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Artrain Announces New Members to National Board of Directors

ANN ARBOR, MI – Artrain, the national mobile museum authority based in Ann Arbor, Michigan, is pleased to announce the election of four new members to its national board of directors: Ms. Veronica Acevedo of Houston, TX; Mr. Jorge Encarnacion of Chicago, IL, Ms. Jay Osha of New York, NY and Ms. Shayna Smith of Los Angeles, CA.

Veronica Acevedo is an Art Director with Idera Software in Houston, TX, where she directs the brand identity and visual strategies for the company. She has over fifteen years of experience in graphic design and the commercial arts, with expertise in corporate branding and identity, corporate communications, print, web and editorial design and creative strategy. It is Veronica's passion for art that has attracted her to Artrain. "I find that a program whose vision it is to make art available in areas where it otherwise might not be is wonderful. I am also greatly drawn to the longer-lasting outcomes of an Artrain visit: the building and strengthening of community and the broadening of horizons. I greatly believe in the healing power of art." Veronica has a BA in Graphic Design from Universidad Iberoamericana in Mexico City and is currently working on an MA in Art & Healing.

Jorge Encarnacion is the founder of the Office for Lighting Acumen, an interdisciplinary studio pursuing research on the interaction of materials with architectural lighting as a method to deliver visually effective and energy efficient solutions for buildings according to the client's priorities. He received his Professional Degree in Architecture from Iowa State University, where he was awarded the Student's 1st Choice Award. His early success in the design studio led him to pursue a Post-Professional Degree in Architecture, where he investigated ways in which structures could be illuminated to maintain an honest and culturally appropriate identity in relation to their location, earning him the 2007 Beyond Illumination Scholarship from the International Association of Lighting Designers (IALD). His early introduction to the arts as a child gave him a unique foundation to develop ideas as a designer today. "Artrain offers just that for communities," he said. "It has the ability to travel our roads which opens windows of possibilities with every exhibition. Art is brought out of its traditional environment and into the lives of many." Jorge's recent work in illumination has been associated with high-profile architectural projects both domestically and internationally and published in professional journals such as *Architectural Lighting*, *ARCHITECT*, *Architectural Record* and *Mondo Arc Magazine*.

Jay Osha is an associate at the Wall Street law firm of Davis Polk & Wardwell LLP. Her practice focuses on derivatives and structured products where she provides companies with access to the capital markets. She has worked with a variety of clients including those in finance/banking, energy, information technology/e-commerce and biotechnology. Jay is a member in good standing of the New York Bar and American Bar Association and she holds a J.D. from Harvard Law School, where she was editor in chief of the *Harvard Journal on Racial and Ethnic Justice* (formerly known as the *BlackLetter Law Journal*) and president of the Harvard Africa Law Association. She lives in New York City with her husband. "As a young girl, I had the opportunity to learn about the arts through volunteering at the Smithsonian Folklife festival. The arts gave me an opportunity to 'see' the world," said Jay. "I was able to experience cultures and environments that were well beyond my reach

and to take lessons from what I observed and read. I chose to be a member of Artrain's Board of Directors so that I can help to give back to underserved communities -- Artrain inspires by bringing the arts to the doorsteps of the underserved."

Shayna Smith is Vice President, In-Home Sales and Distribution for Walt Disney Studios where she manages global strategic and sales-related initiatives for the studio's international home entertainment, television and digital businesses. Prior to Disney, Shayna held executive positions at other entertainment companies, including New Line Cinema, CBS Television Stations Group and MGM. She has a B.S. from the Massachusetts Institute of Technology and an M.B.A. from Harvard Business School. She and her husband currently live in Los Angeles. "Artrain is a remarkable organization looking to broaden the reach of arts and culture to new audiences and visitors around the country," said Shayna. "I was fortunate to have early exposure to the arts that ultimately led me to my current career...and hope to provide the same inspiration for the young (and young at heart) through my work with Artrain. I'm thrilled to be a part of a fantastic team of people working to expand and nurture the organization."

The "Mobile Museum Authority," Artrain has developed and delivered world class cultural and educational exhibitions for nearly 40 years. A nonprofit organization, Artrain's mission is to use the arts and culture to transform lives, organizations and communities. Winner of the National Medal for Museum Service, Artrain has traveled coast to coast and welcomed 3.2 million visitors. To make a contribution to Artrain or for more information please call 734.747.8300 or go to www.ArtrainUSA.org.

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