

What Can the World Teach California About Arts Engagement?

A ZÓCALO PUBLIC SQUARE CONFERENCE



Sunday, June 25, 2017

9:00 AM – 6:30 PM

Omni Hotel, 251 S. Olive St.
Los Angeles, CA 90012

REGISTER ONLINE: zps.la/ArtsEngagement

Free and open to the public with advance registration

This conference is supported by a grant from
The James Irvine Foundation.



What Can the World Teach California About Arts Engagement?



Michael Alexander, Executive Director Emeritus, Grand Performances

SUNDAY, JUNE 25, 2017

<p>9:00 – 9:45 AM Bunker Hill Foyer</p>	<p>CHECK-IN AND REGISTRATION Coffee and light refreshments.</p>
<p>9:45 – 10:00AM Bunker Hill Ballroom</p>	<p>WELCOMING REMARKS Michael Alexander, executive director emeritus of Los Angeles’ acclaimed Grand Performances series of free, outdoor cultural events, welcomes participants on behalf of Zócalo Public Square and The James Irvine Foundation.</p>
<p>10:00 AM – 10:25 AM Bunker Hill Ballroom</p>	<p>LIVE PERFORMANCE The Industry The Industry is an independent, artist-driven company creating experimental productions that expand the definition of opera.</p>
<p>10:25 AM – 11:35 AM Bunker Hill Ballroom</p>	<p>PANEL DISCUSSION “What Does the Public Want from the Arts?” Moderated by Chris Jones, Chief Theater Critic, Chicago Tribune What do we want? Broader, more diverse audiences! When do we want them? Now! Arts organizations have crunched much data and spent many fortunes in search of new ways to engage younger people and those who previously did not spend much time at concerts or in galleries. Their cutting-edge strategies are about meeting people where they are, and offering more of the arts they want. But does the public even know what it wants? Have all the investments in outreach, digital displays and technology produced results? Or are we learning that attracting audiences is itself less a science and more an art? Randi Korn, founding director of museum planning specialists Randi Korn & Associates, Mexico City-based performing arts curator and consultant Cristina King Miranda, and Japanese American Cultural and Community Center president Leslie A. Ito discuss how we measure arts audiences and what they want.</p>
<p>11:35 AM – 11:45 AM Bunker Hill Ballroom</p>	<p>BREAK Light refreshments</p>
<p>11:45 AM – 1:00 PM Bunker Hill Ballroom</p>	<p>LUNCHTIME KEYNOTE “Does Arts Engagement Even Matter?” Steven Tepper, Dean of Arizona State University’s Herberger Institute for Design & the Arts In the press and popular culture, the arts are often depicted like baby seals—they’re always endangered. And the institutions that support them are ever threatened, or reckoning with long-term decline. But is this conventional wisdom true? Or does it obscure changes in the ways that people use the arts in their lives? Steven Tepper, dean of Arizona State University’s Herberger Institute for Design and the Arts and author of <i>Not Here, Not Now, Not That! Protest Over Art and Culture in America</i>, discusses how the very nature of arts engagement is changing, creating new problems and new opportunities for the arts. Lunch will be served.</p>



Leslie Ito, President and CEO, Japanese American Cultural & Community Center



Steven Tepper, Dean, Arizona State University’s Herberger Institute for Design and the Arts

1:00 PM – 1:35 PM

Bunker Hill Ballroom

PARTICIPANT DISCUSSION

“What Can We Teach Each Other About Arts Engagement?”

Moderated by Michael Alexander, Executive Director, Grand Performances

Michael Alexander, executive director emeritus of Los Angeles’ renowned Grand Performances series of free, outdoor cultural events, will lead an exchange with conference participants to tap into the wide array of local talent and expertise in the room. The session will provide California’s cultural community with an opportunity to converse with—and learn from—each other by exchanging ideas, soliciting feedback, and sharing anecdotes and best practices with each other and their global colleagues.

1:35 PM – 1:45 PM

Bunker Hill Ballroom

BREAK

Light refreshments.

1:45 PM – 2:55 PM

Bunker Hill Ballroom

PANEL DISCUSSION

“Does Art Really Make Us Better Citizens?”

Moderated by Suse Anderson, Co-host of *Museopunks* and Assistant Professor of Museum Studies at George Washington University

The arts are often derided as an elite pastime outside the interests of regular people. But there are also countless examples of how even the smallest arts events can create durable connections within a community. Research suggests that if you attend arts events, you’re more likely to engage in politics, to know your neighbors, and to engage in a spiritual practice. What is the nature of the relationship between embracing the arts and participating in the life of a community? When and under what circumstances do the arts bind people and places together—and when do they divide us? And what do we need from the arts at a moment when many people are more isolated, and our civic life more polarized? Middle East Institute Arts & Culture Program director **Lyne Sneige**, Arts and Humanities chair of Mexico’s Universidad Autónoma Metropolitana Lerma **Luz María Sánchez**, global arts consultant **Gail Dexter Lord**, and cultural historian and chair of Theatre at the University of North Carolina at Charlotte **Lynne Conner** examine how having the arts in our lives can draw us closer to our own societies.

2:55 PM – 3:05 PM

Bunker Hill Ballroom

BREAK

Light refreshments.

3:05 PM – 4:20 PM

Bunker Hill Ballroom

PANEL DISCUSSION

“How Is the World Innovating to Reach Broader Audiences?”

Moderated by Seth Porges, Contributing Technology and Culture Writer, *Forbes* and *New York*

A giant rock suspended over a walkway at a museum. A coffeehouse that mixes painting with activism. A national theater that allows schools to stream its productions online. A virtual reality studio that immerses visitors in exhibits and performances from around the world. Where in the world can we find the most creative ideas for pulling people into the arts, and into the lives of their nations, their cities and their neighborhoods? Which specific programs have attracted new audiences? And as we look across the country and around the globe, what do successful efforts to bring arts to the people have in common? New Orleans-based visual artist **Brandan “BMike” Odums**, Centre de Cultura Contemporània de Barcelona exhibitions chief **Rosa Ferré**, and Berlin-based opera director **Lydia Steier** examine what’s gone right in the arts.



Brandan “BMike” Odums, New Orleans-based Visual Artist



Rosa Ferré, Exhibitions Chief, Centre de Cultura Contemporània de Barcelona, © Gregori Civera, 2012

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4:20 PM – 5:15 PM
Bunker Hill Ballroom

AFTERNOON KEYNOTE

“How Do the Arts Appeal to Local Crowds in a Globalized World?”

Boon Hui Tan, Vice President for Global Arts Programming, Asia Society

In our competitive, globalized world, many artists, presenters and cultural institutions strive to have an international appeal and a resonance beyond their own local communities and national borders. But art often is most universal when it is most profoundly and intensely local. The abstract, everywhere-and-nowhere space of the “global art world” actually consists of thousands of local artists and local arts organizations that are building bridges with other localities by tapping into common human experiences. How can local artists and arts organizations, especially those with limited budgets, find and create these types of connections with localities both near and far-flung? How does local art “become” global by interacting with the parallel experiences and aesthetic practices of other nations, communities, and individual artists? The Asia Society’s vice president for global arts programming **Boon Hui Tan** draws on his own globe-spanning background to explore how artists and cultural communities—curators, producers, presenters, and others—can use these local connections to help create what he calls a “third space” of truly global artistic expression, without losing touch with their own particular histories, cultures and identities.



Boon Hui Tan, Vice President for Global Arts Programming, Asia Society

5:15 PM – 5:30 PM
Bunker Hill Ballroom

CLOSING REMARKS

Michael Alexander leads participants in a brief closing session to summarize the day’s takeaways and share final thoughts.

5:30 PM – 6:30 PM
Noé Terrace

RECEPTION

Participants are encouraged to continue the conversation with the day’s featured speakers and with each other at a free, hosted reception on the Omni Hotel’s Noé terrace.

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