



110 West 96th Street – Suite 11A | New York, NY 10025
+1.212.866.3215 | info@poba.org | poba.org

VIRTUAL CULTURAL ARTS CENTER LAUNCHES

Founding Artists include Badfinger's Pete Ham and Tom Evans, Ben-Zion, Blake Van Hoof Packard, Carol C. Carlisle, Clark Tippet, George Tate, Helen Corning, Jamie Bernard, Leopold Allen, Nancy Whorf, Norma Holt, Norman Mailer, and Many Others

A Place To Discover Exceptional Works, Some Never Before Seen or Heard

NEW YORK - May 20, 2014 - [POBA - Where The Arts Live](#), a new, fully-digital online arts community celebrating the enduring power of creativity, is now open to the public. POBA's nonprofit mission is to preserve, display and promote the creative legacies of talented 20th and 21st century artists who passed away without recognition of the full measure and impact of their work. Artists shown on POBA range from the famous to the unknown. While they share noteworthy talent, their works collectively cover all fields of creative endeavor: from painting to music; from literature to dance; from spoken word to multimedia creations, and more. Their collections come to POBA through the decision of their loved ones, agents or representatives to participate. Anyone who is responsible for a deceased artist's legacy may participate in POBA by becoming a member. The public can discover and enjoy this unique online resource free of charge.

[POBA](#) launches with portfolios of two dozen exceptional artists whose work spans a broad range of the arts: from author Norman Mailer's Picasso-inspired drawings to Ben-Zion's Hebraic-inspired paintings and poetry; from the dance performances and choreography of American Ballet Theatre's Clark Tippet to Pete Ham's (of Badfinger fame) recently discovered audio demos; from Norma Holt's socially aware photos of everyday people in turbulent circumstances to Toni Schiff's vivid paintings, created after becoming blind and wheelchair bound; from

Carol Carlisle's pioneering work as the first woman editor of a major photography publication to Roger Anderson's original audio tapes of Arizona pioneer women; from George Tate's exuberant photos of 1950s California to Jamie Bernard's drawings of alienation and fantasy - some amazing and surprising artistic works are found on POBA.

For the families, estates, publishers and others dedicated to promoting the work of artists who have passed away, POBA offers secure, unlimited storage of all forms of work digitally; an ability to share all or parts of this work with select visitors or the general public through portfolios, virtual lectures, performances, events and juried shows; and to obtain assistance in their efforts to preserve, archive, complete, demo, and promote this work through concierge services.

For the general public, [POBA](#) is an online hub and resource center where people can find and experience quality creative work that is new to them while learning where to go for more information about these artists and how to purchase their works. A full range of visual and auditory media can be found on POBA. In the near future, POBA will also feature streamed performances and live events for the public centered on POBA artists' creations.

continued.



110 West 96th Street – Suite 11A | New York, NY 10025
+1.212.866.3215 | info@poba.org | poba.org

From the Hindu phrase *phowa*, describing the transformation of consciousness at death, POBA was born to keep the creative works of such artists alive to inspire, provoke, intrigue, entertain, and enliven us all. As POBA's artist roster grows, the public will benefit from access to these extraordinary works. Outsider as well as more traditional arts are welcome. A growing number of individual estates, institutions and galleries see POBA as a way to highlight the work of individual artists and promote their own collections.

"Too many artists of great ability leave behind large collections of fabulous works, which their loved ones and representatives have little time, opportunity or help to make widely known. Without a place like POBA, these works may never be known or get the full recognition they deserve," said Sallie Bernard, president of [The James Kirk Bernard Foundation](#), the organization spearheading POBA.

"Until POBA, art lovers had to know an artist by name, representation or genre to find great works. POBA is meant to change that - to create a place where great art from a range of art forms gets seen, enjoyed, and shared. POBA is meant to be easy, beautiful and respectful of the artist and the artistry, a space that anyone responsible for an artistic legacy can use. I'm very proud POBA has been born. There is nothing really like it," said Jennifer Cohen, managing partner of [Songmasters](#), the project's designers and developers.

POBA members can create secure portfolios on behalf of artists to show the works in the appropriate digital format, for public display and private storage. Members retain copyrights to the works stored and displayed on POBA. Membership is \$49.95 annually and includes 5GB of digital storage (with low cost for more), as well as access to a full suite of [member services](#).

About POBA | Where The Arts Live

[POBA](#) is a nonprofit digital cultural center born for lovers of the arts and of artists whose legacies might go undiscovered. A new, easy-to-use virtual space to explore and enjoy the legacies of 20th and 21st century deceased artists whose work was not fully recognized during their lifetime, POBA's cultural arts center covers a wide range of art forms. For more information, go to [POBA](#).

POBA is a program of [The James Kirk Bernard Foundation \(JKBF\)](#), a nonprofit organization created to honor the artistic interests of young writer and artist Jamie Bernard and to use his creative legacy to inspire, recognize and support the legacies of talented deceased artists, regardless of genre or medium. The project was designed and developed by [Songmasters](#) for JKBF.

MEDIA CONTACT

Lauren Leff | (914) 584-3596 | lauren.leff@gmail.com



Founding and Featured Artists - May 2014

- [Badfinger](#) - Pete Ham (1947-1975) & Tom Evans (1947-1983). The classic rock band, *Badfinger*, was both exceptionally talented and star-crossed. Its chief songwriters and performers, Pete Ham and Tom Evans, were also artists in other genres besides music. Here for the first time, never-heard demos are tied to Ham's and Evans' private drawings to reveal the depth of their artistry.
- [Ben-Zion](#) (1897-1987) devoted his life to beauty in all its manifestations: from the visual, to the literary, to the musical. He threaded nature, still life, the human figure, the Hebrew Bible, and the Jewish people into his work. A founding member of "The Ten," he remained independent in his views and his art throughout his very active, long life.
- [Blake Van Hoof Packard](#) (1994-2010) lived a short 16 years, yet his paintings reveal both a vision and a talent that are simply "cosmic." As a turn-of-the-21st century artist, Blake got the Packard family gene for line, color and form, but had an entirely different object of fascination than any of his predecessors.
- [Carol C. Carlisle](#) (1924-2011) epitomized the artistry of the editor during her nearly 35-year career as Managing Editor of *Popular Photography* magazine, where she was celebrated for her keen eye and unswerving sense of perfection. During her career, she preserved more than 1,200 about-to-be-destroyed photos, largely by then "unknowns," but which history shows are photographic treasures that she saved from oblivion.
- [Clark Tippet](#) (1955-1992) was one of the most acclaimed dancers and most promising choreographers of ballet in modern American dance. As Principal Dancer for the American Ballet Theatre (1976-1990), he danced in and with some of the greatest talents of his day including Baryshnikov, Tharp, and Parsons, and created numerous works for ABT and other dance companies.
- [George Tate](#) (1920-1992) captured the giddiness and hope of a place and time with mesmerizing depictions of mid-century Southern California and Las Vegas. From the 1950s on, his photos show both the ordinary features and extraordinary vibrancy of the southwest, including Vegas and southern California, with its hustle and bustle, Hollywood hopefuls, beach life, and the swooping car life that presaged California's new suburbs.
- [Helen Corning](#) (1921-2011) painted exquisite abstractions - large canvases revealing a spare palate of earth tones and a layered simplicity honed over 60 years of painting. Her life and her life's work were proudly described by her lapel pin: *ART SAVES LIVES*.
- [Jamie Bernard](#) (1987-2010) was a prodigious young writer and artist who filtered contemporary culture through a prism of youth and alienation, supported by keen observation and a consuming passion for literature, history, and international affairs.
- [Leopold Allen](#) (1945-1987) was an artist for the American Ballet Theatre whose artistry was to make up ABT's dancers to embody and project the roles they were performing. From the evil fairy, Carabosse, to the luminous Sleeping Beauty, and hundreds of characters in between, Leopold designed and applied the makeup, wigs (and often the shoes) of ABT's dancers.
- [Nancy Whorf](#) (1930-2009) was an inventive painter, best known for her vibrant, varied scenes of the fishing village where she lived all her life on Cape Cod. She painted the town and its memorable characters as a visual memoirist - rather than in any effort to recreate it accurately.
- [Norma Holt](#) (1918-2013) was a prolific photographer whose focus on children, women and the working poor in New York, the larger U.S., and internationally, revealed the everyday faces of humanity during tumultuous, often pivotal moments in history. From the streets of New York to the Israeli-Arab conflict and a fishing community in Cape Cod, Holt captured real people in simple, powerful images.
- [Norman Mailer](#) (1923-2007) lived a life larger than the literary characters he created and for which he became [in]famous. A man of wide ranging and provocative inclinations in his literary, political and personal life, he was largely unknown as an artist even though he was personally quite proud of his drawings. Here they are displayed for the first time at POBA.



110 West 96th Street – Suite 11A | New York, NY 10025
+1.212.866.3215 | info@poba.org | poba.org

Additional Founding Artists on POBA

- [Anabel Schreiber Holland](#) (1921-2011) studied art at the Corcoran School in Washington, DC, and the Art Institute of Chicago. Drawing and painting came naturally to her. Her work was ebullient, and inventive, transformed by her fragile health and complex family life.
- [David Shainberg](#) (1932-1993) used abstract expressionism with total release to render the intensity of his creative process poignantly evident in his paintings, where he created landscapes and illusions of figures with a striking sense of energy and mood.
- [Eli Waldron](#) (1916-1980) was a remarkably talented literary and visual artist, whose articles, short stories, poems and drawings reveal penetrating wit, wry humor, uncanny imagination, and an enduring artistic and social sensibility. Part of a literary circle that included Richard Gehman, Hollis Alpert, Josephine Herbst, S. J. Perleman, and J. D. Salinger, Waldron was published both during his lifetime and posthumously.
- [Josh Holland](#) (1921-2011) studied at the Art Institute in Chicago and kept sketchbooks for 75 years. Following a seminal 33-year career in meteorology, he returned to art as a primary focus in 1981. A realist, he painted beauty he saw in people and place, visibly exploring relationships in space.
- [Louis Nardo](#) (1946-2009) possessed an artist's soul, a painter's vision and a craftsman's hands. He was exceptionally skilled at painting, woodworking, ceramics, graphics and 3D animation, and most powerfully in his photography. Nardo's images show reverence for the thing itself ("eo ipso") - the simple day-to-day objects that through his camera's eye are captured with astonishing brilliance, relief, and vividness.
- [Pamela Roberts](#) (1953-1998) was a largely self-taught artist in L.A., whose interests spanned punk music, tattoo art, and finally, her own unforgettable paintings. At the time of her death, she was gaining well-deserved recognition as an "urban outsider." Her work is characterized by a unique combination of beauty, warmth, sweetness, and wit.
- [Phyllis Sklar](#) (1924-2010) was an artist of many expressions; best known for her primitive paintings of contemporary themes and landscapes and for her imaginatively rendered hand-wrought jewelry.
- [Roger Anderson](#) (1916-2005) lived an artful and art-filled life. In Distant Thunder is found a narrative of our country; the heroes and villains who created it, and the major milestones, battles and scars proudly carried within its history. Included in his collections are Anderson's personally recorded never-before-heard audio interviews of original Arizona pioneer women. These recordings are of great historical significance.
- [Toni Fields Schiff](#) (1931-2013) became a painter late in life, and most notably, after she became blind in her 50s and developed Parkinson's disease in her 60s. Undaunted, Toni created strong, colorful, and detailed works that range from the delicious to the mysterious. Her paintings are a pleasure to view both from the outside and through a canvas window into the artist's mind.

MEDIA CONTACT

Lauren Leff | (914) 584-3596 | lauren.leff@gmail.com