



# Be INSIGHTFUL about and STAY CONNECTED to the Northeast Minneapolis Arts District!

The Northeast Minneapolis Arts District Board of Directors and the award-winning *Northeaster* newspaper partner to produce **Northeast Arts Insights**, a new print feature spotlighting Arts District artists, open studios, performances, special events, District and neighboring businesses and supporters.

Circulation: 32,000 (and growing); 24% have a household income between \$50-\$75K, 19% between \$75-\$99K; 56% of readers frequently purchase from ads in the *Northeaster*, in particular, 84% of readers intend to buy dining & entertainment. \* Basic ad design service available for the *Northeaster* at no extra charge.

\*Above statistics from the *Northeaster's* 2015 circulation audit.

These 1x/month for 12 months print advertising commitments\* ensure that when people look to learn about the Arts District via the **Northeast Arts Insights** page, your organization will be associated with keeping it vibrant.

Each level includes:

- A full-color print ad (size varies-see details) positioned **within the Northeast Arts Insights** page/section
- Ongoing recognition as sponsor in "News from the District," our online newsletter with over 500 dedicated subscribers

\*Less frequent ad pricing is available. Call the *Northeaster* at 612-788-9003 for more information.

The Arts at Work.

**Northeaster**  
NEWSPAPER



MyNortheaster.com



The Marshall: \$3000/yr.  
12 ads this size:

ACTUAL AD SIZE

1 column  
1.833 W x 4.3750 H

- For all ads:
- 300 dpi (or higher) PDFs with screens at 85 or 100 lines per inch with all fonts and images embedded
  - EPS files with all fonts converted to outlines
  - TIFF, JPEG or BMP files, at least 300 dpi, 600 dpi preferred



The University: \$2100/yr.  
12 ads this size:

ACTUAL AD SIZE

1 column  
1.833 W x 2.8750 H



The Washington: \$1200/yr.  
12 ads this size:

ACTUAL AD SIZE

1 column  
1.833 W x 1.3750 H

May 11, 2016 | *Northeaster* 9

## Northeast Arts Insights

**The Arts at Work™**

**2TWO12 POTTERY GALLERY**  
Back for Art-A-Whirl™ with CANNON SALES!

**BUSINESS IN FRONT. PARTY IN BACK. ART-A-WHIRL® 2016**

**MAEVE'S**  
300 13th Avenue NE, Minneapolis 612.379.1033 www.maeves.com

**artspace**

**OPEN STUDIOS during ART-A-WHIRL and 2017 FIRST THURSDAY**  
From 5:00pm - 9:00pm

**ARTSPACE JACKSON FLATS**  
931 18 1/2 Ave. NE., Minneapolis

**GRAIN BELT BOTTLING HOUSE**  
79 15TH AVE. N.E., Minneapolis

ARTSPACE.ORG

**1 Adsit Architecture**  
2 The Anchor Fish & Chips  
3 Art Force  
4 D&E Art Space  
5 The Barber Sharp  
6 Clay Squared to Infinity  
7 Eastside Food Coop  
8 Language Central  
9 Maeve's Cafe  
10 Northeast Bank  
11 Siwek Lumber & Millwork  
12 Two12 Pottery & Gifts

A Architectural Antiques  
B California Building  
C Casket Arts Buildings  
D Grain Belt Complex  
E Jackson Flats  
F Northrup King Building  
G Qarma Building  
H Solar Arts Building  
J Thorp Building  
K Waterbury Building

Red indicates page sponsors, Black indicates major buildings

**New at Art-A-Whirl 2016**

Friday, May 20, 5-10 p.m.  
Saturday, May 21, noon-5 p.m.  
Sunday, May 22, noon-5 p.m.

Northeast Minneapolis Arts Association (NEMAA) will have its 21st annual Art-A-Whirl™, the largest week-long open studio tour in the country. Approximately 20,000 visitors attend, and more than 500 NEMAA members display their artwork in more than 50 locations, including studio buildings, art galleries, homes, and businesses. Visitors can tour private artist studios, ask questions, discuss techniques, experience art first-hand, and purchase unique artwork directly from the artists. Dozens of special demonstrations and activities from artists will occur throughout the weekend. For more information, visit <http://www.arta-whirl.com>, or contact NEMAA on Facebook, @NEMAA on Twitter and Instagram, or with the official event hashtag, #ArtAWhirl.

**Art-A-Whirl navigation and a free navigation App**

Northeast Minneapolis Arts Association (NEMAA) is offering a new App to help navigate the annual Art-A-Whirl™ event, May 20-22. The download is available at [artwhirl.com](http://artwhirl.com) or the App Store. The App, which is available on Android and iOS devices, will include a listing of art events and demos, trending social media posts, and 10 "Bought Art" deals.

Art buyers can ask the artist for a red "1 Bought Art" sticker after their purchase to demonstrate support of local art. Local business sticker discounts are available on NEMAA's website and App.

Art-A-Whirl™ artist locations will feature a large red Art-A-Whirl™ dot on the outside of each building location to help visitors easily identify where to find art.

Outdoor Art-A-Whirl™ information booths will be located within the Northeast Minneapolis Arts District at 13th Ave. NE and Marshall St. NE (in the parking lot next to Grain Belt Shading, Quarry St. NE and Broadway St. NE) (on Quincy, next to the Qarma Building, and at the California Building, 2005 California St. NE).

Visitors can plan their visit with NEMAA's free Artist Directory & Guide, a year-round resource that includes information about NEMAA artists and members, a map of Northeast Minneapolis, and Art-A-Whirl™ locations, a calendar listing of year-round studio events, and a dining and craft brew location guide. The directory is available at [www.arta-whirl.com](http://www.arta-whirl.com).

Members of the California Building, Casket Arts Building, and Thorp Building. Members of the Thorp Building will offer visitors free bus rides to and around Art-A-Whirl™. A pass is available for download on [www.arta-whirl.com](http://www.arta-whirl.com) and is valid system-wide. Three free trolleys will run during Art-A-Whirl™ throughout the Northeast Arts District. Download the Art-A-Whirl™ map to view the trolley route.

Stops, and schedule or use the Art-A-Whirl™ map to plan your bike path, and explore Northeast in a different way.

For answers to frequently asked questions, to view an online artist directory or Art-A-Whirl™ special events, or to download the Metro Transit free bus pass or an Art-A-Whirl™ map, visit [nemaa.org](http://nemaa.org).

**Art-A-Whirl Silent Auction Fundraiser**

NEMAA's Art-A-Whirl™ Silent Auction Fundraiser will be held at the Northrup King Building 3rd Floor Gallery, 9321 1500 Jackson St. NE, through 3 p.m., Sunday, May 22. The auction is free and open to the public during Art-A-Whirl™ hours: Friday, May 20, 5-10 p.m.; Saturday, May 21, noon-5 p.m.; and Sunday, May 22, beginning at noon. New this year, online bidding will enable visitors to view and bid on more than 120 pieces of art, as well as items from local businesses, and to check on their bids throughout the weekend. Auction labels include the artist's Art-A-Whirl™ location so visitors can locate the artist on the map if they wish to view more of the artist's work. Enjoy music from KPAC's on-site. Proceeds support Art-A-Whirl™.

Source: Northeast Minneapolis Arts Association

See a map of NEMAA members' Art-A-Whirl™ locations on pages 10 and 11 of this *Northeaster*, and other event info on page 16.

**What are the questions? What are the answers? Speak your mind June 6**

**Creative Sustainability in NE**

by the Northeast Minneapolis Arts District Board of Directors

The Northeast Minneapolis Arts District is hosting a public hearing on Monday, June 6, 2016 (6:00-9:00 p.m.) to receive testimony housing on the state of creative sustainability and the arts within The Arts District and throughout Northeast Minneapolis. Creative and artistic work within this area is representative of the many professional and artistic careers that contribute to the vibrant socio-economic life of our community. What has been the impact of arts-related businesses on our community? What are the challenges? What are the skills, knowledge, and other tools needed to ensure that the creative economy in the Arts District and Northeast Minneapolis can continue to thrive and grow? The public is invited to identify key areas of focus and is encouraged to create working groups to develop solutions and recommendations. The Arts District Board of Directors will review recommendations and formulate a plan of action.

Date: Monday, June 6, 2016  
Time: 6:00-9:00 p.m.  
Location: Solar Arts Building, 711 15th Avenue NE, Minneapolis, MN 55413; handicapped accessible.  
Public testimony 6:00-7:00 p.m.

Speakers will each have five minutes to present.

Note: This is a first-come, first-served opportunity. It is not guaranteed that everyone will have a chance to speak during the public testimony portion of the meeting.

Presentations may be sent by June 1 to: Herman Milligan, Jr., PhD, Board of Directors, Program Committee, [hmilligan@nemt.org](mailto:hmilligan@nemt.org), 612-272-8491.

**Break • Local • Brands**

**Eastside**  
2551 Central Ave. Northwest

Map showing the Northeast Minneapolis Arts District with numbered locations 1 through 12. Major streets shown include Mississippi River, Broadway St NE, Central Ave NE, and Downtown.

**adsit Architecture & Planning**  
www.adstap.com

**SIWEK LUMBER & MILLWORK**  
1833 Ave. NE, Minneapolis 612-379-1033

**LANGUAGE CENTRAL**  
www.languagecentral.us  
2300 Central Ave. NE • 612-315-2088  
Learn to speak Spanish!  
Classes and conversation @ 3 levels.  
Chinese also available.  
FILL YOUR CLASSROOM. Start anytime.

**OPEN STUDIOS | 12 to 4**  
Second Saturdays

**california building**  
2305 California St. NE  
californiabuilding.com

**First Thursdays of casketArts**  
Open studios 5-9pm  
casketarts.com

**Northeast Bank**  
Member FDIC  
northeastbank.com  
Minneapolis 612-788-8553  
Now at 115 1/2 Street Lake Road NW  
New Brighton 763-125-1800  
Crown Rapids 763-764-1553