



# ANOTHER WAY

The Dao of Artist Development  
By Emileena Pedigo



*Scrutinizing the forces behind the Arts in  
American society  
and analyzing how to change social tides, one  
artist at a time.*

Julia Cameron's THE ARTIST'S WAY has gone unrivaled since its first publication in 1992, selling millions of copies to this day. It continues to be the primary resource for artists struggling with careers in the Arts.

## It's time now for ANOTHER WAY.

After an epic rise in the Arts Emileena has managed to find a #ParadigmShift that she believes can transform the Arts, one artist at a time.

Using Joseph Campbell's Hero's Journey, artists are placed in the role of Hero and compassionately guided through a transformative process toward achieving sustainability.

Broken down into the three 'Acts,' each step in the Hero's Journey is accompanied with pop-culture references. These sections also correspond to phases in The Sustainability Cycle (Exploration, Inclusion, Evolution), a formula that Emileena suggests is the key to survival in the Arts.

**Act 1:** *Departure, A Sociological Study. (Exploration)*

**Act 2:** *Initiation, A Psychological Study. (Inclusion)*

**Act 3:** *Return, A Philosophical Study (Evolution)*



Before embracing her inner artist, **Emileena Pedigo** conquered NYC Theatre as the managing producer of the Midtown International Theatre Festival. There she enjoyed the power that came from artists around the world, hungry to get their work into the theatre capital of the world. Moving up the ranks fast, Emileena general-managed for various non-profits; assisted on Broadway; and even managed several singer/songwriters. She toured to theatres, music arenas, and schools across the country, working with artists from all artistic disciplines. After resigning from the festival to launch The Show Goes On Productions, her work

began to focus on emerging trends in entertainment. It was a rough introduction to how business outside the Arts works – she found closed doors, discrimination, and glass ceilings over and over again. That’s when she recognized she was on Joseph Campbell’s Hero’s Journey. Deep in the “Cave” battling her “Shadow” self, Emileena witnessed many artists losing the fight. She would have been lost too if not for an excursion to an ayahuasca retreat in the Peruvian mountains. Upon her return she found the “Elixir” she feels belongs to the world: a paradigm shift that starts one artist at a time. She calls it The Sustainability Cycle (Exploration, Inclusion, Evolution). This is her art.

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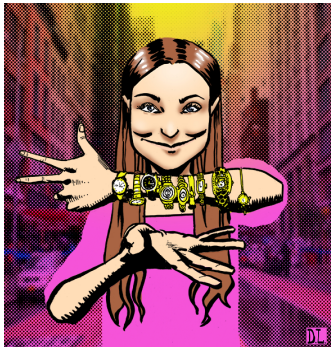


- In the wake of celebrity suicides from music (Avicii), television (Anthony Bourdain), and even fashion (Kate Spade), Emileena directly addresses the social forces that are plaguing our artists and offering up #AnotherWay.
- Emileena's #AnotherWay Blog discusses artist development by dissecting the Arts psychologically, sociologically, and philosophically.
- Emileena is disrupting traditional models in search of finding #AnotherWay. Whether she is producing events, consulting creative business leaders, or incubating developing artists, Emileena uses innovative thinking to bring alternative ideas into public discourse.
- Emileena's book outlines how artists can find sustainability in the Arts by following Joseph Campbell's Hero's Journey in search of #AnotherWay.
- #ARTSMEETSBIZ: Emileena is a graduate of Purdue University, Commercial Theatre Institute, and SUNY/Kaufmann's Fasttrac program for entrepreneurs
- Emileena is an avid Daoist and considers the philosophy the only measure under which her work is consistently framed.
- After 15 years in Theatre, Emileena transitioned to Music, then expanded to other artist disciplines. She founded the #ARTSLAB Meetup, which brings together artists from every discipline to incubate solutions to the challenges facing the Arts as an industry.
- As managing producer of the Midtown International Theatre Festival for seven years, Emileena grew the festival to sixty productions in seven venues.
- Emileena is intimately aware of how venues work in NYC specifically, having managed multiple rehearsal studios and venues (including Broadway). But also from multiple national tours to theatre, arenas, and schools.

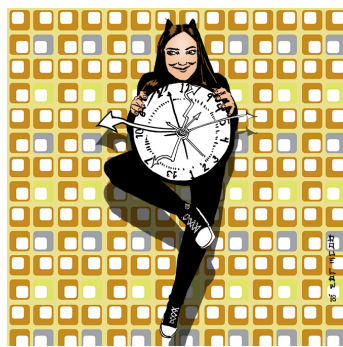




## Blog Artwork by Dave Law



Time is Relative



Live in the Moment



Development Never Ends



The Sustainability Cycle



Wrecking Ball to Fear



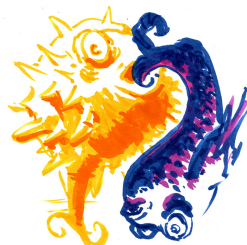
Finding Identity



The Mirror Effect



Judgement Valuations



Daoism



Professional Coaching