

THE COLLEGE AND GRADUATE SCHOOL OF ARTS & SCIENCES
AT THE UNIVERSITY OF VIRGINIA

ARTS PROGRAMS VISION AND PLAYBOOK

APRIL 2017



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BACKGROUND & OBJECTIVES

The College and Graduate School of Arts & Sciences (A&S) is currently planning for its future with particular emphasis on shaping the core contributions to the University's upcoming capital campaign. As part of this endeavor, the Arts in A&S engaged with brightspot strategy in a programmatic planning effort during the spring, creating a shared vision to unite its vibrant community of scholars, artists, and students, and converging on a series of compelling program concepts to help the Arts realize their vision.

While various ideas and strategic plans (e.g., from the Department of Drama) have emerged in recent years from arts departments and individuals, the process was an opportunity for the Arts community and leadership to share and merge ideas, as well as to examine and discuss how to build on recent successes. The timing of the process, in parallel with the evolving Third Century Campaign, enabled the Arts vision and emerging key concepts to be influenced by the themes of the developing campaign as well.

Looking to the future, the Arts in A&S aim to build on their existing departments, programs, and initiatives. While the ideas proposed may touch on or interact with existing arts departments and programs, they are not intended to reimagine what already exists. Instead, they identify specific moves the Arts can make to advance their vision, fostering several areas of focus for the Arts community:

- Experimentation
- New Technologies
- Advanced Creative Process
- Mixed Media
- Performance and Exhibition

DEPARTMENTS

DRAMA

ART

MUSIC

CROSS-DISCIPLINARY PROGRAMS

Creative Writing

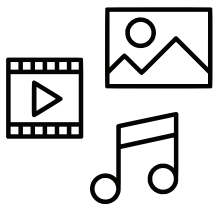
Media Studies

Arts Administration

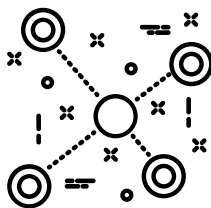
ART PROGRAMS AND INITIATIVES

- Miller Arts Scholars
- Indigenous Arts Initiative
- Faculty Arts Fellows
- University Singers
- Symphony
- Heritage Theatre Festival

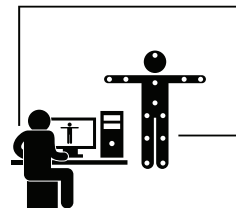
NEW DIRECTIONS FOR THE ARTS



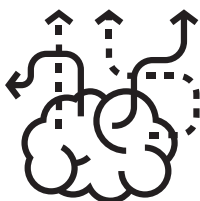
mixed media



experimental



new technology



advanced
creative process



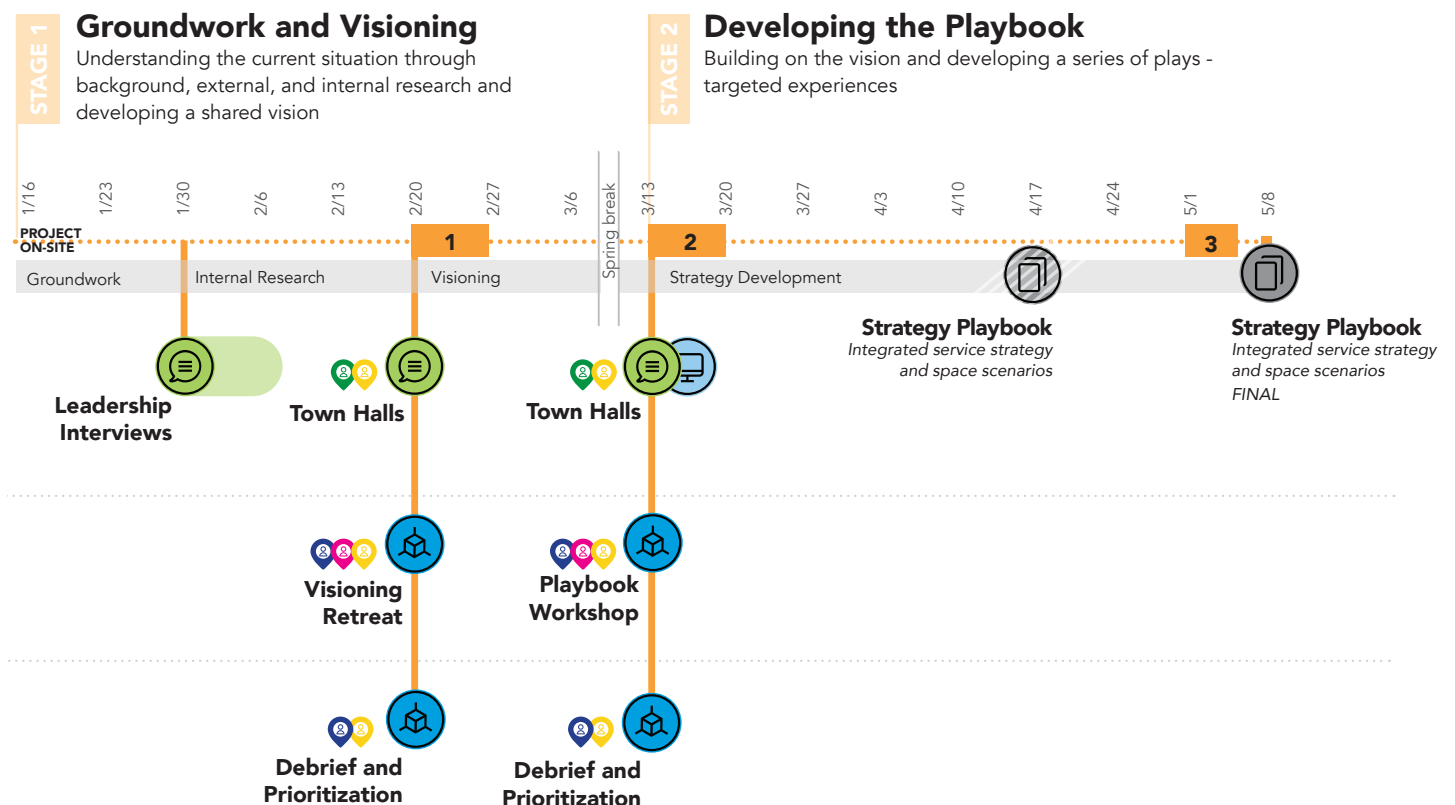
performance &
exhibition

PROCESS & DECISION-MAKING

brightspot engaged arts leadership, faculty, and students in a participatory process to understand their perspectives on the current state of the Arts, vision for the future, and programmatic ideas to advance the Arts toward their vision.

Engagements included:

- **Leadership Interviews** (3) with Ian Baucom, Jody Kielbasa, and John Casteen to understand the current and future vision, mission, and culture of the Arts-based programs in the College and Graduate School of Arts & Sciences
- **Working Group Retreats** (2) with Arts faculty and student representatives: to create a vision and develop ideas for Arts programs to advance the vision
- **Arts Community Town Halls** (2) to create a forum for broader input from the Arts community on the evolving vision and program ideas
- **Leadership Review Meetings** (2) to refine and prioritize the ideas developed



To develop, weigh, and prioritize the proposed programmatic ideas, the Working Group, Town Hall participants, and leadership considered the following criteria:

- UVA is uniquely positioned to act in this area, at this particular moment (i.e., with an influx of new faculty, strong momentum for interdisciplinary programs, enthusiasm around the bicentennial campaign, the opportunity to build on pilot programs like those funded by the Mellon Foundation grant)
- Builds on the Arts' existing resources (departments, staff and faculty, projects and initiatives, spaces, collections, etc.)
- Aligns – in vision and scale – with priorities of the Third Century Campaign
- Creates new horizons for the Arts
- Encourages cross-disciplinary opportunities, benefitting multiple disciplines rather than just one
- Reinforces the Arts identity as embedded within a research university
- Supports the Vision for the Arts (e.g., experimentation is a core concept in the vision)



above: Workshop participants worked together throughout the process to develop a unifying vision for the arts and programmatic ideas for the future of the arts at UVA within A&S.

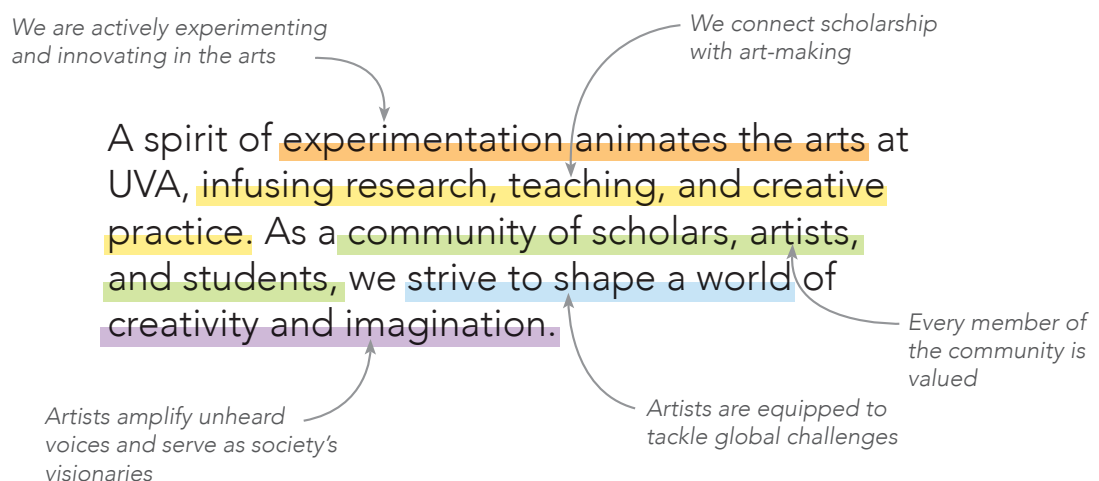
THE VISION

The purpose of creating a vision is to create a unified direction for planning arts programs and initiatives, highlighting areas of interest and key themes that are important to advance across all arts departments and programs.

Visioning conversations with the Working Group, Town Hall participants, and leadership focused on the following critical topics:

- What makes the arts at UVA distinctive? How are we different from our peers?
- The Arts' position within a research institution – research, teaching, and creative practice are all core components of the Arts in A&S.
- How do we succinctly represent our people, our process, what we create, and our impact?

A spirit of experimentation animates the arts at UVA, infusing research, teaching, and creative practice. As a community of scholars, artists, and students, we strive to shape a world of creativity and imagination.



INSTITUTE FOR EXPERIMENTAL ARTS

VISION

The Institute for Experimental Arts catalyzes a community of artists and scholars to form environments where knowledge and artistic excellence flourish.

WHAT IT IS:

The Institute for Experimental Arts is a transdisciplinary arts institute with an emphasis on developing critical perspectives on experimental arts through artistic practice and research.

A hub where like-minded scholars can convene to develop programs, projects, and pedagogical initiatives together, the institute provides a framework and space for engagements across disciplines, supporting interdisciplinary performance and exhibition.

CONNECTION TO ARTS VISION:

The creation of this Institute highlights and formalizes a shared emphasis on experimentation (a core aspect of the vision for the Arts) across and beyond the Arts. In addition to supporting experimental partnerships and exchanges with new people, disciplines, and ideas, it establishes a culture of taking creative risks, exploration, and invention. Many of the activities associated with this Institute will culminate in performances or exhibitions, showcasing the creations of cross-disciplinary collaborations and possibly expanding collaboration with the UVA museums.

BUILDS ON CURRENT PROGRAMS:

The Institute for Experimental Arts will act as a coordinating entity to advance current, successful programs in the Arts that 1) encourage experimentation (like the Technosonics course, in which students learn tools and techniques to experiment with digital music); and 2) provide opportunities for critical thinking and engagement across disciplines (like the Miller Arts Scholars program). By formalizing successful pilot programs and creating a common avenue for their coordination, the Institute harnesses the current momentum across Arts departments and sets the stage for new connections and sustained engagements.

The Institute will also be an environment that supports multimedia approaches as well as more traditional approaches.

THE INSTITUTE FOR EXPERIMENTAL ARTS WILL:

- **Expand sites for exhibition, performance and screenings**, leading to increased public visibility and stronger profile of the arts across Grounds
- **Generate connections across grounds**; creating an “Academic Ecotone” - an environment where disciplines come together to generate new knowledge
- **Foster artistic excellence** by providing necessary space, opportunities, and connections for technical development and growth
- **Connect people across hierarchies** and open communication between students, faculty, and community members
- **Develop critical thinking skills** with an interdisciplinary focus
- **Offer opportunities for sustained engagements** with the arts both within and outside traditional arts disciplines
- **Align with the Third Century Campaign’s** focus on Arts & Society with a media focus

CORE INITIATIVES



ART EXCHANGE

local and international artist exchange

ART ACROSS DISCIPLINES

interdisciplinary art-focused courses (non-textual analysis + assessment)



INTERDISCIPLINARY PERFORMANCE

dedicated funding and space for collaborative experimental performance and exhibition

SUPPORTING ACTIVITIES

THE DREAM PROJECT

A platform where students, faculty, and community members can seek co-collaborators, share resources, and offer to help others with their creative endeavors.

THE FLUXUS PROJECT

A monthly performance/ intramural competition with prompts overseen by students, with digital and physical outposts.

Prompts will be integrated into course material, where participants are invited to react through the lens of their discipline.

COLLABORATIVE FELLOWSHIPS

Fellowships offered to facilitate and explore collaborations between UVA libraries, museums, and the College and Graduate School of Arts and Science.

Fellows will explore new media, collections, and conservation.

COLLABORATION SHOWCASE

A yearly exhibition that will highlight interdisciplinary artistic endeavors (research, performances, and coursework) as a way to enhance visibility, spark new collaborations, and celebrate innovation on grounds.

OPEN LABS

An event series that opens the university's research labs to artists, similar to Open Studios.

The program exposes artists to the innovations and technology on grounds to spark artistic breakthroughs.

ARTS OUTPOSTS:

A RENEWED EMPHASIS ON SOCIAL PRACTICE AND ENTREPRENEURSHIP

VISION

Through public exploration and creative practice, the Arts Outposts program strives to shape a world of innovation, reflection, and inclusion.

WHAT IT IS:

Arts Outposts connect the Arts to public life, moving outside of the classroom (and off grounds) to cultivate opportunities for civic engagement and social interaction with communities in Charlottesville, in Virginia, nationally, and globally.

With the goal of generating social exchange and involving the public in the creative process (e.g., through interactive performance or technologies), Arts Outposts advances the Arts' emphasis on experimental programs that encourage exchange with new people and ideas.

Taking social engagement as its focus, the Arts Outposts program is inherently adaptable to initiate (or partner with) short or long term projects in a variety of locales.

CONNECTION TO ARTS VISION:

The Arts Outposts will broaden and enrich UVA's community of scholars, artists, and students by encouraging interactions with new people in new ways. This program will be instrumental in realizing the Arts' vision – to shape a world of creativity, inclusion, and imagination – by forging connections between the Arts and public life through the creative process, locally, regionally, and globally.

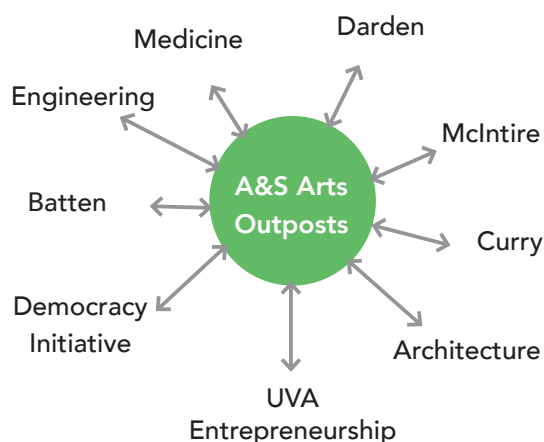
BUILDS ON CURRENT PROGRAMS:

- UVA sculpture collaboration with Archaeology to create a sculpture park that will be excavated by 5th graders at Baker-Butler school in Charlottesville
- Community-based course by Andrew Kaufman: "Books Behind Bars: Life, Literature and Leadership," in which students traveled to juvenile correctional and treatment centers in Virginia to facilitate discussions with incarcerated youth about Russian literature
- #Carbonfeed interactive installation that converted real-time tweets into music and showed each tweet's environmental impact by releasing bubbles into cylinders of water

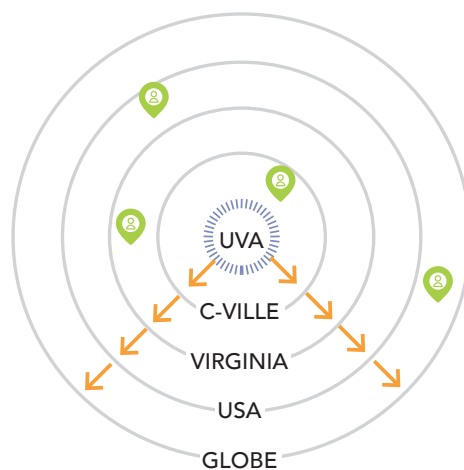
ARTS OUTPOSTS WILL:

- **Expand sites for exhibition, performance and screenings**, leading to increased public visibility and stronger profile of the Arts beyond Grounds
- **Connect people across hierarchies** and open communication between students, faculty, and community members
- **Enhance experiential learning** by providing more opportunities for active, action-oriented experiences off Grounds, including exchange programs in highly innovative science and industry centers.
- **Engage the public** and provide more opportunities for organic interaction between local inhabitants and scholars
- **Align with the Third Century Campaign's** focus on Arts & Society as well as Democracy

CONNECTING ACROSS SCHOOLS AND DISCIPLINES



ESTABLISHING ARTS OUTPOSTS BEYOND GROUNDS



SUPPORTING ACTIVITIES

MFA IN SOCIAL PRACTICE

A new interdisciplinary master's degree infusing the arts with critical discourse in history, society and culture



CREATIVE PLACEMAKING CENTER

Central convening body to align across the schools and tactically deploy the arts to transform the physical environment



ARTS AND SOCIAL ACTION COURSES

A collaboration with Darden to engage artists in social entrepreneurship through public engagement and artistic dialogue



INSTITUTE FOR GLOBAL INDIGENOUS ARTS

DRAFT VISION

The Institute for Global Indigenous Arts strives to leverage UVA's museum collections and curatorial resources to spearhead new methods of object-oriented teaching, research, and contemporary artistic practice.

WHAT IT IS:

The Institute for Global Indigenous Arts is a transdisciplinary arts institute with an emphasis experiential learning and object-oriented research in the indigenous arts.

The current initiative in the Indigenous Arts of Australia and the Americas has been funded with the support of a Mellon Foundation grant of \$815,000 over 5 years.

CONNECTION TO ARTS VISION:

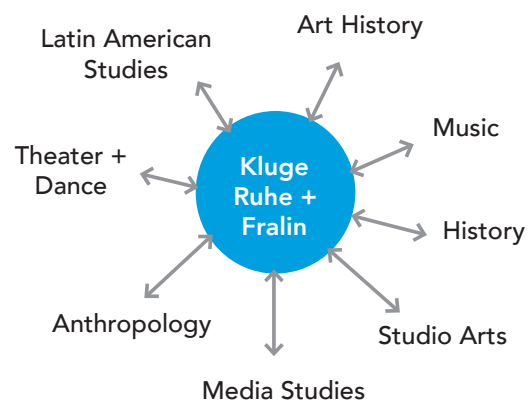
The Institute for Global Indigenous Arts will infuse the unique collections at Kluge Ruhe into teaching and research endeavors of the University, elevating the collections' visibility and enriching the Arts community's interaction with and exploration of UVA's distinctive resources and the rich but understudied collections at the Fralin.

ADVANCES SUCCESS IN THIS AREA:

The creation of the Institute for Global Indigenous Arts culminates a series of recent successes for the Indigenous Arts at UVA, most notably the awarding of the Mellon Grant for the Indigenous Arts Initiative, which aims to integrate A&S programs with UVA museums, as well as two curatorial Provost appointments for Indigenous Arts, a residency program for artists, scholars, and curators, and museum internships.

A HUB ACROSS DISCIPLINES

The institute will act as a nexus for diverse disciplines.







THE INSTITUTE FOR GLOBAL INDIGENOUS ARTS WILL:

- **Establish UVA as a global leader** in Indigenous Arts, expanding the reach and presence of the University
- **Build strength in the Global South**, in alignment with the goals of the 3rd Century Campaign
- **Enhance experiential learning and object oriented research** by continuing to develop new pedagogical methods and providing support to faculty and students
- **Develop and strengthen the University's museum collections** through curation and research
- **Advance, connect, and support interdisciplinary research** across the College and Graduate School of Arts & Sciences and the broader university
- **Engage the public** and provide more opportunities for organic interaction between local inhabitants and scholars
- **Facilitate partnerships** and lead conversations with other institutions, universities, and museums

CORE PILOT INITIATIVES

ARTS FELLOWS PROGRAM	Establishes faculty fellows across multiple disciplines to develop new courses and engage in research	CURATORIAL INTERNSHIPS	Paid internships for students are offered at the Fralin, Kluge Ruhe, and other regional museums and institutes
SUMMER CURATORIAL INTENSIVE	A summer program open to students from disadvantaged backgrounds offering preparation for curatorial graduate studies	CURATORIAL POSITIONS	2 full-time curators have been hired to support academic and public programming and coordination
VISITING ARTISTS	Artists are invited to UVA to work with the collection, students and faculty, UVA currently funds 3 per year	RESEARCH CENTER	Expands research opportunities for faculty and students in the study, preservation, and presentation of the UVA collections

NEWLY PROPOSED PROGRAMS

CONSERVATION FEEDER PROGRAM <p>An undergraduate program bringing together the arts and sciences to develop conservation skills</p> 	MUSEUM CATALOG <p>An online catalogue, akin to a library catalog, that provides faculty and students direct digital access to object collections.</p> 	OBJECT ENGAGEMENT SPACE <p>A dedicated space for students and faculty to interpret, handle, and examine artifacts</p> 	CENTRALIZED MUSEUM COMPLEX <p>A combined Kluge Ruhe and Fralin facility to share resources and increase museum visibility and presence</p> 
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NEXT STEPS

Moving forward, the aim of the next phase will be to assess future space needs for the Arts at a high-level, and develop a roadmap of steps to mobilize the College staff in working toward the vision and implementing the Institutes.

The ideas generated through this process will be woven into the broader Arts and Sciences strategic plan, as part of the capital campaign planning endeavor.

