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HIGH CONCEPT LABS EXPANDS BOARD TO DEEPEN COMMUNITY ARTS COLLABORATION

Former head of marketing for the Academy of Motion Picture Arts and Sciences joins growing board of Chicago-based artist incubator

CHICAGO — High Concept Laboratories NFP (HCL), a Chicago-based arts service organization, today announced the addition of Janet Weiss, former head of marketing for the Academy of Motion Picture Arts and Sciences, to its growing board of directors.

As a working member for the nonprofit organization, which will celebrate its 10-year anniversary in 2020, Weiss will partner with fellow board members, volunteers, and leadership to deepen the organization's collaborations with artists in HCL's home neighborhood of Pilsen and the greater creative community in Chicago.

"Our work at HCL is always evolving, but our vision is simple - to provide a place for all artists to flourish," said Paul Boulis, HCL board chair. "Our board members, staff, volunteers, and artists are united in this vision, and we're proud to welcome Janet to the team as we seek new ways to engage with our neighbors and explore new ways to deepen creative collaboration in Chicago."

A Chicago native, Weiss is a highly accomplished marketing and branding executive, with more than twenty years of experience developing successful campaigns and strategies for cultural, art and entertainment organizations. During her tenure with the Academy of Motion Picture Arts and Sciences, Weiss oversaw all marketing and promotion for the Oscars®, launched the Academy's social and digital platforms and secured millions of dollars in sponsorship revenue.

Throughout her career, Janet has produced successful marketing campaigns for a wide range of programs and properties, across all consumer marketing channels, including a national branding and corporate sponsorship program for the Association of Zoos and Aquariums and their more than 200 member institutions throughout North America.

"Chicago is home to an incredibly vibrant artistic community, and HCL is one of the few organizations bridging disciplines - and neighborhoods - to create a space where artists can thrive," said Weiss. "I'm proud to be back in Chicago, working with HCL and a dynamic team of creative leaders to support and strengthen our city's talent and culture."

With studios at the Mana Contemporary Artists Lofts in Pilsen, HCL provides a series of low- and no-cost services to artists in and around in Chicago. Its twice-yearly residency program, the

Sponsored Artist Program, offers studio space and artist support services, including administrative, marketing, graphic design, production, documentation and development assistance.

Earlier in 2019, HCL also appointed its first-ever artistic director, Billie Howard, and added a new seasonal “Intensive” series - short-term residency opportunities for working artists.

To learn more about upcoming programs and events, including the Fall 2018 Open House + Artist Showcase, visit <http://highconceptlaboratories.org/calendar/>.

About High Concept Laboratories NFP

High Concept Laboratories NFP supports artists and facilitates dialogue between artists, audiences, and staff members. This increases access and transparency to the artistic process and fosters transformational experiences in an environment of experimentation and discovery.

HCL is supported in part by the generosity of The National Endowment for the Arts, The Chicago Community Trust, The Joyce Foundation, The MacArthur Funds for Arts and Culture at The Richard H. Driehaus Foundation, The City of Chicago Department of Cultural Affairs & Special Events, Illinois Arts Council Agency, The Gaylord and Dorothy Donnelley Foundation, The Cliff Dwellers Arts Foundation, The Arts Work Fund for Organizational Development, Harris Theater for Music and Dance, The Martha Struthers Farley and Donald C. Farley, Jr. Family Foundation, N.A., The Norwottuck Charitable Trust, The Samuel J. Baskin Charitable Trust, Mana Contemporary Chicago and individual donors.

For more information, visit highconceptlabs.org.

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