



Maryann Lombardi
Director, Creative Economy

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EMPLOYMENT

THE UNIVERSITY OF MASSACHUSETTS AMHERST Director, Creative Economy. 2007-Present

The Creative Economy

The Western Massachusetts creative economy makes a significant contribution to local and regional economic prosperity. UMass Amherst's Director of Creative Economy develops new activities and initiates programs that contribute to this powerful economic engine. Characterized by highly collaborative partnerships in the region, these programs promote economic development, engage multiple diverse communities, and position UMass Amherst as a catalytic participant in the regional economic development environment and an effective facilitator for innovative creative activity.

PROGRAMS

Greater Springfield-UMass Amherst Partnership, 2008-Present

The Greater Springfield-UMass Amherst Partnership promotes collaboration between the campus and the city in support of a revitalized Springfield economy. The Partnership positions the city as a center for environmentally beneficial green industries. It boosts Springfield's arts and creative economy and expands relevant university teaching, outreach, and engagement activities.

Responsibilities: To focus on downtown Springfield; economic development and arts & culture, with the specific charge to create a UMass Amherst footprint in downtown by building partnerships between the university academic departments and the City of Springfield.

Accomplishments:

- Renovated the oldest commercial building in Springfield into the UMass Amherst Design Center in downtown Springfield. Renovated four apartments in the building into market-rate housing to support the work of the Design Center.
- Established the UMass Amherst Art Gallery in One Financial Plaza, across from the Design Center.
- Planned and implemented Springfield's first public art project, *Art & Soles*, bringing twenty, 6-foot fiberglass sneakers, decorated by local artists, to downtown.
- Renovated a vacant downtown storefront into the *Art & Soles* Open Studio where artists created their sneakers.
- Renovated a downtown commercial space into the *Art & Soles* Gallery, displaying the sneakers for the winter season.

Projects in Development:

- Renovation of Springfield's Old First Church into a cultural center.
- Development of the Springfield Artists Co-op, a gallery and commercial space run by local artists.
- Planning is underway for the *Art & Soles* Gala and Auction which will generate upwards of \$70,000 in revenue for the new *Art & Soles Public Art Fund* at the Community Foundation of Western Massachusetts.

Sankofa Dance Project 2007-2010

The Sankofa Dance Project (SDP) was a three year project celebrating African Roots in American Dance through intensive summer study and choreographic residencies at UMass Amherst accompanied by performances and events celebrating through dance the diversity of the world in which we live.

Responsibilities: Developing and implementing strategic plan for the project. Creating and managing the recruiting plan. Managing all high-profile talent. Developing and managing budgets. Managing day-to-day operations of the summer camps and all performances and events.

Accomplishments: Planned, recruited and managed two summer dance intensives with participants from around the country and international talent. Produced six dance concerts/events with local and international talent. Coordinated and managed two dance residencies at UMass Amherst.

Final Sankofa Dance Project report available upon request

Sankofa Youth Reach, 2008-2010

Sankofa Youth Reach (SYR) received funding for two years to teach dance in the Springfield Public School System, creating performance opportunities and bringing students to UMass Amherst for events and activities, engaging with artists, faculty and students. Sankofa Youth Reach also provided tuition and housing scholarships for the 2008 and 2009 Sankofa Dance Project Summer Dance Intensives on the UMass Amherst Campus.

Responsibilities: Developing the mission for the program. Creating and managing the budget. Responsible for all coordination and the developing and managing of all partnerships.

Accomplishments: Engaged over 1600 Springfield public school students in dance classes, events and activities. Raised \$35,000 in scholarship money for Springfield youth to attend for the 2008 and 2009 Sankofa Dance Project Summer Dance Intensives on the UMass Amherst Campus.

Final Sankofa Youth Reach report available upon request

THE LEOPOLD PROJECT, NYC and Florida

Position: Artistic Producer & Resident Director, 1998-2002

Responsibilities: promoting and maintaining the Leopold brand through developing and implementing theater projects and educational activities in line with the company mission. Grant writing and fund raising for the organization. *Full list of projects and productions available upon request.*

Mission Statement: RJ Leopold and Associates, Inc. (D.B.A. The Leopold Project) received its 501c3 determination on January 17, 2001. Between 1998 and 2002, the Leopold Project served as a theatrical producing organization that fostered the creation and development of projects based in story, structure and character. The Leopold Project supported the artists who created these works by developing continued relationships with the educational institutions and creative environments that helped to produce this talent.

Educational involvement: The Leopold Project engaged educational institutions that fostered the development of young artists and promoted the understanding and enjoyment of the Arts. Through our experiences with such institutions as the University of Florida, The Leopold Project created and participated in a variety of programs centered on pairing students with theater professionals.

BOULEVARD ARTS, INC., NYC and Florida.

Position: Owner, Producer, General Manager and Resident Director, 1995-2004.

Responsibilities: Boulevard Arts was a commercial theater producing organization which produced Off Broadway, Off Off Broadway and regional tours. Responsibilities included managing daily operations, managing and hiring staff, developing and implementing marketing strategies, as well as creating and managing organization and per project budgets. *Full list of projects and productions available upon request.*

WORKIN' MAN THEATRICALS, NYC. (Broadway revivals of *Damn Yankees* and *Bells Are Ringing*, *Jeffrey-The Movie*.)

Position: Assistant to Producer Mitchell Maxwell, 1996

Responsibilities: Making appointments and managing correspondence.

THE ROUNDABOUT THEATER COMPANY, NYC

Position: Productions Assistant for the Broadway Revival of *Company*, 1996

Responsibilities: General errands, running musical notes and rhythms with actors

TEACHING EXPERIENCE and EDUCATION

The University of Massachusetts Amherst. Amherst, MA 2004-2008

Finalist for a UMass Amherst Distinguished Teaching Award for Teaching Assistants/Associates, 2004.

Beginning Techniques in Acting: Designed syllabus and taught a beginning acting class focuses on understanding and practicing a mixture of Stanislavski based psychological acting techniques and more outside/in approaches to character, text analysis and composition. Six sections taught in three years.

Musical Theater History and Popular Culture: Designed and taught this new course in the Department of Theater that analyzed the complex, symbiotic relationship between the American Musical theater and popular culture. Two sections taught in two years.

Introduction to Theater History/Theater Appreciation: Designed syllabus and lectured for a 350 student class. Managed four teaching assistants and scheduled guest lectures. Taught one section as lead professor

The University of Florida. Gainesville, FL 1999.

Advanced Musical Theater Audition Workshop: Designed and taught a workshop focusing on proper audition preparation and performance. One Section taught.

Acting I and Musical Theater Performance: Guest Instructor for tenured professor on sabbatical. Followed originally designed syllabus. One section of each course in one semester.

Teaching Topics and Courses in Development: Acting From the Outside In, Directing, Musical Theatre Performance.

Miscellaneous Teaching: Private coaching in acting, audition technique, monologue and scene study and musical theatre song technique. New York City, 1997-2004

EDUCATION

- The University of Massachusetts Amherst. MFA in Directing (Harley Erdman, Chair)
Thesis Title: "A Director's Process: An Exploration from the Outside In"
- Lincoln Center Theatre Directors Lab 2002, New York City (Anne Cattaneo, Lab Director)
- The University of Michigan, Ann Arbor. BFA in Musical Theatre (Brent Wagner, Chair)
- The Peabody Institute of The Johns Hopkins University, Baltimore, MD
- Dulaney High School, Timonium, MA