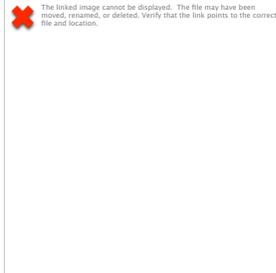


seARTS Member of the Week: Dennis Lanson, Highway Five Productions



Please tell us a little about yourself as a business owner and why you started your business. Highway Five Productions is an LLC created for the purpose of doing one film, THE OPUS 139 PROJECT: TO HEAR THE MUSIC BETTER, which is about one organ, on commission for Harvard, built by world-class Gloucester organ builder C.B. Fisk, Inc. Occasionally, Highway Five has done commercial projects, but its main purpose is the production of this independent documentary film, now three years in the making. We have a non-profit sponsor, Documentary Educational Resources, of Watertown.

Please tell us about the history of your business in the community. Any special community projects with which you have been involved? Essentially, this film IS a community project. It's about a proud Gloucester enterprise, now more than 50 years old, which has built organs all over the world. What interests me most about CB Fisk is its collaborative culture, unusual in a for-profit outfit. Everyone shares in the decision making as a project is built, and this kind of brainstorming about process is, many believe, responsible for the company's success.

What makes your business unique in its genre? I'm a documentary filmmaker who has formed an LLC to get this, and other projects made. If I am a businessman, then it's by default. I don't think of myself that way. This is a labor of love.

What role does the arts play in your business? I am an artist, so the role the arts play is almost 100%. The beauty of craft and design as expressed over on Kondelin Road by CB Fisk, is also, I believe, a function of art. For example, Morgan Pike, who produced the capitals on the Harvard organ, Opus 139, is a sculptor and the creator of the Fishermen's Wives Monument on the Boulevard.

Have you introduced any new products or project for the arts or artists? Only this one, as far as Gloucester is concerned. I have made many documentaries on a variety of subjects.

What is the best way to find out more information on your products & services? We are just launching a Kickstarter campaign for completion funding for this project, which is almost fully shot. This will launch **Friday, October 12**. Click [here](#) for a preview of the site. The website is here: www.tohearthemusic.com. Our Facebook page is [here](#).

TO HEAR THE MUSIC BETTER is an important film about a beautiful and unique piece of craftsmanship, art, and music, and about a stellar and longstanding Gloucester business with a world-class reputation.