

Livingston County Tourism

By **JEFF MILLER**
Genesee Country Express

GENESEEO/MT. MORRIS—Senator Dale Volker (R-59th District) presented Livingston County Tourism Council with a \$25,000 check for the Livingston Arts Center, which will encompass the New Deal Gallery, during a gathering of Livingston County government officials and Genesee Valley Council on the Arts personnel, plus members of the 1941 Historical Aircraft Group (HAG) and Livingston County Tourism director Lisa Burns at the HAG in Geneseo last Thursday.

The \$25,000 came from a Legislative Initiative Grant and will be used for the marketing support of the upcoming art facility.

Burns said in her opening statement that the “the marketing potential this grant affords us is significant and has already been defined to include a very prominent television marketing campaign highlighting the center as a tourism destination in Livingston County, a website and collateral pieces such as a marketing brochure.”

The marketing will extend throughout Western New York and into Northern Pennsylvania and Ontario, Canada.

Burns also stated that receiving the check for the New Deal Gallery at the HAG is a fitting tribute to the Greatest Generation.

Before handing over the check, Senator Volker stated how he had always loved visiting Livingston County during his summers as a youth and recalled how he used to fish on the waters where the salt mine had collapsed in Retsof.

He noted that people come from all over New York state and Canada to visit the Geneseo Air



PHOTO BY JEFF MILLER

CHECK, PLEASE—Senator Dale Volker (R-59) at right, passes the check to Livingston County Tourism director Lisa Burns (second from right), Genesee Valley Council on the Arts director Kathryn Hollinger and Livingston County Board of Supervisors Chairman James Merrick during a gathering at the 1941 Historical Aircraft Group in Geneseo on Feb. 14. The check will help market a Livingston County Arts Center and New Deal Gallery opening in Mt. Morris in September.

\$25,000 grant awarded for marketing Livingston Arts Center

Show, and with the new art gallery, tourism in Livingston County will be enhanced further.

“Tourism in this county has become a big industry,” he said.

While signing the literally large check, Senator Volker quipped to Livingston County Board of Supervisors Chairman Merrick, “Don’t try to cash this thing right away.”

The New Deal Art Gallery, which will be located at the Murray Hill Campus Center in Mt. Morris, is expected to open in the fall and showcase the nation’s second-largest collec-

tion of easel paintings developed during the Works Progress Administration (WPA) under President Roosevelt’s New Deal. This will be the first time that the art will be on display for the general public.

The Genesee Valley Council on the Arts was inventorying the historic paintings that had been tucked in closets, basements and attics of the former tuberculosis center. As they discovered that the collection was in such a vast amount, GVCA decided that the historic art should be placed on display in a fitting gallery.

The tuberculosis center acquired the art during the 1930s as a means of decorating the campus inexpensively. Also housed at the campus are two small statues and murals made under the New Deal funds.

The New Deal Gallery is a portion of a larger arts center at the Murray Hill Campus (story below), where Livingston County residents can receive art and music lessons. Housing for the arts center and New Deal Gallery are under construction and are attached with the Arts Council offices.

Gallery and Arts Center facility

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MT. MORRIS—Buildings that have housed the Genesee Valley Council on the Arts (GVCA) and social service offices will soon extend the GVCA's capabilities further with Livingston Arts Center, a place to display regional talent, increase artistic learning and display the vast collection of New

Deal artwork.

The Livingston Arts Center will encompass three attached apartments, which were once used to house doctors and their families while the campus was used as a tuberculosis sanatorium.

Apartment one currently houses the GVCA offices, but once the renovation is complete, it will house a place for regional and local artists to display their

artwork on a rotating basis. A kitchen will remain in the apartment.

Apartment two will house a reception area. Also, three rooms on the lower floors, which connect into apartment three, will be used to display New Deal artwork. The New Deal art will also be shown on a rotating basis, featuring different themes at different times.

Apartment three will also encompass a tiny gift shop. The shop will include New Deal literature and supplies for artists utilizing the arts center for lessons.

The GVCA offices will be housed in apartment four. Decorating has already begun, with self expression. Salome Farraro, information coordinator for

Arts

(Continued from Front Page)

GVCA has picked Honolulu Blue for her office, while GVCA director Kathryn Hollinger has chosen Rumba Orange to decorate her "office with a view."

The upstairs portion of apartment four currently has six rooms (bedrooms), two of which will be merged. Farraro said that "art of all kind," will be taught here. Not all of the art instruction has been formalized yet.

For the narrow, old-style architecture, Farraro noted that piano lessons taken upstairs will

use keyboards, but two pianos will be housed downstairs.

With the old architectural style, new handicapp accessibility and HVAC systems will be included in the renovation project, currently being worked on by the county facilities staff.

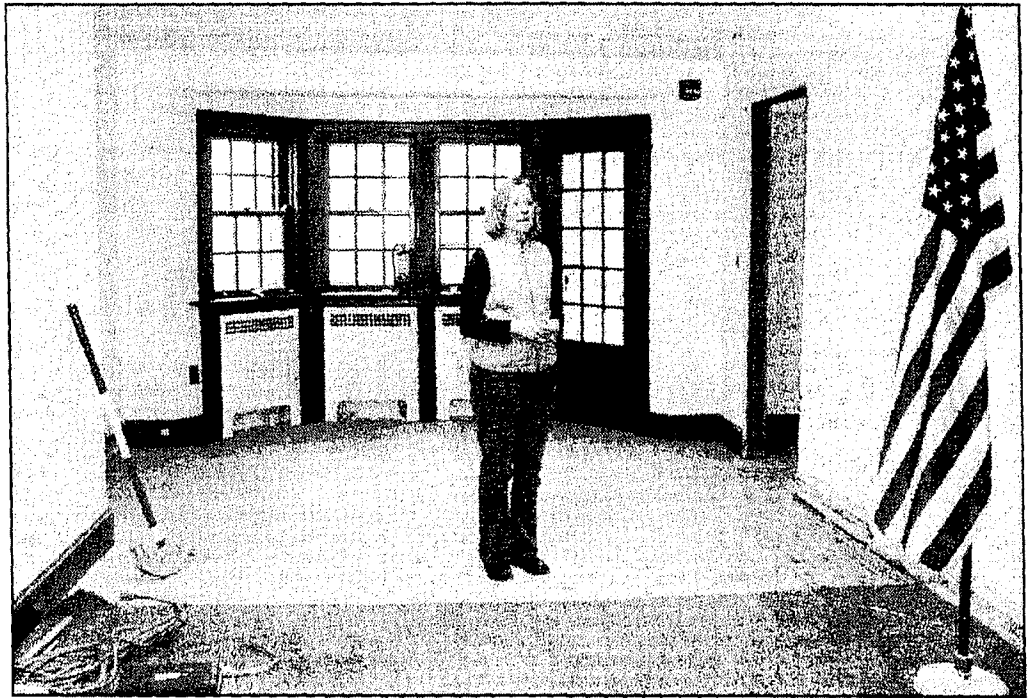
"It's a neat building, (it has) a lot of character and (was) a gift to us," Farraro said during the tour. She pointed out that the original milk boxes are still intact.

Farraro also said that the facilities staff is "doing a phenomenal job," and the arts center is "really going to be a gem."

She said that the community response "has been very, very positive."

Arts

(Continued on Back Page)



In the photo at top, GVCA information coordinator Salome Farraro stands in the middle of Apt. 3, which will be part of the New Deal Gallery. In photo at bottom, The buildings from left to right will be: a local and regional artist gallery, the New Deal Gallery and the GVCA offices. Space on the top floors will be used for art and music lessons.