

## **PRESS RELEASE**

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**PHOTOS ATTACHED:** Eric Holowacz

### **FOR IMMEDIATE RELEASE**

*Sedona, AZ – August 12, 2015*

## **Sedona Arts Center Announces New Executive Director, Invites Your Ideas for Creative Vision, Collaboration, and Cultural Celebration**



The Board of Directors of the Sedona Arts Center is pleased to announce that Eric Holowacz has been named new Executive Director. Mr. Holowacz brings a 25-year career as a cultural manager, arts advocate, and has directed arts councils, festivals, grant-giving programs, artist residencies, and creative initiatives around the world. He began at the Art Barn in early August, and now welcomes new conversations, collaborations, and creative partnerships.

“Eric comes with a wide range of arts management experience, and a knack for engaging local artists, supporters, and creative people in new ways,” said Board President Kath Gilliam, “We are excited to have him on board. We look forward to building a shared vision around growth, ideas, cultural celebration, and the expansion of our programs and facilities.”

Holowacz earned degrees in Art History and English Literature from the University of South Carolina, and began his career in 1990 at the South Carolina Arts Commission. He worked in media relations and then as operations manager for Spoleto Festival, a major international arts festival in Charleston, before serving for six years as executive director of the local arts council in Beaufort, South Carolina. In 2002 he and his family moved across the world to New Zealand, where he served as Arts Manager for local government in the capital of Wellington. Holowacz then spent the next three years as founding executive director of The Studios of Key West, before being named producer of the Cairns Festival in tropical Queensland, Australia. He moved to Sedona from Louisiana, after serving as chief executive of the Arts Council in Baton Rouge.

“I have spent much of the past two decades building or enhancing creative communities, developing cultural facilities and improving how they are used, and engineering visionary ideas with a collective mindset. Sedona already has a wealth of artistic raw materials, amazing natural beauty, and a long-standing champion of the creative process in the Arts Center. Part of my role here will be about ensuring a strong organization, and another part will involve cultivating new initiatives, partners, and supporters, and building community connections around everything we do.”

Holowacz keeps an open door at his office in the Sedona Arts Center's historic Art Barn, and invites local artists, educators, and supporters to stop in and share ideas. He replaces Pam Frazier, who recently retired after serving as Executive Director for the past three years.

"Pam guided the organization and strengthened it in almost every way," said Holowacz. "She cultivated relationships and laid the groundwork for new vision and diversified cultural programming. I remain indebted to her as we transition the leadership, and am pleased that Pam will return as a board member later this month. Thanks to her stewardship, the future of Sedona Arts Center is undeniably robust."

The Sedona Arts Center is a 501(c)(3) nonprofit organization dedicated to the creative life of Sedona and the cultural identity of Northern Arizona. Programs for the community encompass arts education and the creative development of the individual, diverse gallery exhibitions by over 100 member artists, cultural celebrations and community partnerships, annual festivals, and more. For information about how you can participate in or support upcoming efforts, call 928-282-3809 or visit [SedonaArtsCenter.org](http://SedonaArtsCenter.org).