



## A new vision for the Cambridge Art Association

One year ago, the Cambridge Art Association (CAA) embarked on a strategic planning process, with the goal to produce a 3-year plan and vision for the association. Working with a committee of dedicated CAA members and supporters, with the assistance of consultants from ESC New England, we produced a plan that I am incredibly proud of, and a plan that charts the course of our association for the foreseeable future.

Part of the plan involved a refreshing of our **mission**, which is now very much in both the spirit of 1944 and the needs of 2015 - *It is the mission of CAA to build a vibrant community through visual art: connecting individuals and facilitating dialogue among artists and art lovers of all ages and backgrounds. To accomplish this, CAA exhibits quality works of art and seeks to enrich lives and engage art enthusiasts and collectors. CAA also provides educational opportunities to its members and others to enhance their skills as artists and promote the appreciation of visual art.*

A second part of the plan included a shift in our overall membership structure, which came about after many discussions our constituents. The goal of this new structure is to both create a more inclusive community of artists, while continuing to present the high-quality, challenging exhibitions of local and regional art that sets CAA apart.

**What does this mean?** We will maintain the prestige of juried acceptance long-valued by CAA members with a full **ARTIST MEMBER** level, while also opening up membership in the association with a **new, open-to-all ASSOCIATE ARTIST** membership that carries some exhibition benefits, and allows CAA to become a community where artists and art-lovers can learn and grow. We will also expand our **STUDENT MEMBERSHIP**, welcoming those currently enrolled in BFA and MFA programs, as well as recent graduates.

You can read an [overview of the plan on our website](#), including details of the new membership structure.

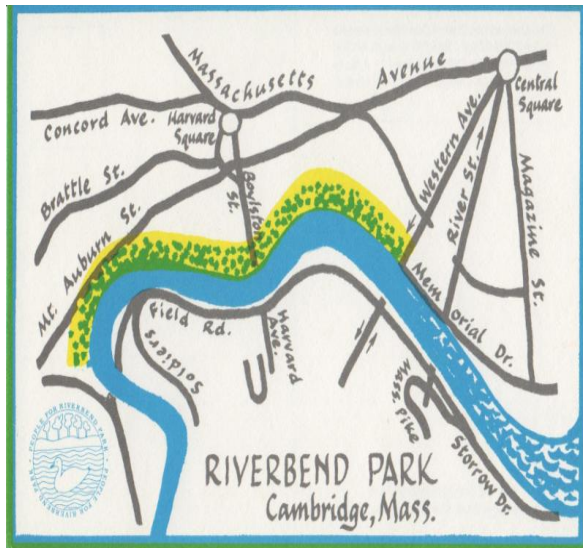
Have a question? About joining CAA, an upcoming exhibit or opportunity, or event? Please contact us at [info@cambridgeart.org](mailto:info@cambridgeart.org), by calling 617-876-0246, or by stopping by the gallery.

I hope you will **JOIN US** as an Associate Artist or Student Artist, and celebrate 71 years of the CAA!

Erin Becker

*Norma Jean Calderwood Director*

## **CURRENTLY. AND UPCOMING.**



**Through August 27**

At University Place Gallery

[Read about the exhibit in the Cambridge Chronicle!](#)

**PLEASE NOTE:**



**[Check out our new EVENT  
CALENDAR!](#)**

The Kathryn Schultz Gallery is closed for the month of August.

## **SATELLITE GALLERIES**



Richard Perry, *Viva Cuba*

**Alan Strassman** at Darwin's LTD, Cambridge Street

**Joe Kitsch** at 50 Church Street

**Richard Perry** at University Place Management Office

**Small Wall** - Assorted CAA Artist Members

**Noelle Fiori** at CAA in the Square

**Termite** in the Hall at Lowell Street

[View more on our Current Shows page](#)

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**Stay connected!**



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Want to learn more about CAA and our artists? Check out our blog!

**CAA 's Blog**

