



For Immediate Release

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651 ARTS IS PROUD TO ANNOUNCE THE LAUNCH OF THE DEUTSCHE BANK NEW MEDIA & ARTS FELLOWSHIP IN COLLABORATION WITH BOMB MAGAZINE

(Brooklyn, New York, February 2012) - 651 ARTS, a Brooklyn-based performing arts organization dedicated to the multi-faceted work of contemporary performing artists of the African Diaspora, today announced the launch of the Deutsche Bank New Media & Arts Fellowship for Brooklyn-based high school students. Created in collaboration with BOMB Magazine, a Brooklyn-based nonprofit dedicated to delivering the artist's voice, the Deutsche Bank New Media & Arts Fellowship will be the second partnership between the two organizations.

651 ARTS and BOMB Magazine came together in 2010 to provide a new media component to 651 ARTS' highly regarded artist to artist interview series *Live & Outspoken*. The fellowship program grew out of both organizations' commitment to providing a platform for artists as well as investing in future generations of innovators.

Deutsche Bank Americas Foundation (the philanthropic arm of Deutsche Bank) has provided leadership support to this new initiative as part of their commitment to New York City's cultural organizations and to utilizing emerging technologies as tools to strengthen the positions of cultural institutions as community hubs. The fellowship will provide the participating high school students the opportunity to play an active part in using digital media to document their experiences.

651 ARTS Executive Director Shay Wafer shares, *"Since our founding, 651 ARTS has been committed to connecting artist and community. With this program we are expanding the opportunity to connect artist with local high school students. In addition to learning new media skills the fellows have up close and personal interaction with legendary and innovative artists of today. We would like to*

acknowledge the generosity of the Deutsche Bank Americas Foundation for their support in making this program possible."

The Deutsche Bank New Media & Arts Fellowship is a 6-month program that will give young people access to professionals from all facets of the performing arts world. Along with multiple in-depth technology-based workshops taught by BOMB Magazine staff that will give the students extensive exposure to the basics of new media journalism and marketing, the students will be interacting with several accomplished performing arts professionals, experiencing live performance as journalists, creating stories about these performances using new media technologies and disseminating those stories through various media outlets. The program interweaves education, production, documentation, marketing and community engagement efforts – key components to the work of 651 ARTS and BOMB Magazine.

Publisher of BOMB Magazine, Betsy Sussler adds, "For the past 31 years, BOMB has been publishing interviews between artists. BOMB emerged out of grassroots efforts among practicing artists in the 1980s; BOMBlog was started by BOMB's interns and junior staff in just the same way, as a grassroots movement where emerging artists and writers could discuss their work—this time with new media. Now the creators and publishers of BOMBlog are continuing the tradition with the Deutsche Bank New Media and Arts Fellows by expanding our outreach to the young people of Brooklyn, teaching the next generation how to realize their own capacity. In this way BOMB is more fully realizing its mission to deliver the artist's voice."

After an intensive application process, 15 students were chosen for the inaugural year from Urban Assembly School of Music and Art, Paul Robeson High School, Brooklyn Community Arts and Media High School, Williamsburg Preparatory High School and Health Professions and Human Services High School. The program is also supported, in part, by public funds from the New York City Department of Cultural affairs in partnership with the City Council and Councilmember Letitia James.

To stay connected to the fellowship and the work of the participants, you can follow them on twitter: @fellowshipmedia or tumblr: newmediaandartsfellowship.tumblr.com and "Like" the Facebook page: Deutsche Bank New Media and Arts Fellowship.

651 ARTS

For over 20 years, 651 ARTS has been committed to developing, producing and presenting performance and cultural programming from the African Diaspora, with a primary focus on contemporary performing arts. 651 ARTS serves the cultural life of New York City, with a particular focus on Brooklyn, one of America's most culturally diverse communities.

BOMB Magazine

BOMB's mission is to deliver the artist's voice. Based in Brooklyn, New York, with offices in the BAM Cultural District, BOMB serves as a resource and a spokes piece for the arts community. Making art is a lifetime commitment. BOMB recognizes this by mixing artists of all ages--emerging, under-recognized, and renowned--so that this continuum is reflected in its pages and on its website.

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