

Arts Entrepreneurship, ESE 210 [ART 295, MUS 285, THE 290]
Wednesdays, 3 – 5:30 pm, Kirby Hall, 002

Spring 2008 Course Description

Seminar, Team-Taught

Team Leader:

Lynn Book, Faculty Fellow in Creativity, Theatre and Dance and Office of Entrepreneurship & Liberal Arts
758-3383, office: SCFA 227 by appointment

Participating Faculty:

Jacqui Carrasco, Associate Professor, Music

Roy Carter, Assistant Professor, Art

Gordon McCray, Associate Dean IV, Calloway Business School

Contact:

bookl@wfu.edu, carrasj@wfu.edu, carterra@wfu.edu, gmcrcray@wfu.edu

This seminar introduces you to entrepreneurial processes, practices and issues in the visual arts, design, theater, dance, music, creative writing and new art forms and technologies. The seminar format includes encounters with artist entrepreneurs, investigation of case studies, and research in new and evolving models for creative application of entrepreneurial practices in the arts, broadly defined.

Topics include:

- **Best Practices** in arts entrepreneurship from a multi-arts, non-profit and for profit orientation
- **Current Trends** in arts entrepreneurship, including new technologies, virtual resources and networks, community partnerships
- **Arts and Society**: economic impact and entrepreneurial innovation - an overview of social forces and relations between the artist and community
- **Cross-Disciplinary Exchange** between artistic disciplines that include, public relations, marketing, collaboration and alliance building

This is much more than an arts management course, and in fact, it is distinctly different. It is also not limited to students who have artistic capabilities, but encourages innovation in entrepreneurial thinking, planning and venturing in traditional and emerging arts arenas as well as bringing artistic vision to other social spaces, both real and virtual, in the marketplace and beyond. This seminar will focus on individual or group ability to innovate new forms and processes in critical, socially relevant ways within their identified field, domain, sector or community. Individual/group innovation and risk taking will be a consistent theme in the course projects. A high value will be placed on identifying, adapting and utilizing diverse resources and leveraging or creating opportunities and markets, including developing adventurous research in the topics and themes of the course.

Arts entrepreneurship is intended to widen learning opportunities for students both in the minor of Entrepreneurship and Social Enterprise and other interested students in the arts but also students from all disciplines. The 'real world' contact with artists, entrepreneurs and other professionals will undoubtedly directly apply to thinking about livelihood potentials in the arts, but more than that, it will surely expand flexible, generous and creative thinking about the arts, entrepreneurship and society as a whole.

Class attendance and participation is essential given the structure of the seminar, i.e. once weekly meetings and diversity of faculty led sessions. If you know you have to miss a session, you must notify me and the professor who will be leading the session you will miss. Any more than one absence will not be acceptable for this seminar. Here's how the credit works:

- 3 case studies of arts entrepreneurship models 15%
- 1 formal paper on related topic of choice, such as: a scholarly inquiry on arts and society, a feasibility study for an arts venture, etc - 10%
- Response project to Arts Entrepreneurship Summit proceedings - 10%
- Final Deliverable: presentation, proposal or business plan for individual or collaborative arts related venture - 30%
- Class and Arts Entrepreneurship Summit participation - 35%

See the accompanying Course Calendar and Course Readings and Requirements.

Note that this calendar is subject to change.

Enjoy the ride!

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Wake Forest University

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Week 1– 2 Jan 16, 23

- Introduction to course – Faculty Team
- Entrepreneurship basics – Ben King, Lynn Book

Week 3 – Jan 30

- Performance/Theater/Dance – Lynn Book

Week 4 – 5 Feb 6, 13

- Arts Market – Gordon McCray

Week 6 – 7, Feb 20, 27

- Music – Jacqui Carrasco

Week 8 – Mar 5

- Design/Graphic Arts – Roy Carter

SPRING BREAK Mar 12

Week 9 – Mar 19

- Design/Graphic Arts – Roy Carter

Week 10 – COOK IT UP! ARTS ENTREPRENEURSHIP SUMMIT

Wed. Mar 26, 5 – 8 pm, Ring Theater, Scales Fine Arts, Wake Forest Reynolda campus

Maggie Orth, Artist and Founder and CEO of International Fashion Machines, Seattle (for profit)

Lou Mallozzi, Artist and Founder/Director of the Experimental Sound Studio, Chicago (not for profit)

Week 11 – COOK IT UP! ARTS ENTREPRENEURSHIP SUMMIT

Wed. Apr 2, 5 – 8 pm, Luter Residence Hall, behind ZSR Library, Wake Forest Reynolda campus

Amy Garland, Founder/Director, 5IVE and 40RTY, Arts marketer and PR relations, Winston-Salem, NC

Angus MacLachlan, Playwrite, Screenwriter, Theater Company Co-Founder, W-S, NC

Scott Betz, Media Artist and Designer, W-S, NC

Glenna Batson, Movement Researcher and Muse, NC

Others TBA

Remaining weeks:

Apr 9, 16

Independent Project Development with one of the core faculty acting as advisor

April 23, 30

Final Deliverable: Presentation, Feasibility Study, Business Plan, Venture Proposal

Faculty Team

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Spring 2008 Readings and Requirements:

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Books (required):

Design It Yourself - Ellen Lupton; engaging, straightforward 'how-to' book by a top notch designer. It includes designing blogs to websites, business cards and announcements.

Entrepreneurship: The Art of Succeeding in Business – Michael D. Zeiders, business plan development guide.

Books (optional):

The Art of Innovation - Tom Kelley (IDEO); very product oriented, but does speak to concepts and approaches that could be more broadly applied.

The Art of the Start - Guy Kawasaki (formerly Apple), it's very quippy; thumbnail kinds of advice and directives for beginning a venture.

Geekipedia - an A - Z supplement to **Wired** magazine Oct 2007 issue, '149 people, places, ideas and trends you need to know now'

Other Readings in the form of essays, articles and any **Internet Research** will be assigned by each faculty member for their sessions, including: **Arts Marketing Insights: The Dynamics of Building and Retaining Performing Arts Audiences**, Bernstein and **Standing Room Only: Strategies for Marketing the Performing Arts**, Kotler and Scheff.

Arts Events (required):

Music:

Dame Evelyn Glennie, percussionist, w/ the Winston-Salem Symphony:

Sat. Feb. 9, 7:30 pm, Wait Chapel. Free for WFU students, pick up tickets at Benson box office before the date.

Creative Writing:

Natasha Tretheway, 2007 Pulitzer Prize winner, Poets & Writers series: Wed. Feb. 27, time TBA, Charlotte and Phillip Hanes Gallery reading, Scales Fine Arts Building, free.

Theater:

Wings, directed by Cindy Gendrich, Feb 21 - 23, 27, Mar 1, Feb 24 and Mar 2 matinees, Ring theater, WFU, 7:30 pm and 2 pm. Special student rates will be available.

COOK IT UP! ARTS ENTREPRENEURSHIP SUMMIT

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Others TBA

Other Events (optional):

"Between the Lines: Art, Design and Technology", Design Conference: Mar 28 - 30, Greensboro

"Idea Exchange", weekly public sessions for area citizens engaged in design, arts, culture, new technologies, economic growth for the region, Center for Design Innovation, Ste: 2106, Winston Tower, 301 N. Main, downtown W-S, <<http://www.ncarts.edu/cdi/>>