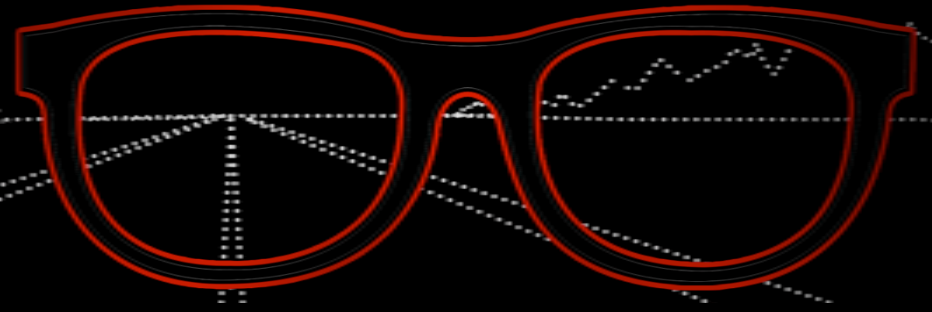


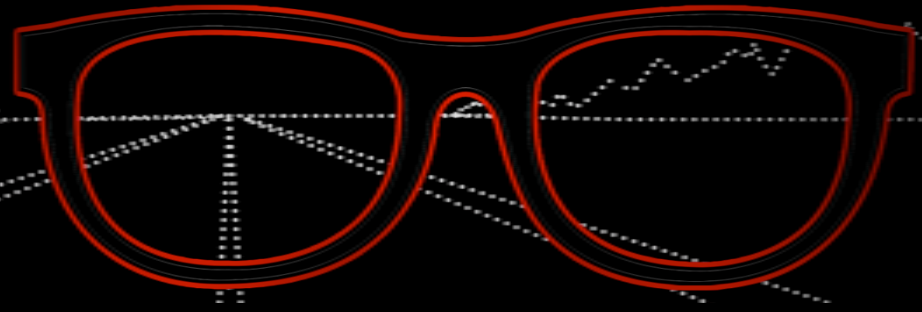


VISION: CLEARLY SEEING WHAT ISN'T THERE... YET



THRESHOLDS OF CHANGE

MAJOR SHIFTS AFFECTING
THE PERFORMING ARTS
SECTOR



THE EVOLVING CREATIVE LANDSCAPE

Technology

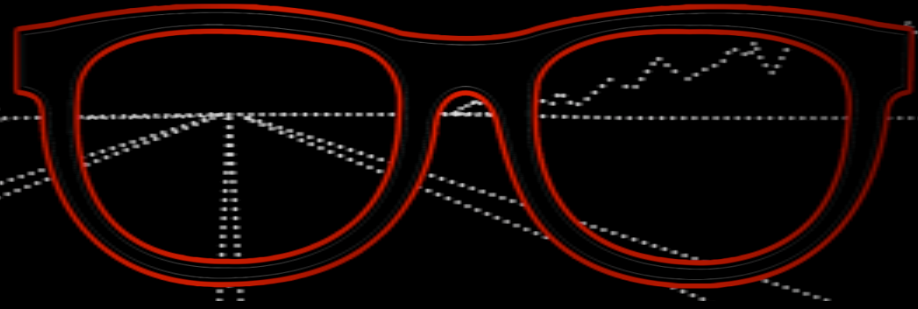
Ticketing

Marketing

Fundraising

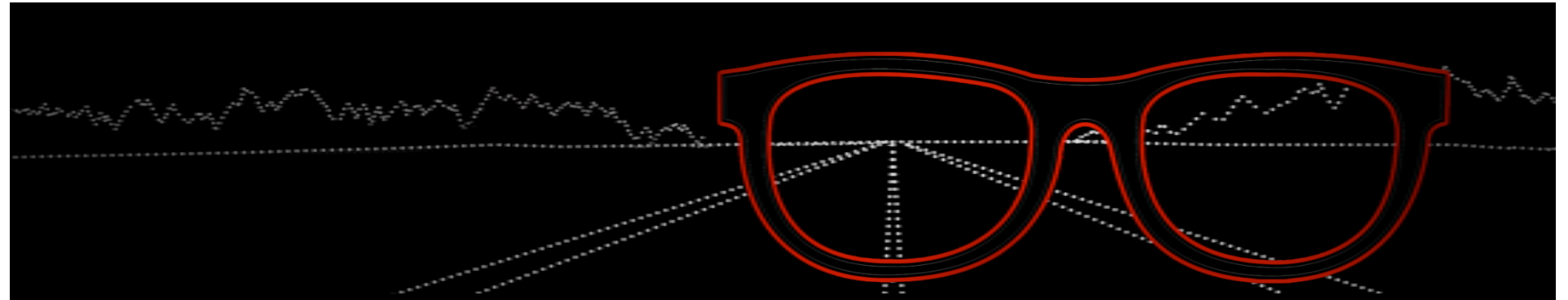
Audience Experience

Artistic Expression



DISINTERMEDIATION

- No intermediary
- We become our own curators
- Reviews are crowdsourced
- Affinity Marketing
- Attendees choose the relevance of the source of information
- Technology Analysis



FLUID PLACEMAKING

- Theatre without walls
- Projects with defined life spans rather than institutions founded to be permanent
- Different view of leadership succession within arts companies



REDEFINING AUDIENCE/ARTIST RELATIONSHIP

- Building community leads to congregation
- Experience precedes and follows actual event
- Interrogation of the nature of liveness in the arts: why bother changing physical location when the virtual is so immediate?
- Events representing different performance genres programmed in a single location
- Events scheduled in rotation , sometimes overlapping at non-traditional times



REDEFINING AUDIENCE/ARTIST RELATIONSHIP: New Phenomena

- Attendance in packs
- Blurring between social and cultural
- Lines between audience and stage space less axiomatic: now a negotiation and sometimes overlap between theatre facility space and story space



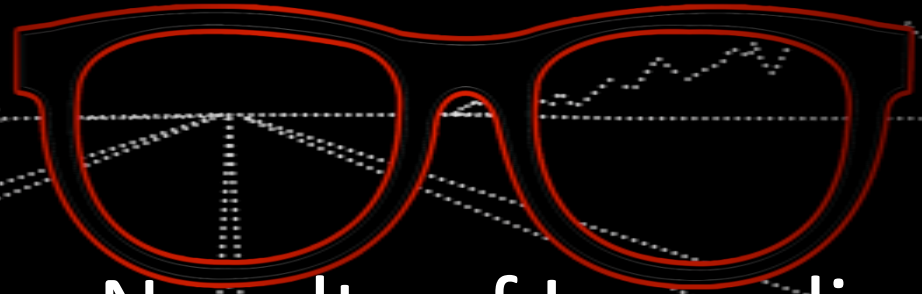
REDEFINING AUDIENCE/ARTIST RELATIONSHIP: New Phenomena

- Fluid boundary between actor and reactor
- Intimate and immersive experiences



Web of Artist Connection Growing and Diversifying

- Large Arts Organizations resource sharing with emerging artists
- Increasing and insistent global connection and exchange
- More artists defining their practice within an entrepreneurial framework
- Drawing on collaborators from broader disciplines and sectors
- Evolving models of collaborative creation
- Boundaries between structurally defined outcomes dissolving



Desire to Capture the Novelty of Immediacy

- Shorter timeline between events and artistic contextualization
- Bradley Manning...verdict still being determined while The National Theatre of Wales performs THE RADICALISATION OF BRADLEY MANNING at the Edinburgh Fringe Festival
- Artist and Audience less rigidly defining practice and participation between mainstream and avant-garde



Conflation of these Factors to Make a Unique Opportunity Landscape for the Artist

- Artists need to shift mindsets between a paradigm of working within a framework of scarcity toward thinking of an environment of abundance
- Artists must see the kaleidoscope of possibility to avoid previously articulated models




Shift in the Value of the Artist in the Marketplace

The unemployment rate for recent grads with a degree in information systems is more than double that of drama and theater majors, at 14.7% vs. 6.4%. (Georgetown University study)

Even for computer science majors, the jobless rate for recent grads nears 9%.

--USA Today



Prized Qualities of the Artist in the Marketplace

- Inventiveness
- Creative risk-taking
- Ability to celebrate ambiguity
- Affinity for collaboration
- Drive to push out of the strictures of established models



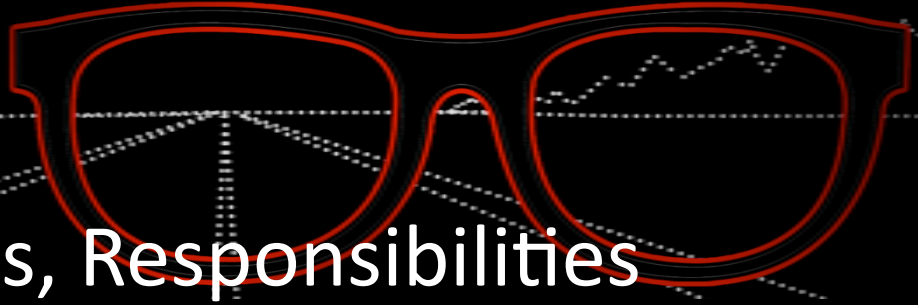
Working in an era of Remarkable and Singular Possibility for Artists

- Cultivating the ability to search for the useful questions instead of the correct answers
- Invention of new models of arts endeavors instead of expecting to fit into established models
- Proactively generating work rather than waiting to become a part of an existing model
- Embracing affinity for collaboration



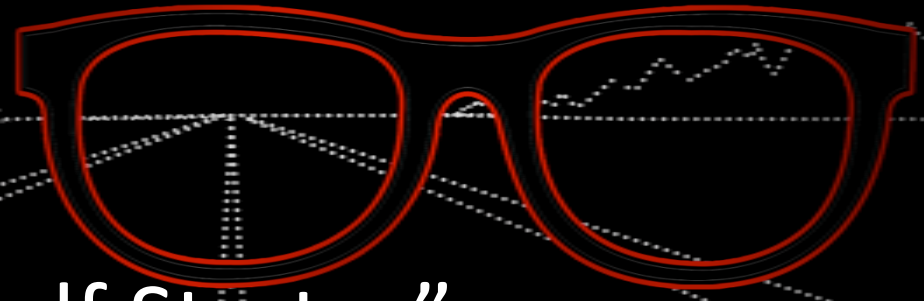
Working in an Era of Remarkable and Singular Opportunity for Artists

- Choice to to have a working life as an informed artist, no matter your role in any endeavor
- Mindfulness of major Zeitgeist issues
- Avoidance of conditioning to turn away from the issues of the day, creating unknowing self-censorship



Artist's Rights, Responsibilities and Possibilities

- Is it enough to merely practice your craft, even at a high level?
- What are our responsibilities as an artist?
- Do you want to be an artist who builds a path toward change?



The “Self Starter”

- Skills of Artistic Entrepreneurship, or “Self Starting” can be learned
- The challenge is to position yourself as an artist who:
 - Defines your work in relation to the compelling issues and ethos of your time
 - Becomes both a Starter and a Finisher, rather than someone who waits for prompting to participate



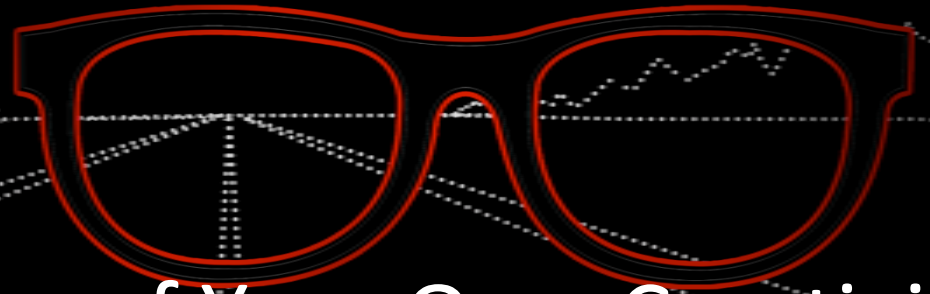
Critical Access Points

- Awareness of the World
- Awareness of Yourself in the World



Qualities of the Successful Arts Entrepreneur

- Identify those qualities
- Score yourself against the list you create
- If you had to describe yourself to a stranger in three sentences, what sentences would you choose?



Incubating Conditions of Your Own Creativity

- Identify those conditions
- Score yourself against the list you create; do you foster those conditions in your life as an artist?



Current Cultural Bias Against The Creative Intelligence

“I believe this passionately, that we don’t grow into creativity, we grow out of it, or rather we get educated out of it.” –Sir Ken Robinson



Activate...Articulate.

The Path Forward

- Find a way to carve your own creative pathways for your ideas
- Grow confidence in your ideas and your ability to produce them.
- Test your ideas against the cultural moment
- Be emboldened to engage others in the fulfillment of possibility
- Learn to navigate the world with those expectations



VISION: CLEARLY SEEING WHAT ISN'T THERE... YET

Thank you!