



****For Immediate Release****

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AVA Gallery Appoints Alicia Bergeron as Marketing Communications Manager



Lebanon, NH (September 28, 2017) [AVA Gallery and Art Center](#) (AVA) announced today that Alicia Bergeron has been selected as Marketing Communications Manager. Ms. Bergeron will officially begin transitioning into the position part-time starting October 8th and will assume full-time responsibilities on November 1, 2017.

The announcement came jointly from AVA Board Chair Andrew Garthwaite and Executive Director Trip Anderson.

“AVA’s connection with both artists and the wider community of art lovers and art students is critical,” stated AVA Board Chair Andrew Garthwaite. “Alicia displays a strong understanding of all three key constituencies. We are thrilled to have Alicia join the AVA staff and to lead our marketing and

communications activities. Her experience, skills and visual sensibility are a welcome addition to our excellent team.”

Bergeron has worked at Sullivan Creative in Concord, NH and also pursues her own freelance graphic design and photography at Alicia Bergeron Design. She has recently done design and marketing for the League of NH Craftsmen, David Ernster Ceramics, Colby-Sawyer College, Kearsarge Magazine, and MJ Harrington & Co.

Bergeron commented, “AVA has inspired me for years. I am more than excited to become part of AVA’s incredible art community.”

Bergeron's appointment comes at a pivotal time for the organization. AVA Gallery and Art Center has recently announced the addition of Mila Pinigin as its new Exhibition Manager. In September 2017, AVA launched public programming in its new 4,000 square foot Bente Torjusen West Sculptural Studies Building, with metal, ceramic, wood, glass, and stone workshops planned. The Bente Building is designed to LEED Gold standards and features solar panels and new energy initiatives to further AVA's ambitions towards net-zero energy-consumption. New Board members and officers have been elected in AVA's Annual Meeting held September 19th. Additionally, AVA is about to launch a new Strategic Long Range Planning process to leverage its new directions and opportunities.

AVA's Executive Director Trip Anderson added, "Alicia has a keen eye and excellent design sense. She truly understands the power and potential of visual communications. I'm excited to be working with Alicia to refresh AVA's marketing communications and enhance the AVA brand. Alicia will be instrumental in the continued evolution of AVA's communications and conveying the essence of our mission to our growing public audiences."

Alicia holds a BA in Art and Photography from New England College in Henniker, NH and has completed graphic design coursework at Colby-Sawyer College in New London, NH. She has a passion for the outdoors and enjoys hiking, camping, and abstract photography.

PHOTO: Michael Seamans

<https://www.dropbox.com/s/a4emuaxwidwqrru/Alicia%20Bergeron-8427.jpg?dl=0>

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AVA Gallery and Art Center (Alliance for the Visual Arts / AVA) is dedicated to promoting the visual arts through exhibitions and educational programs that nurture, support and challenge Vermont and New Hampshire artists, and to providing art classes for children, teens and adults of all levels and abilities.

AVA provides a unique experience for visitors, encompassing four acclaimed exhibition spaces, a newly opened members gallery, a digital arts media lab, a resource library, seven teaching studios which include children's and print-making studios, administrative offices, and 20 individual artist studios – all housed in the fully ADA-compliant 41,500 square-foot, LEED Gold certified Carter-Kelsey Building. The Bente Torjusen West Sculptural Studies Building features 4,000 square feet of studios which support stone carving, ceramics, woodworking, and metal working, including welding, plasma-cutting, forging, jewelry making and glass molding. Representative programming organized annually in these facilities include: 15 - 20 full-scale exhibitions; approximately 150 art classes; after-school programs and vacation camps; outreach collaborations with many community partners; as well as free or low-cost programs for children with chronic medical conditions, adults with developmental disabilities, and under-served seniors.

Located at 11 Bank Street, right off Colburn Park in Lebanon, NH, the gallery is open Tuesday through Saturday, from 11am to 5pm (7pm on Thursdays). Admission is free, and the gallery is accessible to those with special needs. AVA is supported in part by grants from the New Hampshire State Council on the Arts, the National Endowment for the Arts, the New Hampshire Charitable Foundation, and generous contributions from many private foundations and patrons. www.avagallery.org

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