



New. Not Normal.

Artists, the Creative Sector, and Innovation after the Pandemic

Arts, Entrepreneurship, and Innovation Lab
Center for Cultural Affairs
O'Neill School of Public and Environmental Affairs

June 8, 2020

DIRECTORS' WELCOME

Dear symposium attendees –

We would like to welcome you to the virtual symposium on *New. Not Normal: Artists, the Creative Sector, and Innovation after the Pandemic*.

The symposium comes at a time when the creative sector, its workers and organizations are facing unprecedented challenges. The pandemic has completely changed how people engage with arts organizations, consume and produce art, and in general, think about the place of arts and culture in public life.

The Arts, Entrepreneurship, and Innovation (AEI) Lab is a research lab at the Center for Cultural Affairs. Our research agenda centers on understanding the role of arts and culture in innovation.

With this symposium, we aim to stimulate new ideas about challenges and opportunities for arts workers and organizations to inspire and inform how innovation will alter the creative landscape in a post-pandemic world. Our speakers and panelists will focus on new challenges and opportunities that were not present pre-pandemic. In other words, they will try to answer the question, "How are things different now, and how will things be different tomorrow?"

We invite you to actively participate in this conversation. While we don't promise any solutions to the problems each one of you faces right now, we do hope to inspire you to think forward to the *New, Not Normal*, state of the creative sector.

Sincerely,

Douglas Noonan, Ph.D., AEI Lab Director
Joanna Woronkiewicz, Ph.D., AEI Lab Co-Director



Douglas Noonan
AEI Lab Director



Joanna Woronkiewicz
AEI Lab Co-Director

PROGRAM SCHEDULE

June 8, 2020

all times EDT

10:30 AM

Welcome by AEI Lab Directors

PANEL A: *NEW HORIZONS*

11:00 AM - 12:15 PM

LUCY BERNHOLZ, Digital Civil Society Lab at Stanford PACS
LINDA ESSIG, College of Arts & Letters at Cal State LA
SUNIL IYENGAR, National Endowment for the Arts
MARC BAMUTHI JOSEPH, Sozo Artists
JON LELAND, Kickstarter

12:15 PM - 1:00 PM

Lunch Break

PANEL B: *COMMUNITY AND ENGAGEMENT*

1:00 PM - 2:15 PM

NWAMAKA AGBO, Nwamaka Agbo Consulting
ALAN BROWN, WolfBrown
TALLY KATZ-GERRO, University of Haifa
PETER LINETT, Slover Linett Audience Research
MARK SHAPIRO, Toronto Blue Jays

PANEL C: *CREATIVE DESTRUCTION*

2:30 AM - 3:45 PM

TYLER COWEN, George Mason University
DARRICK HAMILTON, Kirwan Institute
JASON POTTS, Blockchain Innovation Hub
RUTH TOWSE, Centre for Intellectual Property Policy & Management

3:45 PM - 4:00 PM

Wrap-up

PANEL A: *NEW HORIZONS*

LUCY BERNHOLZ - Director, Digital Civil Society Lab at Stanford PACS



Lucy Bernholz is a Senior Research Scholar at Stanford University's Center on Philanthropy and Civil Society and Director of the Digital Civil Society Lab. The Digital Civil Society Lab hosts an online community and resources called Digital Impact that supports people and organizations using digital tools and data safely, ethically and effectively to achieve social missions. Bernholz is the author of numerous articles and books about civil society, philanthropy, and technology, including the annual *Blueprint Series on Philanthropy and Digital Civil Society*, the 2010 publication *Disrupting Philanthropy*, her award-winning blog, philanthropy2173.com, her 2004 book *Creating Philanthropic Capital Markets: The Deliberate Evolution*. She is the author of *How We Give Now: Philanthropy by the Rest of Us*, (MIT Press, 2021) and co-editor of *Philanthropy in Democratic Societies*, (University of Chicago Press, 2016).

LINDA ESSIG - Dean, College of Arts & Letters at Cal State LA

Linda Essig joined Cal State LA as the Dean of the College of Arts & Letters in 2018. She previously was director of Enterprise and Entrepreneurship Programs for the Herberger Institute for Design and the Arts at Arizona State University, including the Pave Program in Arts Entrepreneurship and Curb Master of Arts in Creative Enterprise and Cultural Leadership. She was the founding director of the School of Theatre and Film at ASU where she also served as Artistic Director of the school's MainStage Season from 2004–2010. In 2012, she launched *Artivate: A Journal of Entrepreneurship in the Arts*, the first-ever research journal in the field. Her articles have been published there as well as in *Cultural Trends*, *Entrepreneurship Research Journal*, *Journal of Arts Management, Law and Society*, *Theatre Topics*, *Stage Directions*, *Theatre Design and Technology*, and elsewhere.



SUNIL IYENGAR - Director, Office Research & Analysis, National Endowment for the Arts



Sunil Iyengar oversees research and evaluation at the National Endowment for the Arts. Under his leadership, the office has produced dozens of research reports, hosted research events and webinars, led strategic planning for the agency, and established research and data partnerships with the US Census Bureau, the Bureau of Economic Analysis, and the National Institutes of Health. His office also conducts program evaluations and performance measurement for the Arts Endowment. Working with his team, Iyengar has created and pursued a long-term research agenda (based partly on an arts "system map" his office helped to design), founded a national data repository for the arts, and launched two awards programs for arts researchers, including the NEA Research Labs initiative. He chairs a federal Interagency Task Force on the Arts and Human Development.

MARC BAMUTHI JOSEPH - Arts Activist and Spoken Word Artist, Sozo Artists

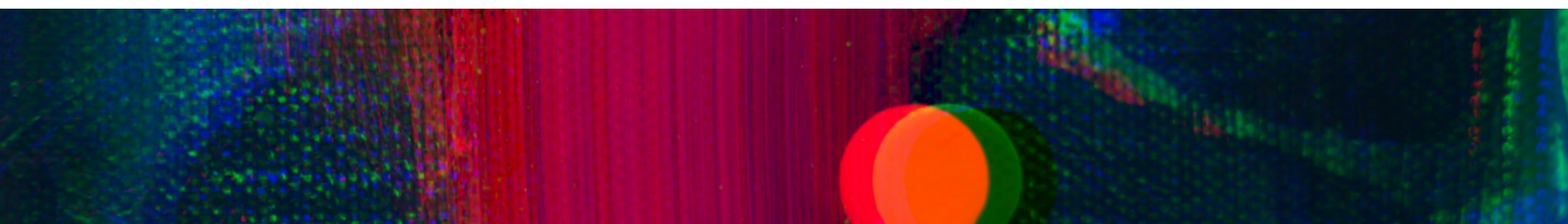
Marc Bamuthi Joseph is a 2017 TED Global Fellow, an inaugural recipient of the Guggenheim Social Practice initiative, and an honoree of the United States Artists Rockefeller Fellowship. In pursuit of affirmations of black life in the public realm, he co-founded the Life is Living Festival for Youth Speaks, and created the installation *Black Joy in the Hour of Chaos* for Creative Time. Joseph's opera libretto, *We Shall Not Be Moved*, was named one of 2017's "Best Classical Music Performances" by The New York Times. He is currently at work on commissions for the Perelman Center, Yale University, and the Washington National Opera as well as a new collaboration with NYC Ballet Artistic Director Wendy Whelan. Bamuthi currently serves as the Vice President and Artistic Director of Social Impact at The Kennedy Center.



JON LELAND - Vice President of Insights, Kickstarter



Jon is the Vice President of Insights at Kickstarter, the world's largest funding platform for creative projects. Having spent the last 6 years at Kickstarter in almost every role at the company, he now leads research, analytics, experimentation, and strategy. In quarantine, he has been primarily focused on analyzing the impact of Covid-19 on the Kickstarter ecosystem and working with leadership to develop the company's strategy in a post-Covid world. He is also head of Kickstarter's Environmental Impact Group. He leads efforts to achieve a full carbon accounting and net zero emissions for 2019 and implemented new programs to reduce the environmental impact of Kickstarter's marketplace.



PANEL B: *COMMUNITY AND ENGAGEMENT*

NWAMAKA AGBO - Founder and Principal, Nwamaka Agbo Consulting



Restorative Economics practitioner, Nwamaka Agbo, brings a solutions-oriented approach to her project management consulting. With a background in organizing, electoral campaigns, policy and advocacy on racial, social and environmental justice issues, Nwamaka supports projects that build resilient, healthy and self-determined communities rooted in shared prosperity. She is also an Associate with the Movement Strategy Center, a Fellow for the RSF Integrated Capital Fellowship Program, and currently serves co-Facilitator of Justice Funders Maestra program. She is a Faculty member with EcoDistricts, where she served as Director of Programs for Target Cities—a program to support 11 neighborhood-scale sustainable urban regeneration projects across North America committed to equitable economic development.

ALAN BROWN - Principal, WolfBrown

Alan Brown, principal of WolfBrown, is a leading researcher and management consultant in the arts and culture sector worldwide. His work focuses on understanding consumer demand for cultural experiences and on helping cultural institutions, foundations and agencies to see new opportunities, make informed decisions and respond to changing conditions. His studies have introduced new vocabulary to the lexicon of cultural participation and propelled the field towards a clearer view of the rapidly changing cultural landscape. He speaks frequently at national and international conferences about audience behaviors, trends in cultural participation, and the value system surrounding arts experiences.



TALLY KATZ-GERRO - Sociologist, University of Haifa



Professor Tally Katz-Gerro is a sociologist at the University of Haifa and Honorary Reader at the University of Manchester. Since 2017 she has served as co-Editor-in-Chief of the journal *Poetics*. Her areas of research include cultural consumption, cultural policy, cultural cosmopolitanism and cultural stratification, with a strong emphasis on cross-national and cross-time comparisons. In 2020 she began a consortium research project funded by Horizon 2020, titled *European inventory of societal values of culture as a basis for inclusive cultural policies in the globalizing world (INVENT)*.

PETER LINETT - President, Slover Linett Audience Research

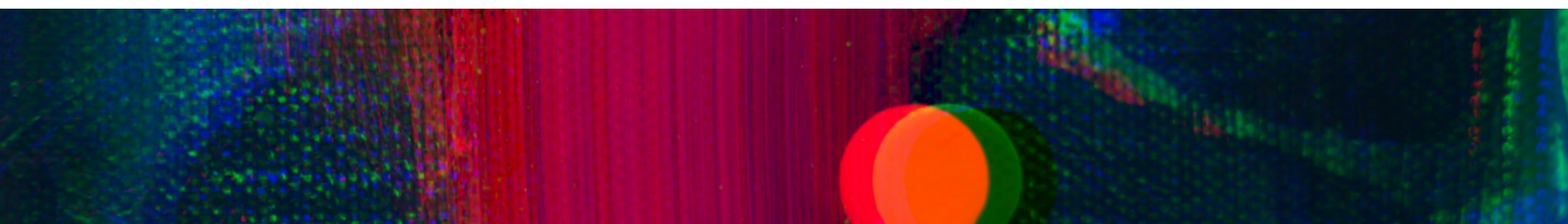
Peter Linett helps cultural organizations ask smart questions about participation, relevance, and innovation, then answer those questions in partnership with their communities and audiences. He has helped make Slover Linett's research a trusted tool for exploration and growth in areas such as the reinvention of classical music, the embrace of social change by art museums, the new wave of creative science communication experiences, and other cultural domains where assumptions are evolving rapidly. He has authored research reports on a wide range of topics, including creative placemaking impacts (Levitt Foundation), arts innovation (Irvine Foundation), and community engagement with controversial subjects (Smithsonian Human Origins Program).



MARK SHAPIRO - President & CEO, Toronto Blue Jays



Over a career that spans 28 seasons, Mark Shapiro has had the opportunity to lead and impact baseball, business, and league operations. He was appointed as President & CEO of the Toronto Blue Jays in November 2015, following 24 seasons within the Cleveland Indians organization. In addition to his extensive work in front office, He is involved in key baseball initiatives outside of the organization. From 2010 to 2014, he served on Commissioner Selig's Special Committee for On-Field Matters. In 2015, Commissioner Rob Manfred named Shapiro to the newly formed Competition Committee. He also serves on the Revenue Sharing Definitions Committee and was one of the original group of leaders to make up the MLB Ticketing Committee. He currently sits on the Board of Directors for Jays Care Foundation, the charitable arm of the Toronto Blue Jays.



PANEL C: *CREATIVE DESTRUCTION*

TYLER COWEN - Professor of Economics, George Mason University, Author of *In Praise of Commercial Culture*



Tyler Cowen is Holbert L. Harris Professor of Economics at George Mason University and also Director of the Mercatus Center. He also has published five books on cultural economics, starting with *In Praise of Commercial Culture*. His book *The Great Stagnation: How America Ate the Low-Hanging Fruit of Modern History, Got Sick, and Will (Eventually) Feel Better* was a New York Times best-seller. He was recently named in an *Economist* poll as one of the most influential economists of the last decade. *Foreign Policy* magazine named him as one of its "Top 100 Global Thinkers" of 2011. He also co-writes a blog at www.marginalrevolution.com, runs a podcast series called *Conversations with Tyler*, and he has co-founded an on-line economics education project, MRUniversity.com.

DARRICK HAMILTON - Executive Director, Kirwan Institute, Professor, John Glenn College of Public Affairs

Darrick Hamilton is a pioneer and internationally recognized scholar in the field of stratification economics, which fuses social science methods to examine the causes, consequences and remedies of racial, gender, ethnic, tribal, nativity, etc. inequality in education, economic and health outcomes. This work involves crafting and implementing innovative routes and policies that break down social hierarchy, empower people, and move society towards greater equity, inclusion, and civic participation. He holds a faculty appointment in the Glenn College of Public Affairs, with courtesy appointments in the departments of economics and sociology in the College of Arts and Sciences, and serves as the executive director of The Ohio State University's Kirwan Institute for the Study of Race and Ethnicity.



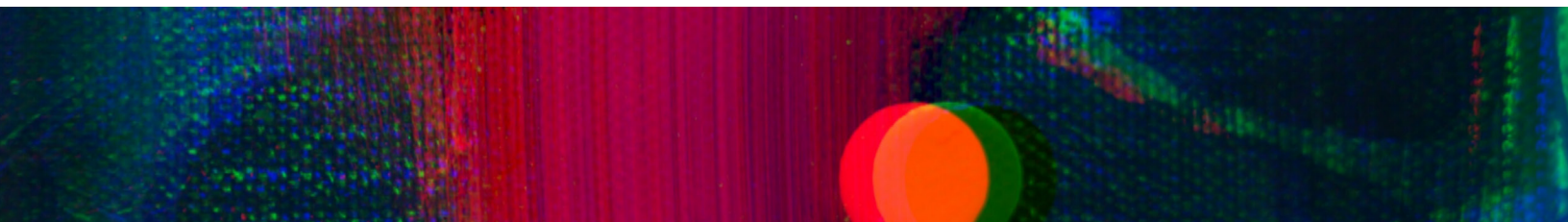
JASON POTTS - Professor of Economics, Director, Blockchain Innovation Hub, RMIT University



Jason Potts is Professor of Economics at RMIT University, Director of the Blockchain Innovation Hub at RMIT, and Adjunct Fellow at the Institute of Public Affairs in Melbourne. His research work focuses on the economics of innovation and new technologies, economic evolution, institutional economics, and complexity economics. He has written 5 books and published over 80 articles on topics including growth theory, creative industries, economics of cities, innovation commons, and recently on crypto-economics and blockchain. He is editor of the *Journal of Institutional Economics*, Vice President of the International Joseph A Schumpeter Society, and a Board Member of Australian Digital Commerce Association.

RUTH TOWSE - Professor of Economics and Creative Industries, Co-Director, Centre for Intellectual Property Policy & Management, Bournemouth University

Ruth Towse is Professor of Economics of Creative Industries at Bournemouth University, UK since 2007, where she is Co-Director for Economics at the Centre for Intellectual Property Policy and Management and CREATE Fellow in Cultural Economics (University of Glasgow). She specialises in cultural economics and the economics of copyright. She has published widely on both fields in academic journals and books, including *A Textbook of Cultural Economics*, now in its 2nd edition and the *Handbook of Cultural Economics*, now in its 3rd edition. Ruth was Joint Editor of the *Journal of Cultural Economics* from 1993-2002, President of the Society for Economic Research in Copyright Issues from 2004-6 and President of the Association for Cultural Economic International (ACEI) from 2006-8. In 2016 she was made Distinguished Fellow of the ACEI.



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