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PA Council on the Arts Announces Investment in JuxtaHub's Arts and Innovation Center, Expanding Access for Creatives in the Lehigh Valley

Attendees received a tour of the facility to observe demonstrations of laser cutting, resin-printing, and electroplating capabilities.

The $150,000 grant will expand access to and strengthen resources for Lehigh Valley's workforce-oriented arts and technology programming.

Emmaus, PA – Today, the **Pennsylvania Council on the Arts (PCA)** visited the Lehigh Valley with community and elected leaders to announce a **$150,000 Innovation & Impact Grant** to support the JuxtaHub Arts & Innovation Center, strengthening the region's creative industries through accessible, innovative, and workforce-oriented arts and technology programming.

JuxtaHub provides high-value technologies in a community-rooted, artist-centered environment to support the full design process and build sustainable pathways for earned revenue, new partnerships, and expanded programming. The business applied for grant funding to respond to a growing demand for accessible, technology-based creative learning, in addition to the rapid expansion of tools that are reshaping how artists, educators, and entrepreneurs design, prototype, and share their work.

"PA Creative Industries' support of JuxtaHub's Arts & Innovation Center is a wonderful illustration of how we are investing in forward-facing, creative technologies that bring together communities," said **Susan Silver Cohen, PCA Chair**. "By supporting affordable access to new tools and opportunities, we are continuing to help broaden artists' and entrepreneurs' ability to bring their creative concepts into reality."

PCA's Innovation & Impact grant will allow JuxtaHub to purchase an additional laser cutter; introduce resin-printing and electroplating capabilities to its Convergent Makerspace; convene a regional virtual, augmented, and extended reality (xR) symposium to connect experts, businesses, educators, technologists, and community leaders; evaluate how arts and technology programming can advance creative production, business development, innovation, and public benefit; and offer additional creative pathways.

"This grant is the result of years of work by our board, who built the foundation and made the case that JuxtaHub was ready for an investment like this," said **Ryan Hill, Executive Director of JuxtaHub**. "Now our staff is doing the hard work of taking us to the next level: putting new tools to work, building new pathways for artists and opening our doors to businesses looking for a practical next step."

Funding will also support new initiatives to bring artists, makers, innovators, businesses, and local entrepreneurs together to collaborate and explore challenges, experiment with ideas, prototype solutions, and refine new approaches to creative practices, tools, and emerging technologies like xR.

“Quality of life in the Lehigh Valley comes down to more than jobs and schools. It’s having places where people can gather, learn, and make something of their own,” said state **Representative Peter Schweyer, PA’s 134th House District**. “JuxtaHub is that place, and this investment puts creativity to work for artists, families and employers across the Valley.”

During today’s event, attendees also had the opportunity to tour JuxtaHub’s facility and see demonstrations of laser cutting, resin-printing, and a variety of creative and business-oriented computing technologies.

PCA’s Innovation & Impact Grant Program is designed to support new, multi-year strategies that empower, connect, and amplify creatives and creative industries and their contributions to Pennsylvania’s communities, economy, and workforce. In its first year, the program has awarded **more than $1.2 million** to nine creative projects, including JuxtaHub. Additional information about the program is available **here**.

About Pennsylvania Creative Industries

The mission of **Pennsylvania Creative Industries, powered by Pennsylvania Council on the Arts (PCA)**, is to empower, connect, and amplify creatives and creative industries and their contributions to Pennsylvania’s communities, economy, and workforce. The agency invests in creative sector asset development, workforce development, community development, visibility, and policy with the long-term goal to help Pennsylvania become the national leader among states for creative communities, talent, and industries.

The creative industries contribute more than $30 billion to Pennsylvania’s economy and support nearly 190,000 jobs. Globally, creative industries contribute $4 trillion to global GDP and generate nearly 50 million jobs. Learn more at pa.gov/creative-industries.

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