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cultural affairs office, only Southfield has an actual physical structure — an "arts center."

"It's a tough sell," said Bob Sheridan, chair of the Livonia Arts Commission. "A great deal of the budget goes to basic city services. Libraries and the arts just can't seem to get enough."

In Canton, two community buildings are used to host exhibits. Meanwhile, two years into a study to determine how to build a community theater, supporters are still searching for funding sources, said Gene Hammonds, president of the Canton Art Association.

An alliance with Plymouth arts groups, Project Arts, has helped to consolidate resources.

"There's definitely strength in numbers," said Hammonds.

Despite the odds of public funds going to build an art center, Farmington artists are encouraged that their day will come.

Some consider the recent suc-

cess of the Farmington Festival of the Arts as the strongest argument for a local art center.

"In our area, 63 languages are spoken," said Fern Barber, president of the Farmington Arts Commission. "The art (in the festival) is an example of our multicultural diversity."

The Farmington festival brought together 23 arts groups, representing about 1,500 artists from many disciplines.

Largely through the Farmington Community Art Association, which organized the festival, enough money and in-kind services were raised to support the event, said Barber.

Supply & demand

To succeed amid a climate of reduced public funding while trying to attract volunteers, corporate sponsors and members, art organizations are learning to sound and act like aspiring entrepreneurs.

"The arts at a community level

have to be run like a business," said Southfield's Waterhouse.

"Yet it's difficult for a volunteer-driven organization to be run like a business."

Corralling the energies of a largely volunteer staff might be like trying to nail down Jell-O.

Through public and member surveys, however, many of the larger art centers have adopted an age-old principle of generating supply to meet demand.

"Growth in the arts has to do with organizations being better at understanding their communities and programming based on what people want," said Chamberlain of the Ann Arbor Art Center.

Appeals to corporate sponsorships have also increased as the public grant process has grown cumbersome and increasingly competitive, she said.

"Before corporations would give us money upfront," said Chamberlain. "Now it's market-driven. They want to know how

many times their name will appear.

"But it all helps to build audiences."

Opening up

While attracting members and funds is a top priority, arts organizations also hope to deflate the mystique of the arts, according to the panel.

"We're attempting to bring art to a level where the average person can appreciate it," said Sheridan of the Livonia Arts Commission.

"One of the key roles is to make people feel comfortable with the arts," said Torno of the Bloomfield Birmingham Art Center.

Making art accessible, however, isn't the same as diminishing the power of art to educate and provoke.

"It's important that the arts occasionally make people feel uncomfortable. Art is sometimes

about social issues that involve all of us," said Paint Creek's Ruedisuel.

"The real value of what we do is to help people develop their creative processes," said Ann Arbor Art Center's Chamberlain.

"Exhibits of diverse art is the entrance to different levels of learning."

In its report on the state of American culture, "American Canvases," published last October, the National Endowment for the Arts concluded that the arts establishment had to "undergo a wholesale overhaul."

The report recommended that cultural institutions need to "open up" to serve a larger public.

The first step in "opening up the arts," according to the panel, is to increase public awareness of the essential role of the arts in building communities.

The timing not only seems right, but the panelists each spoke with a sense of urgency.

No wonder. As the Internet facilitates speed-of-light communication, the nature of community is undergoing a fundamental change.

In the cultural state of flux, the opportunity is at hand for art organizations to advocate and educate, said Jennifer Tobin, executive director of the Plymouth Arts Council.

A program at the Plymouth Arts Council invites young mothers to come together to plan exhibits as their children play in an adjacent room.

"It's moms learning about art," said Tobin. "Art organizations are a place where people can come to feel, share and communicate about their lives."

"(The arts) can bridge cultural, geographical and generational differences."

Who could argue? Now to implement the marketing plan.

Greektown from page C1

"You don't see a lot of woodcuts," said McCullough, a native of Redford Township. "People like that primitive appeal."

McCullough exhibited his prints for the first time in fall of 1996. He began working in the medium while studying for his bachelor of fine arts degree at Eastern Michigan University in the early 1990s. He frequently carves during fairs, and has an example of a finished woodblock, rice paper and the kitchen spoon used to hand-rub the prints in his booth.

"I enjoy the process, the challenge of drawing it backwards," said McCullough. "I can't wait till I see the first print."

Among McCullough's newest pieces are portraits of Marilyn Monroe, Diana Ross and a zebra at a watering hole. From a litter of Dalmatian puppies to a lion on a lake and bears in trees, his subject matter deals with every-

thing from African and Oriental cultures to vanishing wildlife. Veiled women in "The Prophet," keep the viewer guessing as to the origin of country, religion and forested event.

"Printmaking is labor intensive," said McCullough. "By the time you draw it and get it onto the wood then carve it you have hours into a print like the zebra which took 125 hours. I have a huge list of subjects I'd like to do, probably enough for the next four to five years."

Presented by the Greektown Merchants Association in cooperation with the Michigan Guild of Artists and Artisans, the eighth annual Greektown Arts Festival features works by 125 artists from 20 states and two Canadian provinces.

The juried art, music, good food and atmosphere set the Greektown fair apart from other summer art shows. Shopping in

'Printmaking is labor intensive.'

Michael McCullough
Artist

the art booths or in the shops in "Copper's Alley" is worth the trip alone.

"We're encouraging people to come down with their children and enjoy making art at the Imagination Station," said Dave Kronenberg, art fair director for the Michigan Guild of Artists and Artisans, organizers of the Ann Arbor Summer Art Fair. "The Greektown area is reviving and thriving. It's a wonderful destination. We have a lot of neat and interesting art, a good amount of jewelry, pottery, painting, glass, wood, fiber, photography, and printmaking and 30 percent are new artists."

The festival stage will showcase local and national touring acts including former Twistin' Tarantula guitarist George Friend's new band "Black Beauty" featuring Thoretta Davis, Johnny Bassett and the Blues Insurgents, the Bill Heid Trio and the Bird of Paradise Orchestra.

Rick Pinkerton of the Music Menu Cafe coordinated the fair's entertainment ranging from swing to Greek dancing, rockabilly, Latin rock, traditional African rhythms, jazz, gospel and blues.

Other local artists exhibiting in the Greektown Arts Festival are Carole Berberst, clay, and Michael MacManus, jewelry, Bloomfield Hills; Sandra Bellestri, painting, Lake Orion; Jeanne Sovia and John Chestnut, toys, Clarkston; Denise Szadyr, clay, Waterford; and Debra Vantol, glass, Auburn Hills.

Greektown Arts Festival Entertainment


The Greektown Arts Festival Stage on Beaubien Street at Monroe Street in Greektown will offer for free a variety of acts from rockabilly and soul to latin rhythms and acid jazz. For more information, call (313) 963-5445.

Entertainment Schedule:


■ Friday, May 15: The Shock Shakers, rockabilly swingers from Nashville, perform 6:30-8:30 p.m.; Black Beauty, a new rockabilly act featuring former Twistin' Tarantulas member George Friend, and Thoretta Davis perform 8:50-8 p.m.; and "rockabilly songbird" Robert Gordon hits the stage 8:20-9:30 p.m.

■ Saturday, May 16: The Hellenic Society starts off the day with traditional Greek dancing noon to 1 p.m.; African Rhythm Project performs traditional African rhythms and jazz 1:15-2:10 p.m.; Pena World Beat plays Latin rhythms rock and jazz 2:30-3:40 p.m.; The New Orleans-style brass band Motor City Street Band hits the stage from 4-5 p.m.; Bird of Paradise Orchestra plays jazz and swing 5:30-6:30 p.m.; Sugarfoot performs acid jazz and funk 7-8 p.m.; Sugar Roy Norcia, former Roomful of Blues frontman and harpist, plays the Blues Insurgents 8:25-9:30 p.m.

■ Sunday, May 17: Tru Light Temple Gospel Choir sings 1-2 p.m.; The Bill Heid Trio featuring jazz guitar great Perry Hughes plays from 2:30-3:30 p.m.; and Johnny Bassett and the Blues Insurgents return to the stage with Detroit blues legends Johnny "Yard Dog" Jones, Thoretta Davis and Joe Weaver 4-5:30 p.m.



Summer



JUNE

19 Teen Idols
Peter Noone, Davy Jones & Bobby Sherman
\$22.50 pav / \$12.50 lawn

23 Phil Collins Big Band Tour*
guest vocalist Oletha Adams & featuring Gerald Albright on saxophone
\$40 pav / \$20 lawn

25 Wynton Marsalis & The Lincoln Center Jazz Orchestra
\$32.50 pav / \$15 lawn

27 Nickelodeon presents Gullah Gullah Island Live Tour
\$15 pav / \$10 lawn

29 Ani DiFranco* w/Rebirth Brass Band
\$26 pav / \$22 lawn

JULY

3 Joe Piscopo
\$20 pav / \$10 lawn

4 Chumbawamba
\$15 pav / \$10 lawn

8 The British Rock Symphony & Choir
Starring Roger Daltrey
Playing The Music of The Beatles, The Rolling Stones, The Who, Led Zeppelin & Pink Floyd
\$30 pav / \$15 lawn

9 Beauty & The Beast
Live Stage Presentation of The Timeless Classic
\$10 pav / \$5 lawn

13 Pat Metheny Group
\$24.50 pav / \$20 lawn

16 Air Supply
\$22.50 pav / \$12.50 lawn

17 Steven Wright
\$22.50 pav / \$12.50 lawn

18 Kansas
w/ Symphony Orchestra
\$22.50 pav / \$12.50 lawn

JULY CONT.

19 Allison Krauss & Union Station
Bela Fleck & The Flecktones
\$26.50 pav / \$15.50 lawn

23 Art Garfunkel
\$22.50 pav / \$12.50 lawn

24 The Mavericks
w/ BBE-19
\$30 pav / \$15 lawn

25 Kevin Nealon
w/ Victoria Jackson
\$22.50 pav / \$12.50 lawn

AUGUST

3 Pinocchio
Live Stage Presentation of The Children's Classic
\$10 pav / \$5 lawn

13 David Grisman Quintet
w/ Leo Kottke
\$22.50 pav / \$12.50 lawn

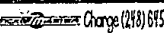
15 Richard Jeni
\$20 pav / \$10 lawn

18 Wizard of Oz
Live Stage Presentation of The Family Favorite
\$10 pav / \$5 lawn


20 Carrot Top
\$22.50 pav / \$12.50 lawn

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