

Arts + Social Impact Explorer Fact Sheet

ARTS + ART

OVERVIEW

While the arts have the potential to strongly integrate into many other aspects of a community, the truth is they also have a power all their own. Whether you're talking about singing in the shower, dancing in the club, or composing award-winning poetry, the hum of creativity infuses many of the activities we each do every day.

Millions of people in the United States receive income from their art-making, and millions more attend an arts event each year. At the same time, companies can boost their business with creativity and outperform their peers in revenue growth.

Considering art means considering our history, our heritage, our politics, the way we learn—in short, the arts are part of everything, and play a role in all aspects of the human experience.

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IMPACT POINTS

3.5X AS LIKELY TO OUTPERFORM PEERS

Creativity makes businesses better. Companies that foster creativity among their workforce are 3.5 times more likely to outperform their peers on key indicators of success.¹

73% SAID THE ARTS PROVIDE MEANING

The arts provide meaning in our lives. In a 2016 public opinion poll, 73 percent of Americans said that the arts provided meaning in their lives and were a positive experience in a troubled world.²

45%+ DECREASE IN COGNITIVE DECLINE

Engaging in both craft- and social-based art forms has been shown to decrease your risk of developing cognitive impairment and decline as you get older.³

10-WEEKS TO STRONG NEURAL CONNECTIVITY

The arts literally make your brain grow. Participating in the visual arts for as little as 10 weeks has been shown to increase the resiliency and neural connectivity of the brain, making for increased self-awareness and better memory processing.⁴

18% IMPROVEMENT IN CRITICAL THINKING

Just looking at art improves your ability to think critically. Students from high-poverty schools, according to one study, experience an 18 percent effect-size improvement in critical thinking about art after a one-hour tour of a museum.⁵



EXAMPLES OF PRACTICE

Innovation Institute, McColl Center for Art + Innovation, Charlotte, NC



The Innovation Institute provides programs for individuals, teams, and organizations to explore and engage in the act of art to deepen their

understanding of the creative process and learn how to leverage their own creativity and the creativity of others.

mccollcenter.org/innovation-institute

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image: Innovation Institute participants being curiously creative. Photo courtesy of McColl Center for Art + Innovation.

MIT Center for Art, Science & Technology (CAST), Cambridge, MA



CAST is a cross-school initiative that is a catalyst for artist residencies and collaborative projects involving art, science, and technology,

including performing and visual arts programs, research projects for artists working with science and engineering labs, and educational programs and publications.

<https://arts.mit.edu/cast/about/>

cast@mit.edu

image: “Generative drawing” critique, 4.022 Architectural Design Fundamentals, 2015. Photo: S. Lacey.1q2. Courtesy MIT Center for Art, Science & Technology.

(Out)Laws & Justice, Los Angeles, CA



(Out)Laws & Justice uses theater and interdisciplinary history to move students ages 11–16 to examine the roots of violence and develop conflict-resolution skills to deal with disputes.

outlawsandjustice.org

treaty@outlawsandjustice.org

image: Students learning about their world through theater about outlaws in the old west. Image courtesy of (Out)Laws & Justice and Lisa Citron.

UC Santa Cruz Digital Arts New Media (DANM), Santa Cruz, CA



The DANM two-year master’s of fine arts program emphasizes artistic and technological innovation, interdisciplinary collaboration, and social action. Faculty closely mentor emerging artists to become deep thinkers, artistic innovators, and responsible leaders.

danm.ucsc.edu

eshanken@ucsc.edu

image: Sonic Mirror robot by artist Scott Tooby, 2017. Photo by Steve Kurtz.

top image: Visiting Artist Jacob Collier performs with students as part of the concert series MIT Sounding Photo L. Barry Hetherington. Courtesy MIT Center for Art, Science & Technology.

REFERENCES

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5. Greene, J. (2014). The Educational Value of Field Trips. Education Next. Retrieved 30 March 2018 from <http://educationnext.org/the-educational-value-of-field-trips>.



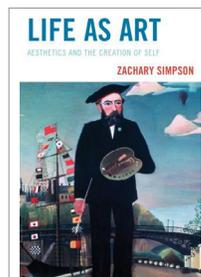
READING LIST

Aesthetics: Philosophy of the Arts



This video is part of the series Great Ideas of Philosophy from Films Media Group. It offers insights into the interactions between artist, artwork, and audiences as they have evolved over the centuries.
<https://goo.gl/ckwoU8>

Life as Art: Aesthetics and the Creation of Self



Life as Art looks at how to integrate the aesthetic emphases of meaning, liberation, and creativity into one's daily life.
<https://www.amazon.com/Life-Art-Aesthetics-Creation-Self/dp/0739168703>

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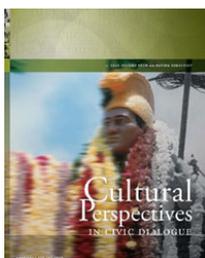
Colossal is a visual art, design, and culture blog that explores art and other aspects of visual culture.
thisiscolossal.com

Psychology of Aesthetics, Creativity, and the Arts



This paper explores the psychology behind aesthetics, the concept of creativity, and art making and consumption.
apa.org/pubs/journals/aca/index.aspx

Cultural Perspectives in Civic Dialogue: Case Studies from Animating Democracy



This collection of case studies addresses cultural considerations in arts-based civic dialogue work.
<https://www.americansforthearts.org/node/94945>



ORGANIZATIONS

International Interdisciplinary Artists Consortium (IIAC)

IIAC is a network of performing and creative artists, educators, and producers working across artistic disciplines and continental divides.

interdisciplinaryartistsconsortium.com

The Healing Power of ART & ARTISTS

The Healing Power of ART & ARTISTS (HPAA) is a growing global community of artists, advocates, and writers dedicated to raising awareness about how art serves as a positive catalyst for enhancing the well-being of individuals, society, and the environment. It believes that art has the power to heal, inspire, provoke, challenge, and offer hope.

<https://www.healing-power-of-art.org/about-us/>

National Endowment for the Arts

Established by Congress in 1965, the NEA is the independent federal agency whose funding and support gives Americans the opportunity to participate

win the arts, exercise their imaginations, and develop their creative capacities.

<http://www.arts.gov>

Center for the Arts in Society (CAS)

CAS is a collaborative effort of artists and scholars affiliated with Carnegie Mellon University dedicated to the exploration of the arts as they relate to and involve the larger society.

<https://www.cmu.edu/cas/>

The Arts in Society Research Network

Founded in 2000, the Arts in Society Research Network offers an interdisciplinary forum for discussion of the role of the arts in society.

<http://artsinsociety.com>

top image: Innovation Institute participants being curiously creative. Photo courtesy of McColl Center for Art + Innovation.

THANK YOU TO OUR SPONSORS



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Americans for the Arts developed this Fact Sheet as part of the Arts + Social Impact Explorer.

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