well. An estimated 700 people are expected to attend conference activities at the River Center Baton Rouge, the Manship Theatre/Shaw Center, and other amazing sites in the downtown Baton Rouge area. PAE is presented by South Arts, a regional arts organization based in Atlanta.

“The Performing Arts Exchange is a showcase for touring performing artists to share their work, both what they present onstage and also their expertise in teaching and working with community members,” said Gerri Combs, executive director of South Arts. “Presenting organizations come to learn about these artists and select performers to bring into their community. It’s an amazing, energetic four days of activity by the performing arts industry.” In addition to being a showcase opportunities for artists, the conference also includes professional development workshops.

“Arts professionals from up and down the east coast are going to be impressed here in Baton Rouge,” said Derek Gordon, executive director of the Greater Baton Rouge Arts Council, and South Arts board member. “We’re showing off our arts, our food, our culture, the Manship – they’ll go home with a true taste of Louisiana hospitality.”

The Louisiana Division of the Arts, the state arts agency in the Office of Cultural Development, is helping to coordinate the conference.

“In Louisiana we are very proud of the strength and diversity of our culture and art forms,” said Dána La Fonta, executive director of the Division. “This conference is another dimension of the work we do – attracting creative industries to spend time and resources in Louisiana. It is an important opportunity to promote the work of our Louisiana artists and performers to the rest of the country. We will be showcasing a number of Louisiana artists during the Performing Arts Exchange to increase touring opportunities both within and outside of the state.”

1800 PEACHTREE STREET NW . SUITE 808 | ATLANTA . GEORGIA 30309

PHONE 404.874.7244 | FAX 404.873.2148 | EMAIL

SOUTHARTS@SOUTHARTS.ORG

The Performing Arts Exchange is held in a different city each year, most recently in Pittsburgh, PA, in 2010. The 2011 PAE is presented by South Arts in partnership with the Louisiana Division of the Arts and in collaboration with the Mid Atlantic Arts Foundation & the New England Foundation for the Arts. Current sponsors include [Visit Baton Rouge!](#), [Pucker Productions / Ricky Nelson Remembered](#), [North American Performing Arts Managers and Agents](#), and [Community Coffee](#).

About South Arts

South Arts, a non-profit regional art organization founded in 1975, creates partnerships and collaborations; presents, promotes and produces Southern art and cultural programming; and advocates for the arts and arts education. Working in partnership with nine state art agencies- Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee- South Arts builds on the South's unique heritage, and enhances the public value of the arts in our communities by promoting and supporting the arts in the South, enhancing the artistic excellence professionalism of Southern arts organizations and artists, and serving the diverse population of the South. For more information, visit www.southarts.org.

###