



## Side of Culture Highlights Cultural Organizations and Businesses that Build Communities

We at [VKLarson Communications](#) are excited to introduce Side of Culture, a new website about small(ish) arts and cultural organizations that not only add to the cultural landscape in the United States but also enrich the lives of those involved and help to build and maintain a web of support and talent in their communities.

These organizations often provide a platform for creating special and inspiring connections and outlets that can enrich and enhance our daily lives. They are also showcases of local talents that often fly below the radar of national recognition. Side of Culture would like to highlight the importance of these organizations to our communities.

The name Side of Culture refers to sides of a meal that are served with a main course. The main meal is our hectic every day life while the sides are often the most fulfilling, interesting and fun parts of the meal that serve as true highlights in our day to day lives.

We are interested in hearing your ideas and are happy to consider your contributions. Please write to [editor@sideofculture.com](mailto:editor@sideofculture.com) and thank you!

[Visit our Website](#)

### NYC Salt Builds Community through Photography & Visual Arts, Print Sale Starts Wednesday

NYC Salt creates opportunities in visual arts and pathways to college for under-served New York City youth by engaging them in a rigorous blend of professional photography instruction, one-on-one mentoring, college-preparatory workshops, and career exposure. NYC Salt is a gateway as it not only organizes these after-school programs but opens up a whole new level of art, expression and career potential. [Read on](#)



### Americans for the Arts Take Action

The Americans for the Arts, a nonprofit organization that supports cultural organizations and their communities in America, just published an update in their newsletter on caring for the arts organizations across America: COVID-19 has had a devastating impact on America's arts sector. [Read on](#)



### Streaming the Arts – A New Kind of Community

In response to COVID, many of the arts organizations across the U.S. are working hard to maintain their facilities, buildings and finances not to mention staff and collections. A few of the largest museums we looked at are not only rising to the challenge but are creating substantive online programs to continue to care for their communities. [Read on](#)

