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JACOB'S PILLOW ANNOUNCES NEW SENIOR STAFF ROLES**MELANIE GEORGE APPOINTED TO EXPANDED ROLE AS ASSOCIATE CURATOR AND DIRECTOR OF ARTIST INITIATIVES; JARED FINE HIRED IN NEWLY INSTITUTED CMO POSITION**

October 7, 2021 — (BECKET, Mass.) — Jacob's Pillow today announces two new senior staff appointments as part of an ongoing restructuring to meet evolving needs: Jared Fine has been hired into a new role as the organization's first Chief Marketing Officer, and Melanie George, who filled the part-time role of Associate Curator with Jacob's Pillow since September 2020, has been appointed to an expanded position as full-time, year-round Associate Curator and Director of Artist Initiatives. Both new hires support the Pillow's strategic goal to provide expert leadership as it transitions from summer festival to year-round organization, and prepares for its historic 90th anniversary.

Fine will begin the newly instituted Chief Marketing Officer position at Jacob's Pillow on Oct. 18 and will provide innovative, audience-centric leadership as a crucial member of the Jacob's Pillow Executive Team, supervising communications, creative, and patron services departments. As the Pillow reimagines the customer journey as it evolves its digital programming alongside live experiences, Fine will bring a highly strategic view of marketing for the performing arts, as well as a commitment to leading and fostering a dynamic team.

"It's an honor to join the team at Jacob's Pillow," Fine said. "I am excited to be part of this historic organization and to connect with the wide range of communities and artists that it touches."

"As we position the Pillow in the global crossroads of dance and think about the potential for reaching a broader audience, we are excited to welcome someone with Jared's experience to the Pillow," said Deputy Director and Chief Operating Officer A. J. Pietrantone. "Adding his strategic leadership to an already high-functioning team will enable us to enhance the experience for thousands of patrons and introduce our programming to additional markets."

George's expanded role is designed to broaden the pool of dance artists the Pillow regularly supports, strengthen the Pillow's ability to identify new voices in the field, and increase the perspectives involved in programmatic decision-making at the organization. George's role expanded in September this year. Ali Rosa-Salas, who has served as the Pillow's other Associate Curator since September 2020 will continue in her existing part-time role.

"I am fortunate to have worked at the Pillow in a variety of roles in recent years, as a curator, scholar, and dramaturg," George said. "Being able to combine this work into a composite position on the staff feels synergistic to my career and the needs of the organization at this time. I am excited for the work we will do together in this new expanded relationship, and the impact it will have on artists and

audiences.”

“It has been thrilling to welcome both Ali and Melanie into curatorial decision-making at the Pillow,” said Executive and Artistic Director, Pamela Tatge. “As a dramaturg and scholar, Melanie has been called upon for project support in a number of areas of the organization. It makes sense at this juncture to combine these duties into a robust year-round position where she will not only continue as dramaturg and scholar, but also serve on the leadership team advising on how we continue to center artists’ initiatives; advance our inclusion, diversity, equity and access goals; and evolve the institution as we approach our 90th Anniversary and embark on a new strategic plan.”

In their curatorial positions, George and Rosa-Salas work closely with Tatge and Producing Director Ariana Massery to identify, research, and engage with a wide breadth of local, national, and international dance artists, as well as to review and contemplate programming choices and discuss curatorial approaches to their presentation. The curatorial positions aim to deeply understand and leverage nearly 90 years of the Pillow’s history of presenting a broad range of dance genres from around the world as it spearheads new programming for the organization.

The need for expanded curatorial positions was identified last year, in the wake of the organization’s expanded commitment to inclusivity, diversity, equity, and access.

In George’s expanded role, she will serve as a resident dramaturg for artists in the Pillow Lab, a resident scholar for selected weeks each summer, and will also serve on the Pillow’s leadership team advising on planning and IDEA initiatives, among other responsibilities. This role embraces Melanie’s history as a frequent Scholar in Residence and as one of the most in-demand “outside eyes” for artists working in the Pillow Lab.

Highlights of George’s first year as Associate Curator with Jacob’s Pillow include her role as dramaturg for the world premiere of the highly acclaimed performance LaTasha Barnes Presents: *The Jazz Continuum*; contextualizing the Jacob’s Pillow debut of company Dallas Black Dance Theatre by leading pre-show talks and a PillowTalk with Artistic Director Melissa Young; and collaborating to commemorate the opening of Jacob’s Garden by centering the untold histories of the land through performances by Brother(hood) Dance!, Kristen Wyman, and Adam Weinert and Brett Perry.

ABOUT JARED FINE

Jared Fine is the Director of Marketing at New York’s Public Theater, overseeing a large portion of the marketing staff and operations. Prior to joining the Public in 2015, Fine worked as Creative Director of Marketing for the National Artists Management Company (NAMCO) which produces commercially on Broadway and around the world with productions including CHICAGO THE MUSICAL, and as the Associate Director of Marketing and Communications for the American Repertory Theater (A.R.T.) in Cambridge, Mass. Fine has held a variety of production and administrative roles within the arts and entertainment fields and is a well-rounded marketer who brings experience across a wide array of organizational settings. Particularly at the Public Theater, he was charged with supporting all year-round programming that ranged from well-known Shakespearean titles to groundbreaking new productions, along with multiple community engagement programs. Fine brings a deep focus with long-standing commitments to inclusion, diversity, equity, and access (IDEA). He brings a high level of knowledge about effective approaches to live event marketing as well as marketing of digital/virtual programming, and the ways in which an organizational brand balances and connects its individual

productions and initiatives. He received his BFA in Performing Arts from Hofstra University. Fine will be responsible for managing both the marketing and patrons services departments, including brand management and retail offerings.

ABOUT MELANIE GEORGE

Melanie George is an educator, dramaturg, choreographer, scholar, and certified movement analyst. Named one of Dance Magazine's "30 over 30" in 2021, she is the founder of Jazz Is... Dance Project and Associate Curator and Director of Artist Initiatives at Jacob's Pillow. As a dramaturg, she has contributed to projects by David Neumann and Marcella Murray (on the Obie Award winning *Distances Smaller Than This Are Not Confirmed*), Kimberly Bartosik/daela, Raja Feather Kelly, Susan Marshall & Company, Urban Bush Women, Machine Dazzle, and Alice Sheppard/Kinetic Light, among others. Current projects include new works by Helen Simoneau Danse, Ephrat Asherie Dance, and Caleb Teicher & Company. An in-demand teacher and choreographer of the neo-jazz aesthetic, her jazz choreography is regularly commissioned by colleges throughout the United States. George is a featured contributor and consultant for the documentary *UpRooted: The Journey of Jazz Dance*, and she founded the global jazz dance advocacy website jazzdancedirect.com. Publications include chapters in *Jazz Dance: A History of the Roots and Branches* and the forthcoming *Rooted Jazz Dance: Africanist Aesthetics and Equity in the Twenty-First Century* (University Press of Florida). George has worked as a consultant in the arts for over a decade, applying her expertise in scholarship and education to assist artists and arts organizations in articulating language and facilitating the development of creative work. In addition to her work with independent choreographers and dance educators, George has provided professional services for The Joyce Theater, The Guggenheim Museum, BAM, Gibney, and Dance/NYC among others. She is the former Dance Program Director at American University, and has guest lectured at Harvard University, The Juilliard School, and The Yale School of Drama. George is the recipient of the 2021 Outstanding Leadership Award from the National Dance Education Organization.

ABOUT JACOB'S PILLOW:

Jacob's Pillow is a National Historic Landmark, recipient of the National Medal of Arts, and home to America's longest-running international dance festival, currently in the midst of its transition to becoming a year-round center for dance through a five-year strategic plan titled Vision '22. Jacob's Pillow rests on the traditional lands of the Agawam, the Nipmuc, the Pocumtuc, and the Mohican and honors their elders past, present, and future. Each Festival includes more than 50 national and international dance companies and over 500 free and ticketed performances, talks, tours, classes, exhibits, events, and community programs. The School at Jacob's Pillow, one of the field's most prestigious professional dance training centers, encompasses the diverse disciplines of Contemporary Ballet, Contemporary, Tap, Photography, Choreography, and an annual rotating program. The Pillow also provides professional advancement opportunities across disciplines of arts administration, design, video, and production through seasonal internships and a year-round Administrative Fellows program. With growing community engagement programs, the Pillow serves as a partner and active citizen in its local community. The Pillow's extensive Archives, open year-round to the public and online at danceinteractive.jacobspillow.org, chronicle more than a century of dance in photographs, programs, books, costumes, audiotapes, and videos. Notable artists who have created or premiered dances at the Pillow include choreographers Antony Tudor, Agnes de Mille, Alvin Ailey, Donald McKayle, Kevin McKenzie, Twyla Tharp, Ralph Lemon, Susan Marshall, Trisha Brown, Ronald K. Brown, Wally Cardona, Andrea Miller, and Trey McIntyre; performed by artists such as Mikhail Baryshnikov, Carmen de Lavallade, Mark Morris, Dame Margot Fonteyn, Edward Villella, Rasta Thomas, and hundreds of others. On March 2, 2011, President Barack Obama honored Jacob's Pillow with a National Medal of Arts, the highest arts award given by the United States Government, making the Pillow the first dance presenting organization to receive this prestigious award. The Pillow's Executive and Artistic Director since 2016 is Pamela Tatge. For more information, visit www.jacobspillow.org.

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