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.

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 susan@mccollcenter.org

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

(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


REFERENCES


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

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

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

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

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
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

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Learn more
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