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FOR IMMEDIATE RELEASE:

**LANDMARK SOCIETY AND COLLEAGUES HOST
2015 NEW YORK STATEWIDE PRESERVATION CONFERENCE
“THE ART OF PRESERVATION: PAINTING YOUR COMMUNITY’S
FUTURE”**

Landmark Society of Western New York Partners with the Preservation League of New York State, Preservation Buffalo Niagara, AIA Rochester and New York State Parks, Recreation & Historic Preservation for Three Day Event

ROCHESTER, NY March 24,2015 — “The Art of Preservation: Painting Your Community’s Future” is the theme of the 2015 New York Statewide Preservation Conference set for April 16-18. The Landmark Society of Western New York is hosting the conference in the beautiful Finger Lakes city of Geneva in collaboration with the Preservation League of New York State, Preservation Buffalo Niagara, AIA Rochester and New York State Parks, Recreation & Historic Preservation.

“Historic preservation is an art form unto itself,” said Wayne Goodman, Landmark Society Executive Director. “Each building, each landscape, each community that we seek to revive requires a unique approach involving partnerships, funding sources and creative problem-solving. The buildings, structures and landscapes we help to preserve are all works of art as well.”

Conference headquarters for the event will be the Smith Opera House, a cornerstone of cultural life in the Finger Lakes for over 100 years and a resplendent example of Romanesque Architecture on the outside and Art Deco on the inside. The Finger Lakes Regional Arts Council, Inc. was created to preserve and operate this beautiful and historic building and launched a capital campaign which was successful in initiating a major restoration and renovation of the building.

Rochester Colonial is the title sponsor of the conference that kicks off on Thursday, April 16 with afternoon orientation walking tour and a screening of the film “Downside UP: How art can change the spirit of a place.” The documentary, by Nancy Kelly, tells the story of North Adams, the smallest, poorest city in Massachusetts and MASS MoCA, America’s largest contemporary art museum and how people reached across hard class divisions in hopes for a brighter future. The film will be followed by a panel discussion with, among others, Nancy Fitzpatrick of the Porches Inn at MASS MoCA, Erich



Lehman of WALL\THERAPY, 1975 Gallery and Bleu Cease of RoCo. The evening will end with a Geneva Pub Crawl.

Conference sessions on Friday will explore topics such as: historic rehab tax credits; arts & adaptive reuse; community preservation, job training and life skills; fundraising and adaptive use for historic buildings.

Keynote speaker Cynthia Nikitin, Senior Vice President, Project for Public Spaces (PPS) will speak on Placemaking: The Ultimate Art Form. Nikitin has earned a reputation as a persuasive advocate for Placemaking as an approach to city planning and urban design.

Saturday will feature more educational sessions in the morning and afternoon field sessions that will showcase ongoing and successful adaptive reuse projects in downtown Geneva.

The conference is for grassroots preservationists, community advocates, neighborhood and community leaders, landscape architects, planners, and historic property owners. CES credits will be available for architects. For a complete list of sessions, presenters, registration and cost information visit www.landmarksociety.org/conference . Register online or by calling (585)546-7029 x 11.

Generous support for the 2015 Preservation Conference is provided by the Daisy Marquis Jones Foundation and the Rochester Area Community Foundation. The Landmark Society, the Preservation League, and Preservation Buffalo Niagara are supported, in part, by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York Legislature.

Rochester Contemporary Art Center (RoCo) is the art sponsor. Media sponsor is WXXI/The Little.