

Arts Administration Newsletter – Summer / Fall 2010

Arts Administration at the University of Virginia School of Architecture

9-28-10

Arts Administration (ARAD) is the study of the practical management of arts and cultural institutions. Housed in UVA's School of Architecture, this interdisciplinary field occupies a crossroads of commerce and art where art meets audience. This intersection is where artistic products seek their market, where artists and society most closely interact, and where discourse encompass all arts disciplines while researching their varying roles within larger social contexts.

Welcome! This Summer / Fall 2010 edition of the ARAD Newsletter celebrates 5 years of Arts Administration at UVA. A second Fall 2010 Newsletter edition will celebrate new paths forward. There is sufficient excitement to need two editions this year.

The biggest news is that Arts Administration has relocated within the University and is now housed within the School of Architecture. Dean Kim Tanzer has been wonderful in both extending a welcome and providing an opportunity for ARAD to grow in potentially unprecedented ways. But importantly, special thanks to Tom Skalak (VP/Research); Beth Turner (Vice Provost for Arts); Steve Smiley (Pres., Arts Council); Larry Goedde (formerly Chair, Art Dept.); Bruce Holsinger (Assoc A&S Dean); Craig Barton (Chair, Architecture Dept); Bob Sweeney (Sr. VP) for advising and advocating.

A further spotlight is due to new ARAD faculty colleague Jody Kielbasa, Director of the Virginia Film Festival. Jody team-taught an ARAD Seminar last spring and will offer his own course in Spring, 2011 – with plans for greater involvement being developed. Welcome Jody!

So before looking ahead in Edition #2, we pause to acknowledge the many students, faculty and guest artists / speakers. And to thank in particular the donors who made the first five years possible. Continuing private support will be vital, but my sincere thanks to each and every one of you for all you have done thus far.
- George

ARAD Numbers at a Glance:

Graduated Majors - 1 / Current Majors - 5

Enrolled students - 782 total - from 7 different UVA schools (Spring '06- Spring '10):

- 51 - McIntire School of Commerce
- 13 - School of Engineering
- 1 - Curry School of Education
- 688 - College of Arts and Sciences
- 25 – Architecture School
- 3 – School of Nursing
- 1 – Cont. / Professional Studies

Over 200 Internships / Jobs secured by ARAD students; 9 Grad School Admissions

Guest Speakers / Artists / Mentors involved in ARAD: 175



Program History at a Glance

'05-'06: First course taught by George Sampson at request of Arts & Sciences dean Ed Ayers, cross-listed with Commerce School, draws 74 undergraduate students

'06-'07: Four ARAD courses enroll 149 students from 4 UVA schools

- 1st “Arts in Context” course, “The Arts & Intellectual and Cultural Property,” is team-taught with College, Law, Darden & Commerce School faculty
 - The course produced a business case, “The Doors & Dave Matthews Band: Branding & Stewardship of I.P.,” released by Darden Business Publishing (2009)
- ARAD at UVA became a founding member of national Arts Administrators in Higher Education organization, with 1st meeting held at Harvard
- UVA became associated with national Association of Arts Administration Educators

'07-'08: ARAD courses enroll 162 students from 5 UVA schools

- 2nd “Arts in Context” course, “The Arts in Community / Community in the Arts,” is team-taught with College, Architecture faculty and guests
 - The course produced a locally reviewed “profound,” public art piece, co-presented with the Art Museum
- **Student-presented** public art piece, “Mantra Trailer” by guest artist Sherri Wood
- **Awards - 2008**
 - Hollingsworth Summer Ethics Internships: **Lindsey Turner, Colleen Wolfe, Sara Garver**
 - Patricia Hollingsworth Ethics Essay: **Brian Umana**

'08-'09: ARAD courses enroll 195 students from 5 schools

- 3rd “Arts in Context” course, “The Arts & Medicine, Healing,” is team-taught with College, Medical, Nursing, Architecture faculty
 - The course produced a CD, “Billy Bang & Bill Cole at UVA Chapel,” forthcoming, 2010
- ARAD is faculty advisor to student-run Museum Docent course
- **Awards - 2009**
 - Hollingsworth Summer Ethics Internships: ARAD students 5 of 16 recipients, **Elizabeth Diemer, Rachel Swartz, Jenny Smith**
 - Harrison Undergraduate Research Award: **Caroline Ryon**
 - Z Society Award: Bill T. Jones Residency Project c/o **Stephanie DeWolfe**
 - Alternative Spring Break Service Learning Grant: **Danelle Barnes**

- **Graduate School Admissions** – ARAD alumni accepted at: NYU/Gallatin School - Directed Self Studies in Arts Education, **Lindsey Turner** '09; Columbia University - Architecture/Urban Planning certificate, **Amanda Sims** '09; San Francisco Art Institute- **Charlotte Miller** '08; Duke / Fuqua Business School - **Monica Talley** '08

The 2008 Bill T. Jones Collaborative Residency & Workshop

ARAD Students led by ARAD major **Lindsey Turner** produce historic first-ever University-wide Collaborative Workshop & Residency with Bill T. Jones / Arnie Zane Dance Company (2010 Kennedy Center, MacArthur “Genius” and 2-time TONY award recipient); involving 250 UVA, PVCC students and community participants, in a 27-service residency presented to 3,000 attendees, resulting in a site-specific work with archival photos at www.100migrations.org as part of Jones’ piece on Abraham Lincoln.

- The residency resulted in footage for a PBS “American Masters” national broadcast of Kartemquin Films’ piece on Jones’ two-year creation process for the Lincoln work, 2011.

'09-'10: ARAD courses enroll 180 students from 4 schools

- 4th “Arts in Context” course, “The Arts & Technology,” is team-taught with College, Engineering and Education School faculty
 - The course produced visual images for a portion of concert / performance art piece, “Digitalis Through the Roof,” directed by Matthew Burtner of the Music Dept. faculty, held in Old Cabell Hall, May 4, 2010
- **Jody Kielbasa**, Director, Virginia Film Festival joins the ARAD faculty to team-teach Seminar in Development / Board Management. Will have broader ARAD role, '10-'11
- Student-produced performance “Minds Wide Open” staged by Danna Thomas as part of state-wide Women in the Arts celebration, Cabell Hall, March 27, 2010
- ARAD Majors now number 5; 4 CLAS '11s and 1 Commerce '12
- **Awards – 2010**
 - Hollingsworth Summer Ethics Internships: **Danna Thomas, Agnes Pырchla**
- **Graduate School Admissions** – ARAD alumni were accepted at: American - Arts Management, **Venessa Yung**, CLAS '09; George Mason- Arts Mgmt, **Maddie Deupree**, CLAS '10; NYU - Visual Arts Admin, **Rachel Swartz**, CLAS '10; UNC Charlotte - Public Admin for Arts, **Virginia Early**, CLAS '10; BU - Arts Admin, **Brendon Mason**, CLAS '09; UT – Austin - Art Education, **Katy Wilson**, CLAS '09
- **Internship & 1st Jobs** – More than 200 internships & 1st jobs have come to ARAD students in the 5 years since ARAD inception