



FOR IMMEDIATE RELEASE | May 27, 2015

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INTERNATIONAL FESTIVAL OF ARTS & IDEAS WELCOMES NEW DIRECTOR OF PROGRAMMING, CHAD HERZOG

Herzog will join the Festival staff on June 11

NEW HAVEN, CT—The International Festival of Arts & Ideas today announced that Chad Herzog will join the Festival as its Director of Programming, starting on June 11. Herzog is a well-regarded presenter in the performing arts field and arrives from Juniata College in Pennsylvania, where he served as the Director of the Performing Arts and the Curator of the College's performance series. He will arrive in New Haven just in time for the start of Festival 2015 (June 12 to 27), and he will take the opportunity to get to know the broad community that the Festival serves.

"We are excited to welcome Chad to the Festival team as we start to dream about our next decade of programming and projects that continue to surprise, enlighten and delight our audiences," said the Festival's Executive Director, Mary Lou Aleskie. "Chad has already proven himself a leader who makes things happen. His commitment to artists, ideas and the community he serves makes him a great fit for the Festival."

ABOUT CHAD HERZOG

Chad Herzog has served as the director of the performing arts at Juniata College in Huntingdon, Pennsylvania, since October 2006 and curator of the College's performance series since 2002. Since taking over the program, participation in the arts at Juniata has increased by over 600%.

Chad serves on the board of directors for Citizens for the Arts in Pennsylvania, Gotham Arts Exchange, North American Performing Arts Managers and Agents, and on the executive board of Penn State Public Media. He has served on the boards of FOCUS Dance, Pennsylvania Presenters, Big Brother Big Sisters Huntingdon County, Huntingdon Arts Festival, and the Huntingdon County Arts Council.

When not seeking out the latest technology trends, his mission is to investigate and implement audience development techniques through curation in the arts. Chad is a frequent speaker and panelist as well as invited international delegate to numerous arts and culture forums including SXSW, the Edinburgh Festival, National Endowment for the Arts, Association of Performing Arts Presenters, EMC2, and danceNYC. Chad created and developed articulture, a community supported arts program; serves as an executive producer on the soon to be released feature film *Spell*; and is the original producer of *One Radio Host*, *Two Dancers*: Ira Glass, Monica Bill Barnes, and Anna Bass in concert. Chad has a Masters of Fine Arts in Interdisciplinary Arts from Goddard College.

ABOUT THE INTERNATIONAL FESTIVAL OF ARTS & IDEAS

The International Festival of Arts & Ideas is a 15-day festival of performing arts, lectures, and conversations that celebrates the greatest artists and thinkers from around the world. Each June, the Festival takes over the theaters, open spaces, and courtyards of New Haven, Connecticut, with performances and dialogues that tickle the senses, engage the mind, and inspire the soul.

More than 80% of Festival programs are completely free to the public, including events that feature some of the most prestigious jazz, classical, dance, and theater artists in the world. The Festival's programs have an impact throughout the year, including engagement and educational programming such as the Festival Fellowship Program for underserved youth, and the Visionary Leadership Award held in winter each year.

The International Festival of Arts & Ideas was established in 1996 by Anne Calabresi, Jean Handley, and Roslyn Meyer. The founders envisioned an annual celebration in New Haven—a small city rich with diversity and steeped in strong cultural and educational traditions—distinguished from established arts festivals by its fusion of ideas events. Their aim was to gather world-class artists and pre-eminent thinkers from around the globe, showcasing the city and the state as a major arts destination.

Festival 2015 is presented with major support from the State of Connecticut Department of Economic Development Office of the Arts, First Niagara, The Community Foundation for Greater New Haven, Yale University, Comcast, the City of New Haven, the National Endowment for the Arts, and the New England Foundation for the Arts.

More information at <http://artidea.org/>.

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