(313) 591-7279.

FREE CONCERT

Brazilian guitarist Fabio
Zgapn will perform Scarlatti
sonatas and music by Sor,
Brouwer and Miranda noon
Wednesday, March 22 during a
concert in the Forum Recital
Hall at Schooltraft College,
18600 Schoolcraft, between Six
ähd Seven Mile Roads, Livonia.
For more information, call (734)
462-4403.
Zanon made his orchestral

For more information, call (784)
462-4403.
Zanon made his orchestral
debut with the London Philharmonic in 1998. In 1999, he
recorded the soundtrack of the
Fronch film "Les Enfants du
Siecle" and premiered new works
in the Czech Republic and London. His CD of Villa-Lobor guitar works was hailed as a reference recording and his debut
recital CD was chosen as the
best CD of 1998 by Gramophone
Magazine.

OPEN AUDITIONS
The Theatre Guild of Livonia

OPEN AUDITIONS

The Theatre Guild of Livonia Redford is holding open auditions for singers, dancers and specially acts 10 a.m. to 3 p.m. Saturday, March 26 at the theatr, 15138 Beech Daly, Redford. Performers should have at least 2-3 minutes of prepared material. All types of performers are encouraged to audition for this fund-raising event. Performance dates are May 5-6. Call (313) 531-0554.

GLASS BEADMAKERS WANTED

The Michigan Glass Beadmaker's Guild will hold an organizational meeting noon to 3 p.m.

Sunday, March 26 in Room 251 of the Science Building at the University of Michigan-Dearborn, Evergreen Road, between Ford Road and Michigan

Avenue.

The program includes a beadmaking demonstration by Plymouth glass artist Don Schneider in addition to the organizational meeting.

der in acciton to the organiza-tional meeting.

If you can't attend and would like to be notified of future meetings/events, call Anne Sheppard at (734) 261-2150 or Don Miller at (313) 593-5262 or e-mail him at drmiller@umich.edu.

HONORS RECITAL DEADLINE

HOMORS RECITAL DEADLINE
APPROACHES
Students of voice, piano and
all band and orchestral instruments are encouraged to audition for the 2000 Honors Recitals
sponsored by the Schoolcraft College music department. Deadline
for application is Sunday, March
19.

rige music department. Denounce for application is Sunday, March 19.

The competition culminates in performances on April 9 for cash prizes. The recitals are designed to encourage excellence in performance and teaching in the Detroit-Ann Arbor area. Students in elementary through high school are eligible for the piano competition, students in grades 5-12 for the instrumental division, and students grades 9-12 for the vocal category.

Auditions for the piano recital are Friday, March 31. Piano, instrumental and vocal auditous continue through Saturday, April 1. All auditions and honors performances will take place in

performances will take place in the college's Forum Recital Hall. For information and an appli-cation, call (734) 462-4403.

PHOTO SEMBLAR
Canton photographer Ted Nelson is one of the presenters at

the 37th annual Photo Seminar Friday-Sunday, March 24-26 at Henry Ford Community College, 5101 Evergreen at Ford Road,

Advance registration is sug-

Advance registration in suggested and will be accepted through Monday, March 20. For most register of the second o

ART PROGRAM

ART PROCEAM

The Ann Arbor Women
Painters presents its third "Can
We Talk" program 7 p.m. Monday, March 20 at the Ann Arbor
Public Library on Fifth Avenue
at William, Ann Arbor. A panel
of artists from the Ann Arbor
Women Artists will talk about
art related issues ranging from
how.tc-do-it to current art issues.

The public is welcome. Call (734) 998-1123 for information. WRITERS WANTED

WHITES WANTED
Writers of all ages are invited
to join the Plymouth Writer's
Club which meets 7:30-8:30 p.m.
on the second and fourth Thurs
days of the month at the Plymouth District Library, 223 S.
Main mout Main

Main.
Aspiring writers of all experience levels are welcome to share their work. For more information, call Brian Anderson at (734) 416-0418.

Ad campaign aims to 'de-snob' culture, build regional cooperation

By Frank Provenzano STAFF WRITER
FPROVENZANO@OR.HOMECO

After years of political squab-bling about the futility of region-al cooperation and the cantan-kerous "Detroit versus suburbs" hogwash, the southeastern Michigan cultural scene is about to un'ergo a long-overdo makeover.

Stand up and take notice.

Here's the first glimpse at the changing metro-area cultural scene of the 21st century.

scene of the 21st century.

Talk of culture will have to be expanded beyond the tired political rhetoric and typical jabbering about auto industry trends and box scores.

Success also means the push Success also means the posi-for regional funding for the arts will be given a huge boost. Cur-rently, the discussion to assess a half-mill tax on property owners in Wayne and Oakland counties has been at a logiam.

"Enrich Your Life"

On Tuesday, 14 of the area's most recognized and attended cultural institutions will unveil a new, prevocative advertising campaign aimed at transforming public perception about the array of cultural offerings of the

array of cutura ottoring.

The bold initiative, optimistically entitled "Enrich Your Life," is a comprehensive multimedia campaign that will begin airing within the next week or two on TV and radio and run in newspanse and mergine ads. per and magazine ads.

The campaign is expected to

Developed pro-bono by Doner

OPINION

Co. of Southfield, "Enrich Your Life" has a contemporary, edgy Heavy on humor and filled

with irrevorence, the campaign goes a long way to deflate high-falutin' notions of what is "art." And, more importantly, the campaign makes an appeal that the arts (and cultural experiences) are for everyone, not just for the wealthy or "informed."

Making the case

Making the case

Hopefully, the ad campaign
won't drip with the suppliness of
the "It's a Good Time in Detroit"
mantra intended to reinvigorate
the perception of Motown as a
happy place.

Rather, the focus of "Enrich
Your Life should be on making
a compelling case for the
strength of the region's culture,
from exhibits at Cranbrook and
the Detroit Institute of Arts to
plays at Meadow Brook and lavish productions at the Detroit
Opera House.

After years of self-doubt and
poor self-esteem about the area's
cultural offerings, it'd be unfortunate if the campaign message
sounded desperate or too flippant.

Too much is at stake.

pant.
Too much is at stake.

Follow the cue

For a moment, consider that the campaign will have the typi-cal Doner magic.

What's needed for actual change in public attitudes?

First, the regional media must air and print the ads as public service announcements. That means local media must be com mitted to supporting the initia

Of course, that means they give as much attention to the give as much attention to the public service commitment as they give to titillating special reports during ratings month. Second, business and govern-mental leaders must follow the cue, and step up to the plate.

Now is the time to raise the

level of debate about culture level of debate about culture.

It's not enough to enjoy the humor of the ads. Nor will any worthwhile change occur if the catchy slogan does nothing to convince people of the deeper message.

Raise level of debate

Frankly, promoting the arts and culture isn't simply hyping exhibits and concerts. Promoting the value of culture is a means to stand up for a higher quality of life and a more humane society.

Ironically, with the prolifera-tion of the suburbs over the last five decades, the notion of a shared regional culture has diminished.

diminished.

An ad campaign can't change reality. But it can get everyone

And talk in southeastern

Frank Provenzano is an arts reporter for the Eccentric News-papers. He can be reached at (248) 901-2557.

Local bands get a shot at major venues

Local musicians, it's time to

shine. Palnee Sports & Entertainment, Inc. is gearing up for its second annual Opening Act Contest, which gives local, unsigned and local-label bands a shot at warming up some of the hot summer shows scheduled for Pine Knob Music Theatre in Independence Township and Pine Knob Music Theatre in Independence Township and Meadow Brook Music Festival in Rochester Hills. According to a press statement from Tom Wilson, president of PS&E: Most local musicians rarely get the opportunity to perform in front of a crowd the size of one found at Meadow Brook or Pine Knob."

Last year, more than 300 artists entered the contest. Winners included Sister Seed, The Atômic Numbers, Jimi Rutherford and Keri Noble. To be eligi-

ble for this year's competition, musicians must enter before Fri-day, March 31.

The requirements

- Artists must perform origi-
- Artists must be unsigned or signed only to a local label
 Artists cannot be related to any PS&E employee or have previously performed at any PS&E venue

What to send in

- Must constitute the authorization of the authorizat

time phone number. Materials will not be returned.

All submissions must be

postmarked no later than March 31. Send it to: Opening Act Contest, The Palace, Two Championship Drive, Auburn Hills, MI 48326. Do not call.

Finalists will be announced

May 1.

The competition between eight finalists will be held Wednesday, May 24 at Meadow Brook Music Festival. Each finalist will perform a 10-minute live set. A panel of judges from the local entertainment scene will then choose three winners to open for various artists throughout the 2000 concert season. Those 2000 concert season. Those national artists are yet to be determined.

Enter today, and good luck.

OBSERVER & BCCENTRIC MOV

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PITCH BLACK (B)
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KAMAGAE (MP (PC13)
9:00
THE WHOLE HIME YARD'S (B)
12.50, 3.00, 5.15, 7.33, 9.55
SHOW DAY'S (PC)
12.45, 2.55, 5.00, 7.00
CIDER HOUSE RULES (PC13)
1.40, 4.15, 6.50, 9.30

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NP NY DOC SEP (PC)
12:10; 2:30; 4:30; 7:30
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WOODER BOTS (7.1) 2 10, 4 40, 7 20, 9 50

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12.35, 2.50, 5.10, 7.40, 9.55 THE TIGGER MOVIE (C)

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THE TEACH MOVE (C) 17(5) 293 - (C) 6 303 - (C) 7(5) 293 - (C) 7

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