WNET Launches ALL ARTS, a Streaming Platform and Broadcast Channel Dedicated to Arts and Culture

Jörn Weisbrodt Appointed as Artistic Director

Editorial Advisory Board includes Anne Pasternak (Brooklyn Museum), Wendy Whelan (former New York City Ballet Principal Dancer) and Joe Polisi (former President of the Juilliard School)

(NEW YORK – October 17, 2018) WNET, parent company of New York’s PBS stations THIRTEEN and WLIW21 and operator of NJTV, is pleased to announce the launch of ALL ARTS – an unprecedented streaming platform and broadcast channel that offers access to all forms of creative expression from New York and around the world. Presenting exceptional cultural content, ALL ARTS is a place for creators to learn from one another and for artists from all disciplines to reach audiences across the tri-state area. Select programming is now available on the Web, Facebook, Twitter and Instagram. The full network, including the TV channel and streaming apps on iOS and Android smartphones and tablets, Roku, Apple TV and Amazon Fire TV, will launch on January 28, 2019.

WNET has appointed Jörn Weisbrodt as ALL ARTS Artistic Director to help curate special events, develop an artist-in-residence initiative and conceptualize programming ideas, in collaboration with Executives in Charge Neal Shapiro, President and CEO of WNET, and Diane Masciale, WLIW21 Vice President and General Manager; and Joe Harrell, Senior Director of ALL ARTS.

Weisbrodt has in-depth experience in directing and advising on a range of cultural projects in the U.S. and internationally. He previously served as the Artistic Director of Toronto’s Luminato Festival (2012-2016), as the Director of The Watermill Center in New York (2009-2011) and as the Artistic Production Director of the Berlin State Opera (2002-2007).

Weisbrodt will amplify WNET’s mission to raise the visibility of its arts programming – an initiative that WNET President and CEO Neal Shapiro has been building since he joined the company in 2007.
Shapiro notes: “For more than 50 years, WNET has broadcast programs across a wide range of performing and visual arts, delivering cultural experiences that have a profound impact. ALL ARTS is the next evolution of this commitment, offering viewers a consolidated place to engage with arts and culture. I am thrilled to have Jörn working with us to take our vision into the future. His experience in producing innovative programs and cultivating artists will be invaluable to ALL ARTS.”

Jörn Weisbrodt, Artistic Director of ALL ARTS, notes: “ALL ARTS will be like a cultural institution without walls, without closing times, without tickets and without barriers. We have the chance to create cultural programming that is inherently inclusive and accessible, connecting audiences and artists on a more intimate and authentic level. I am so excited to be joining WNET on this ambitious project and look forward to engaging with viewers and artists on-air, online and in person.”

The ALL ARTS Editorial Advisory Board is made up of thought leaders in the art and culture world who will help make ALL ARTS a true cultural force for New York and national audiences. The Editorial Advisory Board includes Anne Pasternak (Brooklyn Museum), Wendy Whelan (former New York City Ballet Principal Dancer), Joe Polisi (former President of the Juilliard School), Cliff Chenfeld (Razor & Tie and Kidz Bop), Erika Elliott (City Parks Foundation), Adrian Ellis (AEA Consulting), JiaJia Fei (The Jewish Museum), Karen Brooks Hopkins (Onassis Foundation and former President Emerita of Brooklyn Academy of Music), Kemi Ilesanmi (The Laundromat Project), James King (Harlem Stage), Jimmy Moffat (Art + Commerce and Red Hook Labs), Scott Schwartz (Bay Street Theater), Jeffrey Seller (Adventureland, LLC.) and Limor Tomer (Metropolitan Museum of Art).

ALL ARTS harnesses the power of public media to link artists and institutions to today’s viewers. As a free, on-demand service, ALL ARTS reduces barriers to experiencing the arts and builds new audiences for cultural organizations. The initiative also ushers in a new era for public media that combines the model of free, accessible programming with the pervasive use of streaming and digital platforms. In reaching both the current and next generation of WNET viewers, ALL ARTS provides a new avenue to appreciate and support artistic creation and artist communities.

The platform’s programming will illuminate the emerging to the established, the hybrid to the pure in dance, film, stories, music, theater, visual art, design and all other forms of creative expression. ALL ARTS will feature a mix of original programs newly produced by WLIW21, acquired programs from around the globe, archival programs mined from WNET’s 50-year history of arts broadcasting reimagined for today’s audiences, and PBS and local public media-affiliated programming.

ALL ARTS is partnering with institutions and artists across the greater New York area to produce and promote content, bringing the best of the region’s cultural offerings to tri-state and national audiences.

Leadership support for ALL ARTS is generously provided by Jody and John Arnhold, Sue and Edgar Wachenheim, III, the Kate W. Cassidy Foundation, The Andrew W. Mellon Foundation, Rosalind P. Walter, and The Agnes Varis Trust. Additional support has also been provided by the Estate of Webster W. Schott.
Follow **ALL ARTS** and join a community of artists and artists-at-heart:

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**About ALL ARTS**

Powered by public media and supported by an arts-minded community, ALL ARTS is a single place for everything that makes your heart beat, your mind expand and your spirit explore. From the stories behind the art, to smart conversations with foremost experts and in-depth investigations that open doors to the world of art in all its forms, ALL ARTS is for artists and art lovers of all ages. ALL ARTS is currently accessible on the Web, Facebook, Twitter and Instagram, and coming early next year to broadcast, and streaming apps on iOS and Android smartphones and tablets, Roku, Apple TV, and Amazon Fire TV.

**About WNET**

WNET is America’s flagship PBS station and parent company of **THIRTEEN** and WLIW21, home to **ALL ARTS**. WNET also operates NJTV, the statewide public media network in New Jersey. Through its broadcast channels, three cable services (THIRTEEN PBSKids, Create and World) and online streaming sites, WNET brings quality arts, education and public affairs programming to more than five million viewers each week. WNET produces and presents such acclaimed PBS series as Nature, Great Performances, American Masters, PBS NewsHour Weekend, the new nightly interview program Amanpour and Company and a range of documentaries, children’s programs, and local news and cultural offerings. WNET’s groundbreaking series for children and young adults include Get the Math, Oh Noah! and Cyberchase as well as Mission US, the award-winning interactive history experience. WNET highlights the tri-state’s unique issues and culture through NJTV News with Mary Alice Williams and MetroFocus, NYC-ARTS, Treasures of New York, Theater Close-Up, and WLIW Arts Beat. WNET creates online-only programming, including the award-winning series about gender identity, First Person. Through multi-platform initiatives Chasing the Dream: Poverty and Opportunity in America and Peril and Promise: The Challenge of Climate Change, WNET showcases the human stories around these issues and promising solutions. The weekly program SciTech Now explores the nexus of new ideas in science and technology. Through THIRTEEN Passport and WLIW Passport, station members can stream new and archival THIRTEEN, WLIW and PBS programming anytime, anywhere.

**About Jörn Weisbrodt**

Born in Hamburg, Germany, Jörn Weisbrodt has nearly 20 years of experience directing, producing, and advising for a range of cultural initiatives and institutions. Prior to joining ALL ARTS, he served as the Artistic Director of the Luminato Festival – Toronto’s multi-disciplinary arts festival celebrating creativity. Before this appointment, he worked as the Executive Director of RW Work Ltd. representing and managing the work of Robert Wilson, and as the Director of The Watermill Center – a laboratory for performance founded by Wilson in New York. During his time at Watermill, he worked on productions such as The Life and Death of Marina Abramovic and the worldwide tour and revival of the opera Einstein on the Beach. From 2002 to 2007, he held the position of Artistic Production Director at the Staatsoper Unter den Linden (The Berlin State Opera) and from 2001 to 2002 he was an Assistant Director with Berlin’s Deutsches Theater. He has also served as an artistic advisor to the Music Center in Los Angeles, the Lower Manhattan Cultural Trust, and the French American Cultural Exchange, and has consulted for WNYC’s Greene Space in Lower Manhattan and the Onassis Foundation in New York.

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