PHOENIX CENTER FOR THE ARTS

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New Things Happening at Thunderbird Arts Center

Center Announces New Manager and New Classes

PHOENIX, AZ (April 25, 2022) - Phoenix Center for the Arts is excited to announce Nik Ridley, local artist and educator, has joined the organization as the new Manager of Thunderbird Arts Center. Ridley has been teaching classes at the Thunderbird campus since 2018 as the Youth Department Head, and in schools around the Valley, as an Artist In Residency through the Center.

“It is an honor and a privilege to work with such a dynamic, committed team," commented Nik on his work at Thunderbird. Stepping into this new role, he continued, "The last three years have been crucial to my artistic and professional development, and in this new role, I am truly excited to build on the ways we can connect art and artists with the community."

One thing Nik is most excited about is bringing new art classes to Thunderbird and Phoenix Center for the Arts as a whole. Before accepting this new position, Ridley had already been working on ways to expand art classes at Thunderbird by creating two new digital art classes - Youth Digital Art Class, and NFT (non-fungible tokens) Bootcamp, a hot topic in the art world.

Nik brings more than 20 years of arts industry experience to his new role at Thunderbird Arts Center. The NFT Bootcamp course is designed to make students feel confident in how to break into the marketplace and be set up for success. Cryptocurrencies are a new landscape for many people, especially artists. NTFs utilize artists’ work as currency in a digital landscape.

“Cryptocurrencies are the great equalizer and are one of the few mediums for artists to receive royalties and proper credit and valuation for their work. It creates a non-fungible ledger that is

huge in justifying pricing and exporting analytics that are crucial in navigating one's business strategy," Ridley said.

The 4-week course will include all of the basics of NFTs. Including, but not limited to, the definition of wallets, the "how" of the money and facilitation, the marketplaces, the "where," and minting, the "what" of the things that go into NFT creation. The course will also include exactly how to enter this creative space successfully.

The NFT bootcamp will be held online and in-person at Thunderbird Arts Center simultaneously throughout the summer, from June to August. For more information on the NFT Bootcamp, visit https://phoenixcenterforthearts.org/class/multimedia/

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About Central Arts Alliance

Central Arts Alliance (CAA) provides arts and culture opportunities for all through education, programming, and advocacy. CAA is governed by a Board of Directors and includes approximately 12 staff members, 100+ contractors/teaching artists, and serves over 3,000 students annually at two campus locations: Phoenix Center for the Arts in downtown Phoenix and Thunderbird Arts Center in north Phoenix, as well as throughout the state via the Arizona Art Mobile. CAA works to eliminate barriers to arts and cultural opportunities through accessible tuition pricing and reduced-fee programming to qualified individuals. We also strive to strengthen the Phoenix arts and culture community, while providing a home to multiple community arts and culture organizations.
Info: www.phoenixcenterforthearts.org

Media: Please call or email for additional images and interview requests.

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