

Entertainment Outlook

Chat with 'business and the arts' co-ordinator

By MELANIE NIXON
Outlook Special

May 4, Arts Alive '83 will be offering a business luncheon in the cultural centre gallery. The speaker will be Mr. Lyman Henderson, former Honorary Chairman of Davis and Henderson, past president of The National Ballet, board member of The Council of Business and the Arts in Canada, and current Vice-Chairman of The Power Plant Art Gallery at Harbourfront. He will be discussing the involvement of

business in the arts, using practical examples in addition to his extensive knowledge of the field.

What is the objective of this unusual festival event? The following is an interview with Betsy Cornwell, chief librarian of Halton Hills Public Libraries and co-ordinator of "Business and the Arts - Natural Partners?":

M.N.: This luncheon for business people and the arts community seems an unlikely event for the Arts Alive Festival. What are you trying

to accomplish?

B.C.: Bluntly, I'm hoping to expand the pool of people who could become involved in the work of the Arts Alive committee. The existing committee is, as you know, relatively small to be undertaking such an ambitious program.

M.N.: But why target the business community?

B.C.: Because, they have the most to gain from a vibrant festival. There is, right now, an attempt to improve the position of Halton Hills

vis-a-vis tourism. A significant amount of money is being pumped into the "Head for the Hills" promotion and while we have attractive natural surroundings and interesting local arts/crafts and other retail businesses to promote, it seems to me another dimension is required. We have no really outstanding or unique local phenomenon to act as a draw so we are going to have to develop an alternative. You have only to look at the experiences of such places as Stratford, Niagara-on-the-Lake, Sharon, Blythe and several others to know that the performing and visual arts will often supply that necessary "magnet".

M.N.: Most of the names you've cited are pretty high profile, professional events. Arts Alive really isn't in that class.

B.C.: Not yet, and maybe not ever; there are many variations on this theme. Perhaps what we can do here in Halton Hills will be unique to our circumstances. It's interesting to note that we are starting with a community that has a solid base of involvement in both the performing and visual arts, and not all of that is amateur by any means. At the moment, the committee is building on the experience gained during the previous years of anniversary celebrations at the Cultural Centre. We are trying to blend a lively mix of local and imported talent - to create an environment that will showcase local people, leaven it with ideas and experiences from outside the community and, I hope, give everyone, participants and audiences alike, some hours of intense enjoyment.

M.N.: So, essentially, you're saying that we've got to start somewhere; but what, specifically, do you expect to accomplish with this luncheon?

B.C.: Well, our intent is that our speaker will provide some concrete and practical examples of how the business community and the arts community can work together to promote each others interests. I am, frankly, trying to whip up en-

thusiasm to support not only Arts Alive, but all the other local arts related endeavors. Just think how many events in Halton Hills could benefit from a co-ordinated community promotional effort. We have two fall fairs, Pioneer Days, Art in the Park, the Highland Games, the Glen's Canada Day, and loads of smaller, individual and group efforts. All of these have real potential as part of the tourism thrust.



Betsy Cornwell

M.N.: It sounds as though you're trying to revive the Arts Council.

B.C.: Not exactly. I think the Arts Council folded because the members' original purpose, establishing the Cultural Centre, had been accomplished and as individuals, they were too busy with their own pressing concerns to get involved in other, less focused, efforts.

What I do think, is that the Chamber of Commerce, the people promoting tourism, the arts community, and ordinary citizens like myself with a stake in Halton Hills, have a major mutual interest here. That grandiloquent phrase, "improving the quality of life" is one way of putting it. But you know, in my own mind I keep thinking - let's have a party!

Tickets for "Business and the Arts - Natural Partners?" are \$8 each, and may be obtained in person at Royal LePage Real Estate Ltd., or at Georgetown and Acton Public Libraries.

For more information on Arts Alive '83, call 877-5185, ext. 260, 262 or 877-7915.

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VIDEO BEAT

Tuning in to rock

Ethlie Ann Vare

Blasts from the past

By Ethlie Ann Vare

Some record news, for those who also listen to their videos:

• Remember "Smile," the audacious Beach Boys album begun in 1966 and never completed - the master tapes, reportedly, burned up in a

recording-studio fire? (Other versions of the story have Brian Wilson personally destroying the tapes, because the fire - which occurred after the recording of a song entitled "Fire" - unnerved him.)

Well, Wilson has been in the studio for some months now, reconstructing the entire project. Capitol Records says the "Smile" LP will be released later this spring ... a mere 22 years late.

• Another noteworthy spring release from Capitol will be "Past Masters, Volumes 1 & 2," a collection of Beatles B-sides, non-album tracks and alternate takes. Included in the set - of course it will be available on CD - are such tracks as "Komm Gib Mir Deine Hand," "The Inner Light," "Old Brown Shoe" and "Long Tall Sally."

• Having already remade the Surfari's classic "Wipe Out," those round rappers, the Fat Boys, continue to mine '60s gold. They plan to release a new version of Chubby Checker's "The Twist" this May. In fact, Checker himself will assist in the recording.

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