

1687, INC

ANNUAL REPORT 2011



John Mcguire, Bunita Marcus, and Lenore Von Stein
From the THE FACTS'
Music & the Situation of Artists: a four-episode discussion

1687, Inc.
Free and Expressive Music & Art Since 1994

Letter from Lenore Von Stein, Artistic/Executive Director

The artistic and technical components of our work are both separate and integrated. It's not just that the quality of technical requirements, e.g. quality of sound recording, photography, and editing are paramount to the presentation of the artwork (which of course they are) they are literally part of the artwork.

In 2011 our website was redesigned by a team led by Rui Bass, a computer scientist learning web design. Our new site is good-looking and efficient, brava! In 2011 the "technical" components of our weekly video series *The Facts* continued to develop methods, and skills tailored to *The Facts*. By the end of 2011 we had grown accustomed to clearer, better-balanced audio without any of the distortions that marred sections of our 2009-2010 videos, however post-production audio mastering was still sporadic in 2011 and funding for multi-track recording continued to be a illusive.



The series video photography grew sharper, more relevant, less tied to school figures. Directors, more sure-footed in their interactions with the material as well as the production's ethos and priorities, took more chances with perspective and focus, e.g. close-ups, split screens, and negative space.

The artists, cradled in an on-going series that challenged their musicianship while asking for insightful expression and creative solutions to performance issues, became more relaxed on camera. Violist Rachel Evans joined our core ensemble bringing a new harmonic instrument into the mix with her extraordinary interpretative and improvisational skills, and easily fitting into the group's organizational culture.

The TV/web video series is both an art and business initiative that allows us to find workable, ethical, stimulating interstices between these two activities without modifying the artwork. Our board of directors became fully invested in 1687, Inc. in 2011; funding overtures to foundations and individuals continued – a few relationships with potential funders began - little funding was realized – onward.

Thanks to all who have donated resources and loaned their talents.

Best, Lenore

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Core Ensemble:

Lenore Von Stein, Composition, Direction, Soprano, Narrator
Andrew Bolotowsky, Flutes
Rachel Evans, Viola
Beth Griffith, Soprano
Bern Nix, Guitar

Guest Artist: **Mary Hurlbut**, soprano

Staff:

Rui Bass, Web Master, Marketing
Nicolas Behncke, Audio
Alonzo Brown, Audio
Travis Collins, Audio, Recording, Audio Mastering
Max Clark, Director, Cameras
Janine Davis, Floor Manager
Jonathan De La Rosa, Cameras
Pedro Florentin, Director, Technical Director
Ivanhoe Gadpaille, Technical Director, Cameras
Daniel Garriga, Video Editing, Titles, Series Trailer
Charlie Green, Audio
Ivan Hoboda, Audio
Ryan Howe, Audio
Michael Imhoff, Camera, Floor Manager
Luisa Jaramillo, Floor Manager
Stephen C. Maio, Video Editor, Titles
Daniela Muhling, Audio, Director
Birgit Pellenkoff, Director, Technical Director, Cameras
Swein Ramsamuj, Audio
Jacqueline Sotomayor, Direction, Cameras
Alice Twyne, Director, Technical Director, Editing, Series Trailer
Lenore Von Stein, Artistic /Executive Director, Producer, Video Editing
Jonathan Walker, Production Manager, Cameras, Recording
John Wise, Audio
Don Young, Audio

Consultants

Manuel Messerli, Video Editing
Longjun Tan, IT
Marilyn Ries, Audio

Board of Directors:

Gela Kline MSW, Retired Counselor working with disabled people
Marc Mannheimer Visual Artist, Professor of Art, Endicott College, MA.
Naveen Seth Economist, Professor of Economics, Management Department Chair, Vaughn College of Aeronautics & Technology
Joan Tucker Senior Vice President, Financial Advisor
MorganStanley SmithBarney
Lenore Von Stein Composer/Performer/Director, Executive/Artistic Director, 1687
Gary Von Stein Freelance Business Consultant, Direct Marketing & Media Operations

1687 PROJECTS

THE FACTS

The Facts examines modern life using expressive (art) music alternating with episodes featuring rehearsals of the music and discussions with experts in a number of fields. Of these three types of episodes – the central “type” is the performance episode made of composed and improvised music and stories using music and stories to tell a story. The other two episode types rotate around this axis. The “facts” in these works are the details of the story e.g. circumstances, reasoning, and emotions as well as the psychology and motivations of the storyteller. We are exploring reality e.g. why and when a thought occurs – the circumstances - what are the precursors - the antecedents



During 2011 episodes of *THE FACTS* dealt with:



The Music Story Episodes with concomitant rehearsals (2 episodes each title):

How I Became a Coward

Self-fulfillment, self-defense, ambition, ethics

Static Memories

Neurotic patterns

Redefining Rape

The situation of women

Raising Money

Fundraising, philanthropy

- Discussion Episodes (2- 4 episodes for each topic):

Drugs & the War Against Them

The effects and use of drugs and the current American laws about some of these drugs

Music & the Situation of Artists

Writing music, and making art in current day USA

The Achievement Gap: The class system

Teachers and Tests

Current public school policies and practices



- **THE FACTS: Educational Component**

The “back story” (rehearsal and discussion) is integrated into fabric of *The Facts* to increase audience awareness of the artist’ viewpoints and processes as well as visceral and imaginative involvement, e.g. adding detail that makes a statistic or event realer, and re-sensitizing an audience that may be numbed by mainstream media. Each episode of *The Facts* tells its own story; the occasional viewer can enjoy an episode, more regular viewers can watch the development of ideas and techniques.

- **THE FACTS: Marketing Objectives**

The series allows us to distribute our work widely and consistently, which in turn gives us information that aides marketing, e.g. statistics describing the work’s appeal – when and where to invest for market growth. The production of *The Facts*, broadcast on MNN’ Channel 67/68, Verizon Channel 34, and RCN Channel 85 & the web via blip.tv, provides an unusual opportunity to market a complex American TV series to an international audience.

Volunteer Program



In 2011 everyone working with 1687 was volunteering: artists, web designers, and TV crew, and administration. Persons volunteering for the TV crew had a range of backgrounds - some were TV or film professionals looking to expand or hone their skills and/or to work on an art project. Some crewmembers were completely new to TV and video production. All crewmembers received the necessary training from Manhattan Neighborhood Network, for example, operation of TV and video cameras, TV control room equipment as well as video editing and blogging. The crewmembers

also received on-the-job training in crew organization as they participated in many aspects of making TV shows.

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1687’s *Arts and Business Log* (http://1687.org/wordpress_3/) is an on-line chronicle of the show’s production, marketing and fundraising activities, useful internally, for prospective funders, and artists working in public access and/or on limited budgets as well as the public.

Photos in this report are taken by Andrew Bolotowsky or are stills from *The Facts*

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1687, Inc. 2011 BUDGET

EXPENSES	Amount	Notes
Artistic		
Performer fees, salaries and benefits	\$0.00	In Kind
Composer commissioning fees	\$0.00	In Kind
Designer and director fees	\$0.00	In Kind
Meetings and rehearsals	\$454.00	In Kind
Admin/Operations		
Marketing and advertising	\$0.00	In-Kind
Publicity	\$0.00	NA
Venue rental	\$0.00	In Kind
Internet and Website	\$239.00	NA
Equipment	\$0.00	Video- Deck, Hard Drive
Taping Supplies	\$519.00	Video Taping and Office
Staff salaries and benefits (non-artistic)	\$0.00	In Kind
Utilities and Phones	\$1,233.00	
Rent (office space)	\$8,003.00	Admin., Rehrsl., Receptions
Office Supplies and Postage	\$387.00	PO Box and Postage
Other administrative expenses	\$452.00	Cable TV, Video Rental
In-kind facilities, equipment and services	\$199,927.00	
TOTAL EXPENSES	\$211,214.00	
INCOME		
Earned		
Ticket and merchandise sales	\$0.00	CD sales
Performance or artist fees	\$0.00	NA
Other earned income	\$0.00	NA
Contributed		
Individual donations	\$11,287.00	Board & General Public
Corporate donations	\$0.00	
Foundation grants	\$0.00	
Government grants	\$0.00	
In-kind facilities, equipment and services	\$199,927.00	
TOTAL INCOME	\$211,214.00	