Pennsylvania
Creative Industries
Powered by Pennsylvania Council on the Arts

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Media Contact:
Norah G. Johnson, norajohnso@pa.gov or
Missy Smith, melssmi@pa.gov

PA Council on the Arts Provides Seed Funding to Support the Creation of Point Park University's Creative Industries Launch Lab

The $150,000 grant will expand the Pittsburgh region's public-facing creative industries training pathways to expand and strengthen Pittsburgh's future-facing workforce.

Pittsburgh, PA – Today, the **Pennsylvania Council on the Arts (PCA)** visited the **Pittsburgh Playhouse** with leaders in education and community members to announce a **$150,000 Innovation & Impact Grant** to support the creation of Point Park University's Creative Industries Launch Lab. Through the Lab, Point Park will build a sustainable workforce infrastructure, providing stronger creative workforce pathways, increased public visibility of creative careers, and expanded access to the arts for young Pennsylvanians.

The Creative Industries Launch Lab will provide a three-year, non-credit, public-facing offering that expands the availability of creative workforce pathways, increases the visibility of creative careers, expands youth and community access, and develops a documented, sustainable, and replicable model.

"We are thrilled to be able to invest in the Creative Industries Launch Lab and what this program represents for Pittsburgh's current and future creative workforce," said **Emmai Alaquiva, PCA Vice-Chair**. "Forward-thinking initiatives like this are proof positive of the growing demand building across the Commonwealth for opportunities in and pathways to viable, competitive careers in the creative industries."

At Point Park, funding from PCA will support non-credit industry residencies and professional learning; paid, non-credit creative fellowships; public programming, showcases and community engagement; visibility campaign and storytelling; and evaluation, documentation, and model development.

"The role of Point Park in the Pittsburgh region's creative economy is well-established, and this grant from the Pennsylvania Council on the Arts is validation of that," said **Dr. Chris W. Brussalis, President of Point Park University**. "We are very grateful for the continued support shown to us by leaders in the Commonwealth."

Point Park University enrolls nearly 4,000 students in over 100 undergraduate, master's and doctoral programs offered through its Conservatory of Performing Arts — Schools of Dance, Film, and Theatre and Animation, Rowland School of Business, and schools of Arts and Sciences, Communication, and Education. More than 100 students enrolled in the school's Accelerated B.F.A in Performance and Creative Industries attended today's event and received a tour of the Pittsburgh Playhouse facility — which will serve as the primary training location for the Launch Lab.

"This grant provides a wonderful opportunity to make a significant impact with the Creative Industries Launch Lab," said **Kiesha Lalama, Dean of the School of Theatre, Film and Animation, and Executive Producer of the Pittsburgh Playhouse**. "We have a highly talented cohort of students who will benefit from the programs and opportunities that will be developed through the Lab, while also allowing us to do a significant amount of public programming geared toward the Pittsburgh community."

The school's accelerated program equips students with a blend of conservatory-style performance and production training, coupled with essential business and life skills, to prepare graduates with the necessary skills to perform, produce, manage, and lead in today's creative economy. Supported by PCA funding, the new Creative Industries Launch Lab will offer a public-facing version of this program to ensure individuals at varying stages of life and levels of experience can access workforce training in the creative industries.

"I'm excited to see support for such worthy initiatives, especially around workforce development in our region," said **Representative Aerion Abney (D-19)**. "This is an opportunity and a space for our young folks to look at an industry they may not have thought about 5 or 10 years ago, and it's worth this kind of investment."

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 the Launch Lab.

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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