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# AS220

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## FOR IMMEDIATE RELEASE

### **AS220 is awarded \$300,000 from Wallace Foundation**

AS220 has been awarded a grant from the Wallace Foundation for \$300,000.00 over four years to help pioneer effective ideas and practices that can build public participation in the arts. ~~Twenty-one cultural organizations in 15 states were awarded over \$13 million by the Wallace Foundation in November 2003.~~

The Wallace Foundation's latest round of grants brings to 58 the number of arts institutions across the country with strong track records in participation-building that have received a total of more than \$43 million in support since 1999 under Wallace's Leadership and Excellence in Arts Participation initiative or LEAP.

This grant will make it possible for AS220 to diversify its multigenerational community by engaging artists and the arts-going public who are over age 40. This community-based arts center will also expand opportunities for employment for individual artists by including at least three additional annual artist residencies, and will restructure many of its events to increase participation and enhance earned revenue.

### **Eleven Initiatives Comprise the AS220 Grant**

AS220 will take specific action toward reaching these goals during a four year period:

At least three mid-career or established artists will be invited to AS220 for a residency each year.

Beginning in September 2004, AS220 will launch a series of artist residencies, exhibits, and publications under the banner of the Institute for Folk Technology.

AS220 will hold more artists talks, create more Nook and Cranny exhibition spaces, and expand the Providence Studio Space List to match artists with work and live studios.

An Open Orchestra or Collaborative Cooperatives will be formed to promote the formation of performance troupes.

Current and new instructors will craft groups and personalized instruction that will deepen student artistic prowess.

The AS220 Event Shop will convene a skilled team of coordinators to execute all special events at AS220, including the annual signature fundraising event, the Fool's Ball, which celebrates its tenth anniversary in 2004.

An online store front will be expanded to merchandise AS220 products; currently, AS220 participates in the z-shops program through Amazon.com.

The AS220 Development Office will establish an annual fund, which will provide options for donors to designate gifts to specific programs within AS220.

The AS220 Free Software Project will break away from dependency on proprietary software, and have 90% of all AS220 computers running on free software by 2008.

A daily online collaborative journal, the Collabo-Blog, encourages our audience to visit the AS220 website each day, where they can access articles, local show and exhibition reviews, links to other organizations, and in-house documentation.

AS220 will set up a system for capturing and archiving all events through recordings on high fidelity video tape, and solicitation of historical material, such as photographs, print material, and video, from artists.

### **The Wallace Foundation Leadership and Excellence in Arts Participation (LEAP) Program**

Through LEAP, many museums, performing arts organizations, and community cultural centers that are adopting customer-focused practices aligned with high-quality artistic programs are experiencing higher ticket sales; attracting new, more diverse patrons; or encouraging people to return for a greater variety of programs and activities.

"In all of our work, we seek to support and share effective practices that help organizations expand learning and enrichment opportunities for all people," said M. Christine DeVita, the Foundation's president. "Our LEAP partnership with leading arts organizations enables us to help develop new practices that expand participation in the arts, and then to share the lessons from their work so that other institutions around the country make the arts an essential resource for individual learning, personal enrichment, civic engagement and community health."

Each LEAP organization sets its own goals covering a wide range of possible activities including field testing program, marketing, outreach and organizational strategies that hold promise for broadening, deepening or diversifying participation. Collectively, the goals of Wallace's LEAP initiative are twofold: to provide LEAP organizations support to develop, experiment and refine innovative and effective participation-building practices and strategies; and to share that information in ways that permit other arts organizations to adopt those strategies.

"Organizations of widely different types and sizes in many communities are hotbeds of creative thinking about effective strategies for building arts participation," said Michael Moore, director of arts programs at the Foundation. "We think these organizations, and many like them, need to be understood, valued and supported. You could have the world's greatest artistry, but if your door is locked, no one is ever going to see it."

LEAP is part of a multifaceted effort to develop knowledge about effective participation-building practices among interested arts organizations and their funding partners across the country. It builds on more than a decade of work during which the Foundation, formerly the Wallace-Reader's Digest Funds, invested more than \$300 million in theaters, museums, dance companies, literary groups, community art schools and centers. Through their programs and public efforts, these organizations have demonstrated that excellence need not mean exclusion and that the benefits of the arts can be multiplied through the shared experience of participation.

Over the past decade, the Foundation has used a range of strategies to help propel the development of cultural organizations that are effectively increasing participation in their communities; to foster partnerships with states and other public and private funders to increase arts participation; and to develop new knowledge and tools, including *A New Framework for Building Arts Participation* developed by RAND, that help make the arts part of people's everyday lives.

The Foundation's three current goals are to: improve student achievement through stronger education leadership; enhance after-school learning opportunities; and expand participation in arts and culture. Further information can be found at [www.wallacefoundation.org](http://www.wallacefoundation.org) or at [www.arts4allpeople.org](http://www.arts4allpeople.org).

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Wallace Foundation  
LEADERSHIP AND EXCELLENCE IN ARTS PARTICIPATION  
(LEAP)

List of Newly Named Grantees  
November 17, 2003

***Arab Community Center for Economic and Social Services (ACCESS)*** in Dearborn, MI, will expand and diversify local, regional, and national audiences for its soon to open Arab American National Museum, its Resource Center, nationally touring performing arts events and an array of other public programs that will document, present, preserve, and celebrate the history, culture, and contributions of Arab Americans. (\$900,000 over 4 years)

***Appalshop*** in Whitesburg, KY, will broaden and deepen participation by low to moderate income regional and national audiences by increasing the number of local, regional and national presentations it offers. This community-based arts center will promote crossover participation among its many programs by creating the Appalshop Learning Center that will also offer multidisciplinary arts education programs. (\$700,000 over 4 years)

***AS220*** in Providence, RI, will diversify its multigenerational community by engaging artists and the arts-going public who are over age 40. This community-based arts center will also expand opportunities for employment for individual artists by including at least three additional annual artist residencies, and will restructure many of its events to increase participation and enhance earned revenue. (\$300,000 over 4 years)

***Aspen Music Festival and School*** in Aspen, CO, will develop and offer three- to five-day thematic mini-festivals designed to draw in casual audiences and give them a deeper experience. The project includes planning and audience research to learn how to convert casual attendees into committed concertgoers, and will include marketing tour packages to music enthusiasts in several key cities following the model of Colorado ski resorts. (\$1,000,000 over 4 years)

***Bay Area Video Coalition*** in San Francisco, will provide established and emerging artists and arts organizations with the equipment, training and support they need to use powerful media tools to create and distribute art to broad audiences. This noncommercial media technology access and training center will help arts organizations in many disciplines use media tools to achieve their own participation-building goals. (\$700,000 over 4 years)

***Blue Apple Players*** in Louisville, KY, will enrich relationships with their community by strengthening communications systems, improving production values, strengthening education programs and sharing lessons of effective practices with professional colleagues. This theater company will also recruit past participants to become actively engaged as volunteers, audience members, actors, staff, board members or potential donors. (\$300,000 over 4 years)

***Cal Performances*** in Berkeley, CA, will deepen and increase the frequency of participation by current audience members through audience research, enhanced marketing and expanding the use of new technology. This university-based presenter will also enhance its public programs by engaging university faculty to provide context and educational information at performance events. (\$900,000 over 4 years)

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**Center of Creative Arts** in St. Louis, will lay the groundwork for its growth into an expanded facility by enhancing marketing efforts, building its capacity to communicate with participants electronically and raising the level of its arts programs by engaging high profile artists. The Center will increase student enrollment, theater audiences and core supporters. (*\$700,000 over 4 years*)

**Community Music School of Springfield** in Springfield, MA, will expand its Prelude program by training early childhood teachers at multiple community sites in three cities to integrate music into their daily classroom plans. The music school will also use parent advisory groups to create family events centered around musical performances and other enriching cultural activities. Another component of the program, called Presto, will identify talented, young string players and provide comprehensive string education and training. (*\$600,000 over 4 years*)

**Cornerstone Theater Company** in Los Angeles, will sustain and deepen relationships with community participants it has worked with throughout Los Angeles and enhance information systems to track these relationships. Through the Cornerstone Institute, the theater will train students to become leaders in the practice of community engaged theater. (*\$600,000 over 4 years*)

**Liz Lerman Dance Exchange** in Takoma Park, MD, will strengthen the collaborations with arts presenters and other partners that have been key to its past success engaging communities and promoting artist participation. In a program of integrated and overlapping activities, Liz Lerman Dance Exchange will develop and publish a partner guide, send advance teams to lay the foundation for participatory residency projects, and organize three conferences to share lessons of effective practice. In addition, the company will explore the relationship between community engagement, high production values, and experimental approaches to audience participation. (*\$600,000 over 4 years*)

**Dell'Arte International** in Blue Lake, CA, will join with three local community organizations to strengthen their ability to present art forms from Latino and Native American cultural traditions. Dell'Arte will host events organized by the community organizations as part of its annual performing arts festival and will hire Latino and Native American staff. To engage participants from these communities, Dell'Arte will conduct audience research and enhance marketing and communications efforts. (*\$300,000 over 4 years*)

**Hancher Auditorium/University of Iowa** will create a network with organizations in its Iowa City home and three other Iowa communities to plan and implement two long-term artist residencies each year with performances aimed at young parents and their children. Hancher will develop an online videoconference system to enhance the on-site residencies and to serve as a vehicle for planning, documentation, evaluation and dissemination. (*\$800,000 over 4 years*)

**Intermedia Arts** in Minneapolis, will launch *Immigrant Status*, a multidisciplinary series of exhibitions and performances exploring the cultures and conditions of Minnesota's newest immigrant populations, African/Somalis, Latino/Mexicans and Russians. Intermedia will hire artistic and organizational staff from these international communities and adopt new curatorial, artistic and audience development practices to fully engage members from each community. (*\$491,000 over 4 years*)