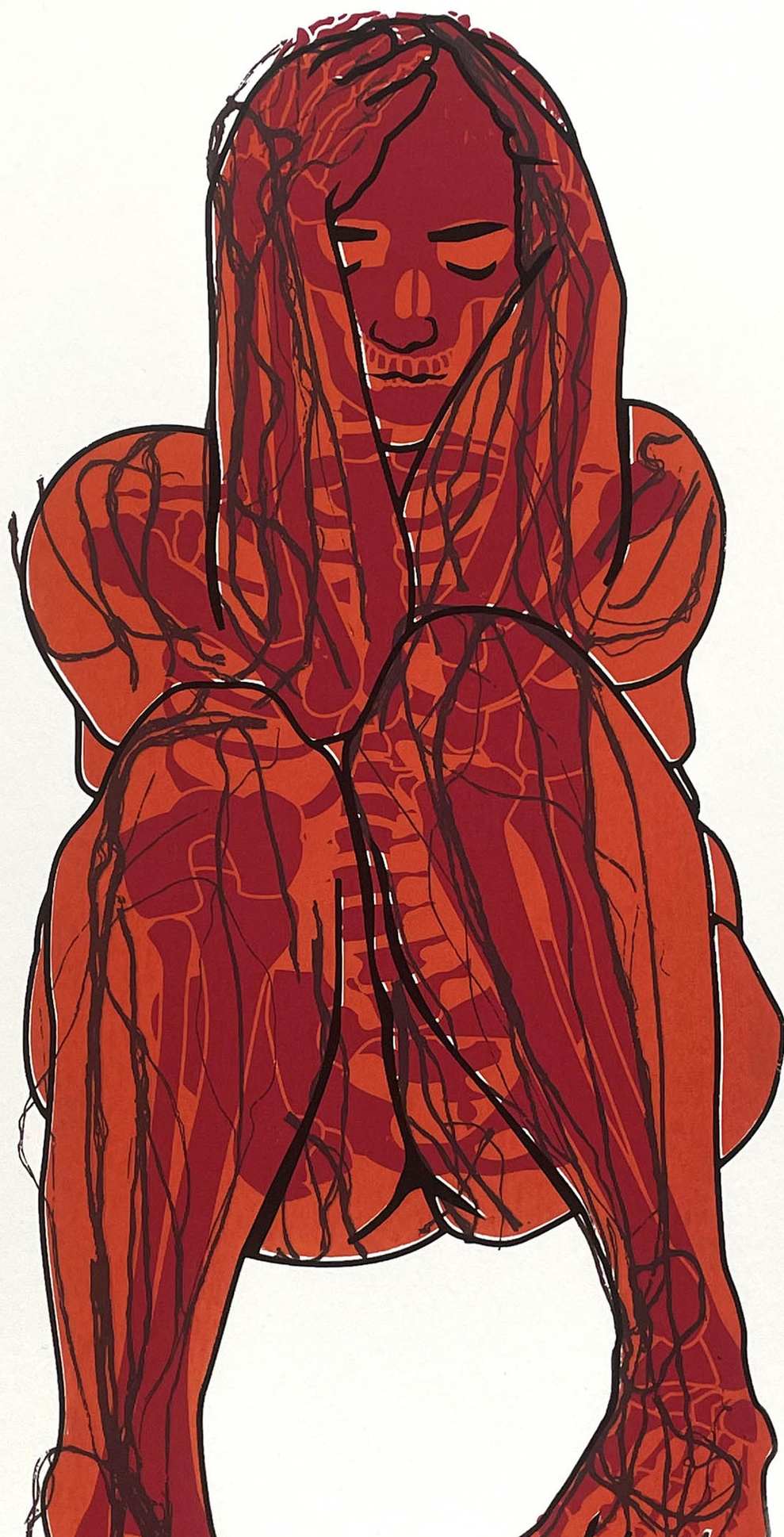




Pennsylvania College
of Art & Design





Work by Alice Bent '27, Fine Art.

Upcoming Events

May 2 Commencement, 10 am (*ticketed event*), [livestream here](#)

May 2 Class of 2025 Commencement, 10 am, Barshinger Center for Musical Arts, 520 College Ave., Lancaster (**ticketed event**)

May 2 Senior Show & Celebration, throughout campus, 5-9 pm

May 3 Senior Show & Celebration, 10 am to 5 pm, throughout campus

May 3 Alumni Art Walk event, 10 am to 4 pm (*see below*)

May 4 Senior Show & Celebration, noon-3 pm, throughout campus

May 7 ReMake Learning Days Creative Playground event, 3-6 pm, campus (*see below*)

May 14 CCE Art Recess for Adults, 4:30-6:30 pm, Zoetropolis (*see below*)

May 18 CCE Art at Brunch, 11 am to 2 pm, Zoetropolis

If you have news, an event, or an announcement you'd like to share, please email Jen Kopf, at jkopf@pcad.edu. Stay in touch and share your stories at pcad.edu/alumni

LANCASTER CITY ARTWALK

Come visit with alumni in the Art Garden

As part of Lancaster City's ArtWalk celebrations, Pennsylvania College of Art & Design's Alumni Council is hosting a meetup in the College's Art Garden on May 3, from 10 am to 4 pm. Come join us at the corner of Prince and Chestnut streets for some family crafts in partnership with the Center for Creative Exploration, a display of alumni art, a chalk spray mural, and more fun surprises! There also will be PCA&D swag for purchase (and maybe some freebies!), ways to sign up for newsletters and update your contact information, and more! Rain location is in the College Atrium. ArtWalk itself continues Sunday, May 4, from noon to 4 pm, and you can [find a map here](#) of all the exciting locations. We're No. 12 on the map with our Senior Show, which you won't want to miss!



Get ready for a new, more inviting Atrium!

In just a week, renovations to the College's Atrium space get underway!

Until mid-August, we'll be undertaking a major (and long-awaited!) Atrium refresh under the design guidance of Tippetts/Weaver Architects, and the management of Benchmark Construction. A few highlights: reimagining the current stairwell to the Mezzanine level to include a seating wall; the addition of two new "social pods" for students to meet up at the top of the stairs; the inclusion of retractable hanging scrims that may be used to separate parts of the Atrium or as projection screens to animate the space; and new flooring. It's a big change from the current space, and we're excited to see how our student body enlivens the space when classes get started again this August! The Tippetts/Weaver schematic above should give you a basic idea of the final plans.

Directions

BY TODD SPENCER

The shows must go on: Educating a rising workforce

THE LIVE EXPERIENCE INDUSTRY has long been hampered by star power, attracting talented professionals who work their magic behind the scenes to pull off productions that delight and astonish audiences. For decades, this workforce honed its craft through an ad hoc mentorship model, with career veterans sharing their knowledge with apprentices. Let's face it: it's a cool industry, and there was a seemingly endless stream of young people eager to gain a foothold in all elements of backstage production, willing to do the grunt work to gain experience.

It is important to professionalize our work.

The worldwide work stoppage in the industry during the pandemic broke this model, resulting in massive attrition as workers retired or transitioned into other industries. We saw more than a third of our most skilled talent leave and never come back, which resulted in losing that brain trust of mentorship. The pandemic years also revealed problems in our industry that can no longer be ignored as our industry matures as a professional career pathway.

As I see it, there are four key problems affected by four factors to address in our industry: the lack of talent to support the industry; the lack of uniformity in skill sets, lack of uniformity in funding and support; and too many siloed groups working out of sync.

Lack of talent to support the industry

As an industry, we have a mishmash of training programs that leave it to each individual employer to outline what skills are required

to meet the needs of roles in our industry. This disjointedness has led to an inability to effectively on-ramp new entry-level talent into our industry, show them a clear career path and the growth skills needed to achieve advancement level, and effectively measure the volume and economic contribution of that broad employee base at a federal level. It's a vicious cycle that we can break by solving for better entry-level skill set training, clear delineation of skills required for roles, and becoming viable in the context of the federal government and broader economy.

Lack of uniformity in the skill sets

Every employer, union, or individual contractor has their own idea of what they need for training (some programs are better defined than others), but none of them is aligned to any overarching standard that could uplift the entire industry by de-siloing the path required to grow from an entry-level employee in the industry through the advancement of higher roles and the additional skills or certifications required to achieve that.

The training model of the International Alliance of Theatrical and Stage Employees (IATSE) union is robust, as are many large private employers; however, only the members or employees of each organization can attend these trainings and, as a result, they are siloed.

Universal standards and certifications are needed to professionalize our industry.

Three years ago Jim Digby and I hosted the Creative Industry Roundtable. Instead of one leader attempting to speak on behalf of the whole event industry, we flipped that model to host a table of key industry influencers that as a body represented all the stakeholders. Each year, the group selects the most important and

tangibly effort to put their collective support behind. In 2024, that effort was workforce development. The result was to rally in support of the EEWDF (Events Education Workforce Development Federation) with Laura Puller and her initiative to update the NAICS codes, ONET codes, and a career cluster framework that would benefit everyone across the entire event industry.

Lack of uniformity in funding and support to properly develop our workforce, we need standardized funding and support. This doesn't mean that we need one entity to rule them all because frankly, we are an industry of creatives who tend to recoil at the idea of centralized authority. But we do need consensus and collaboration to grow to our potential.

The Creative Industry Roundtable also resulted in forming The Exhibitions & Events Empowerment Foundation with founding board members Laura Puller and Odie Parkins as co-chairs, Mark Johnson as vice chair, Erin Grube as Secretary, and myself as treasurer, with strategic advisor Jim Digby. This Foundation will act to secure funding by way of grants and sponsorships that can then be given to organizations in need of support who are directly working on industry training or workforce development programs, including apprenticeships.

Too many siloed groups

working out of sync. Our industry developed organically, serving many different audiences and stakeholders across the globe, but as shown more from regional productions to worldwide tours, standardization is paramount so that we all can share a common technical language, even when we don't share a native tongue. When

we are in silos, our initiatives can work against each other and are especially confusing to a young workforce without enough hands-on experience to be discerning. We can tend toward tribalism in our own clubs of people on tour or at industry events. While this can serve to build camaraderie and belonging during a production, it doesn't serve as a welcoming model for those hoping to break into the industry.

To combat these problems, I see six solutions that can change this dynamic:

- **Entry-level and intermediate student education:** We need to engage the great resources and training facilities that already exist and coordinate and collaborate for a more unified set of career cluster frameworks.
- **Workplace on-ramping:** We need to codify observation programs, pre-apprenticeships, and apprenticeships to ensure we continue to have great on-the-job training resources.
- **Mentorship from experts in the field:** As our industry grows, we need more opportunities to garner advanced knowledge. A way to do this is by making training available to entry-level employees through numerous organizations and trade show environments, including NAMM, LDI, InfoComm, USITT, and others.
- **Funding to move initiatives forward:** In order to effectively see industry-wide projects through, we need more centralized funding resources. The formation of the Exhibitions & Events Empowerment Foundation aims to secure larger government funding and disburse funds to organizations that meet specific criteria for workforce development.
- **Access to trade certifications:** After seeing the need, ESTA has pioneered this with ETCP certifications in rigging and electrical (with variations of each). Additionally, Audiovisual and Integrated Experience Association (AVIXA) offers professional certifications in AV design knowledge, installation, and networking.
- **Access to national standards:** By adopting national standards in the industry, we could



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unify the capabilities in the workforce. Currently, ANSI standards are available for free through ESTA. Groups of industry experts write the standards, which are exclusive to the industry, covering things like rigging, lighting, video, staging, fog effects, etc. The Event Safety Alliance has also published The Event Safety Guide (part of which is an ANSI standard), which is billed as "the definitive collection of event safety knowledge." By making their annual conference

open to students, it's a real opportunity to obtain this knowledge at the start of a career.

Many of us in the industry are already working toward these solutions. We all know that a concerted effort to build the next generation workforce is imperative, especially with so many members gone. We have a real skill shortage in the industry. As we look toward our future, it is important to

PCA&D/ALT highlighted in industry publication

Protocol, a publication of the entertainment technology industry, has published a think piece highlighting the partnership between Pennsylvania College of Art & Design and the Academy of Live Technology at Rock Lititz in its Spring issue. ALT is the home of the College's Live Experience Design & Production major. The article is authored by Todd Spencer, President of Ventana, a business consulting firm that specializes in serving event, entertainment, and hospitality companies. *The Shows Must Go On: Educating a rising workforce* focuses on the need of the live event industry to renew itself after the pandemic, and the vital role that training and educational initiatives such as the PCA&D/ALT partnership provide. You can read the full Protocol piece [here](#); it begins on Page 8.

FACULTY LIFE GRANT RECIPIENTS

Tyler Kline
Benjamin Lowery
Stephanie Manzi
Paul Rider
Aaron Thompson
Leah Limpert Walt
Eric Weeks

2021-2024

New exhibition in the Main Gallery

Pennsylvania College of Art & Design has welcomed a new Main Gallery exhibition highlighting PCA&D's commitment to educating not only our students but also our faculty in the pursuit of lifelong learning and professional development. The seven exhibiting artists have received grants from the College to attend residencies or courses where work was produced or new skills and techniques were learned. The artwork on view is a result of those experiences, either created at the time or through applying what they learned to new work.

Demuth Invitational highlights 5 with PCA&D ties

Five artists with Pennsylvania College of Art & Design ties are featured in the Demuth Invitational, one of the region's most prestigious exhibitions. *In Good Company: Demuth Invitational*, is on display at the Demuth Museum, 120 E. King St., Lancaster, through June 15 and work highlighted includes that of **Evan Kitson** '10 (adjunct, Fine Art), **Leah Limpert Walt** '18 (adjunct, Foundation, Illustration, & Center for Creative Exploration), Assistant Dean of Academic Affairs **Justin Phillips** '01, **Aaron M. Thompson** (assistant professor, Fine Art & Foundation), and **Christine Welch** (PCA&D co-founder). [Go here](#) for more information about the exhibition.



The award-winning work of Emma Ries, left, and Ryan Gano.

Ries, Gano win Graphic Design honors

Congratulations to **Emma Ries** and **Ryan Gano**, who have been named winners in the 2025 The Real Show Student Design Competition. Both are Class of 2026 Graphic Design majors. Ries is a Gold Award winner for her PSA on banned books, "FReadom", and Gano was recognized as a winner for his PSA design on a healthcare "Monopoly" parody. The contest is sponsored by AIGA DC/Communication Arts Magazine, and presented by George Mason University School of Art.

PCA&D-Zayed exchange explores 'Searching'

The PCA&D-Zayed Photography Exchange has released its final post of the academic year -- don't miss checking it out! This final prompt was "Searching." PCA&D students whose work is featured include **Allie Bretz '26, PHV**; **Lauren Veloz Castillo '27, Design Thinking**; **Kiri Chhun '25, PHV**; **Kaylyn Cuff '28, PHV**; **Elaina Darr '27, PHV**; **Rylee Hohney '25, PHV**; **Owen Knauer '27, PHV**; **Tamara Lugardo '27, PHV**; **Dahlia Navarro '27, PHV**; **Robin Salsman '27, PHV**; **Bee**



Photo by Tamara Lugardo.

Taylor '26, PHV; Aswan Warren '26, PHV; Autumn Woods '27, PHV; and Sam Yesko '26, PHV.

The photographs on this blog are the result of a cultural exchange between photography students studying at the College of Art and Creative Enterprise, Zayed University in Abu Dhabi and Pennsylvania College of Art & Design.

ReMake Learning Days, a creative playground

A free ReMake Learning Days Creative Playground event will be held on campus Wednesday, May 7, from 3-6 pm. Open Process art and making for parents and younger children with Lancaster TotSpot, mindful making with Hillside Place Studio, and open art tables staffed by the College's Center for Creative Exploration. Funded by Remake Learning Days... see you there for creativity and fun!

May Art Recess is a Hillside collaboration

May's Art Recess for Adults, sponsored by PCA&D's Center for Creative Exploration, is a collaboration with Hillside Place Studio. Founded by artist and educator **Stephanie Deininger**, Hillside is centered on investigating the connections between the creative arts and therapeutic benefits in the context of wellness/well-being. This month, Art Recess for Adults explores a "sense of place" as the theme for reflection and mindfulness. Dive into abstraction and collage techniques to create work and think about how and why we travel and what landscapes can represent for us as we take a mini holiday. See you May 14, from 4:30-6:30 pm, at Zoetropolis, 112 N. Water St., Lancaster. Suggested \$2 donation.

CCE's classes, summer camps, and workshops are now up for registration



The College's Center for Creative Exploration is open to all members of the public, with experiences that are a great way to stretch your creative wings and knowledge. Explore options for Adult Enrichment, Pre-College for High School Students, as well as Young Artist options for Grades 1-9. Curate your own creative camp experience for your young artist!

Of special note: There are more than 60 offerings for Young Artists--so, if you're looking for summer vacation options for your student, click on that Young

Artist link above and take a look at our wide variety of choices for creative exploration!

If you're not sure what a friend or loved one would want to study, give them a choice: CCE Gift Cards are a great option! You can purchase those by clicking on the blue button below.

CCE GIFT CARDS



Recent PCA&D accomplishments ...

- Congratulations to **Kiri Chhun '25**, Photography & Video, who served as the official Media Intern for Lancaster City Restaurant Week. Chhun, whose favorite form of photography is portraiture, had an amazing experience, which you can follow [here](#). To see more of Chhun's work, [visit his website](#).

- **Daniel Fishel** (adjunct, Illustration) has had work chosen for the American Illustration 44 annual. The piece, for Spotlight PA, conceptualized local protection agencies' lack of response to elder adults suspected of suffering from abuse and neglect. Based in Philadelphia, they joined PCA&D in the Fall 2024 semester. You can see more of their work at o-fishel.com/.
- **Mike Hawthorne** (adjunct, Illustration) was one of the artists who recently completed a mural of Puerto Rican superhero La Borinqueña in Philadelphia with the support of Mural Arts Philadelphia. "My vision," said La Borinqueña creator Edgardo Miranda-Rodriguez on Instagram, "was to give the Puerto Rican community public art that celebrated the biodiversity of our Caribbean archipelago Borikén and the historic women that from the islands to the United States contributed to our shared culture nations." Miranda-Rodriguez's exhibition, *Arte de La Borinqueña*, was featured in the College's Main Gallery in 2023.
- **Amelia Mellberg** '21, Illustration, has illustrated a full-length children's book. "Time for Speech", by Sandy Harberg, walks a child through a speech therapy session so they know what to expect. You can learn more about the project [here](#).
- **Alanna Peck** '20, Graphic Design, has begun a new position as Graphic Designer with N.K.S. Distributors, Delaware.
- **Jason Ward** (adjunct, Fine Art/Foundation/Illustration) joined Anya Goldina from Elizabethtown College last month for "Anatomy: An Artistic Study of the Human Form" at the Lancaster Medical Heritage Museum. The pair addressed anatomy from two perspectives, artistic and medical.
- *Modern Mythos*, an exhibition by **Kelby Weaver** '24, illustration, opened for April First Friday at Lancaster Art Vault, 100n N. Queen St. Weaver presented an Artist Talk on Saturday, April 26, and also has exhibited at Seasons Taproom and at Rock Lititz. To see more of Weaver's work, visit his website [here](#).
- *Apparition*, work by **Sam Yesko** '26, Photography & Video, will be featured at [Decode Gallery](#) in Tucson, Ariz., through May as part of their Self Portrait Exhibition.
- Congratulations to **Robert Young** (Chair, Illustration), who has had two entries chosen for this year's [American Illustration 44](#) annual.

Seats open on the PCA&D Alumni Council

A message from **Joe Palumbo** '08, Illustration, Alumni Council Chair:

We have open seats on the Alumni Council and we are thrilled to collaborate with you! It's a very low-commitment council. There are some email chains here and there, and we meet online 2-3 times per school year. Because the meetings are online, this is open to alumni in any location! Please email joe@joepalumbo.net if interested.

CAREER SERVICES

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College Career Services

is open to help all Alumni

Whether the final draft of your resume could use another set of eyes, or it's time to start from scratch and design one that really reflects new skills you've learned in your time since graduation, don't forget that the College's Career Services Team is ready to help alumni. Looking for interview tips, or have questions about that process? They're available for that help, too.

Career Services also is a great place to check if you're searching for that next job. Reach out via email at careerservices@pcad.edu, and someone will be in touch!

Alumni: Our Admissions events need *you*!

One of PCA&D's most powerful voices for Admissions events and prospective students and their families is the voice of alumni: Your firsthand perspective and experiences are invaluable sources of information! Reach out to admissions@pcad.edu if you'd be interested in returning as a panelist/speaker or submitting an alumni "day in the life" video for Admissions events.



Pennsylvania College of Art & Design

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