

QUEENS ART EXPRESS



QAX, a world of art in one borough

is a four-day spring arts festival in mid-June along the No 7 train (Long Island City to Flushing) and the N/Q/R trains (Astoria to Forest Hills).

Download the **QAXapp**, a free 4G smartphone app that offers hot restaurant deals and information about art in Queens at www.queensartexpress.com.



This annual festival highlights a dazzling array of everything that Queens has to offer for all art lovers and foodies. **QAX** involves performance venues, small businesses, artists, 20,000 attendees and a commuter and Internet audience of 300,000.

The **QAXapp** allows users to "Like" specific offerings, share experiences, connect with other users by sending messages and posts to Facebook, Twitter, and Yelp.



QAX Kick Off Party at Kaufman Astoria Studios, June 13, 2011.



"The QAXapp was a huge selling point and a forward thinking idea. Queens is lucky to have QCA to support marketing efforts such as these."

- Jennifer Junkermeier, Crossing Art Gallery

"Excellent resource for arts and artists in queens!"

-Celeste B., QAXapp user

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During 2011, **Queens Art Express** offered career development to participating artists and art organizations through **Bootcamps** and **Mixers**.

QAX Mixers, fun, informal networking events for artists to meet and connect were held in creative spaces throughout the borough, where over 450 artists met.



Your Online Presence Bootcamp, March 21, 2011 at Frank Sinatra H.S.



Community Partnerships Bootcamp, April 21, 2011 at Renaissance Charter School

The **QAX Bootcamps**, a series of grantwriting and marketing-based workshops, were offered to help artists and arts organizations learn effective ways in getting the word out about their developing careers. **Bootcamps** included:

- Grant Writing: What's Your Pitch?
- Marketing Tools and Their Effectiveness
- Your Online Presence
- Community Partnerships
- Grant Writing Mock Panel Review

“The Bootcamps are enormously helpful, practical, and full of new information.”

-Robert Perretti, Musician and Participant in Marketing Tools Bootcamp, February 2011

“The QAX Grant Writing Bootcamp was packed with informative, practical tips aimed towards hammering out cohesive, successful proposals. I am eager to continue applying the techniques I received as I continue developing my project. Thanks QCA!”

-George Sosa, New Media Artist and Participant in Grant Writing Bootcamp, June 2011