Welcome to Artivate 2019!

We're so glad you're here!

The Kenan Institute for the Arts at the UNC School of the Arts designed this new arts summit to inspire, uplift and empower artist leaders and to share their creative practices with the broader creative community.

This year’s themes—Leadership, Innovation and Entrepreneurship—are grounded in our deep belief that artists can (and do!) contribute their creative ideas, visionary leadership and novel strategies to strengthen our culture and improve the economic and social well-being of their communities.

At Artivate 2019, you will meet artists of all disciplines who address complex problems within the diverse communities and systems in which they live and work. You will also hear stories about how they have sparked innovation and unexpected alliances to transform research and practice in medicine, education, social services and business.

Keep an eye out for our Creative Catalyst Fellows, who will spend the next year developing artist leadership skills through our new online certificate program, as well as working with innovative arts organizations. At Artivate 2020, they will share adventures and insights from their fellowship year.

Our challenge to you is to engage creatively with the extraordinary individuals gathered here, and with them to imagine a more abundant, connected and dynamic future for us all. We hope that you leave with new ideas, tools and friends who can help you to build a more sustainable creative community wherever you call home.

Corey Madden, Executive Director
Thomas S. Kenan Institute for the Arts
INNOVATION
Follow this theme to discover the "next practices" of artists to inspire learning, transform communities and spark positive change.

LEADERSHIP
Follow this theme to learn how artists lead change, collaborate with others and build world-changing creative practices.

ENTREPRENEURSHIP
Follow this theme to experience how successful artpreneurs are building sustainable enterprises and transforming their communities.

CHOOSE YOUR JOURNEY!
Artivate sessions and excursions are organized into three learning tracks: Leadership, Entrepreneurship and Innovation. Each track is designed to inspire and teach you new ways to activate your creative practice and community. You can select one track to follow or sample from all three!

Each session and excursion is color-coded in the program to identify its track. Space is limited, so please browse the sessions (pp. 9–13), then find the Artivate information table in the lobby to get a ticket for your selected sessions!

SCHEDULE AT-A-GLANCE

SUNDAY, AUGUST 11
Creative Catalyst Fellowship Partners & Fellows Orientation
5:30 PM – 7:30 PM
Creative Catalyst Fellowship Reception (By invitation)

MONDAY, AUGUST 12
Artivate Day 1
8 AM – 5 PM
Creative Catalyst Fellowship Partners and Fellows Orientation (By invitation)
7:30 PM – 9:30 PM
An Evening with Vijay Gupta

TUESDAY, AUGUST 13
Artivate Day 2
8 AM – 9 AM
Rise & Grind • Coffee, Breakfast, Registration & Session Ticketing
9 AM – 9:30 AM
Opening Plenary • Introducing Creative Catalyst
9:30 AM – 9:50 AM
Shared Experience • Pecha Kuchas & Performances
9:50 AM – 10 AM
Break
10 AM – 11 AM
Breakout Sessions (Ticketed event)
11 AM – 11:30 AM
Break
11 AM – 1 PM
Participate in the Artist as Leader podcast. (See page 14 for more information.)
11:30 AM – 12:30 PM
Lunch • Keynote: Donovan Livingston
1 PM – 3 PM
Excursions & Dialogues (Ticketed event)
3 PM – 4:30 PM
Reflect & Refresh
4:45 PM – 5:15 PM
Close & Contextualize
5:15 PM – 7:30 PM
Free Time
7:30 PM – 9:30 PM
Party @ The Ramkat!
Come and explore the Arts & Entertainment District, where you can enjoy conferences, events, and excursions. The Conference Venue is at Milton Rhodes Center for the Arts, located at 251 Spruce Street N. The Conference Hotel is the Winston-Salem Marriott at 425 N Cherry Street. The Excursions include the a/perure cinema at 311 W 4th Street, Bookmarks at 634 W 4th Street #110, and Canteen Market + Bistro at 411 W 4th Street. MIXXER is located at 1375 N Martin Luther King Jr Drive.

For the full experience, see the city map and the floor plans for the Milton Rhodes Center for the Arts.
Vijay Gupta is taking music out of the concert hall and into the streets. An acclaimed violinist and seasoned international performing artist since the age of eight, Vijay has performed with the Israel Philharmonic Orchestra and the Los Angeles Philharmonic Orchestra, and has appeared as a guest concert master with the Los Ángeles Opera and the Philharmonia Orchestra of London. When a musician of his acquaintance suffered health issues and became homeless, Vijay was inspired to use his talents to promote healing, provoke change and foster social connection. He founded Street Symphony, a nonprofit organization providing musical engagement, dialogue and teaching artistry for homeless and incarcerated communities in Los Angeles. He also serves on the faculty of The Colburn School and Longy School of Music, is the Senior Program and Artistic Advisor of Young Musician’s Foundation and serves on the board of directors of Americans for the Arts and Los Angeles’s 24th Street Theatre. For his work, Vijay has received many awards including a John D. and Catherine T. MacArthur Fellowship (i.e. the “Genius Grant”) in 2018.

Delivered at his 2016 Harvard Graduation convocation address, Donovan Livingston’s poem “Lift Off” went viral with 13 million views. A believer in the enormous opportunities that education provides, Donovan inspires students, educators and communities with his conviction that every child has the right to “lift off” and achieve their dreams. Both of Donovan’s parents were educators but he didn’t discover his passion for it, too, until he was in college. Now, following in their footsteps, he has earned master’s degrees from Columbia University and Harvard University, and is now a doctoral candidate at the University of North Carolina at Greensboro.

IMPROVment® is a movement curriculum developed by Christina Soriano that emphasizes physical and mental fitness and encourages participants to create their own movement in response to auditory prompts. At the core of this practice is the idea that an infinite number of movement ideas can emerge from a single cue. There are no “wrong” movement choices, only a myriad of movement possibilities. Borrowing from visual images and rhythmic sensibility, we will practice problem-solving tactics through movement and be delightfully surprised by our movement capabilities. No prior movement experience is necessary, only a willingness to have fun and take movement risks.

* For full presenter bios visit www.uncsa.edu/artivate-bios.
The future of our institutions of learning and communities depend on the adequate education of artists and academics on creativity and entrepreneurship. In a world where some careers will be extinct within 10 years, we must identify how to provide forward thinking education, skills and inspiration to the workforce of the future. The group will examine two avatars: one a performing artist and the other an accountant/bank teller. We will identify each avatar’s transferable skills, suggest creative ways they could make a living without having to work for someone else, trace the skills and education needed to achieve such a life and identify what communities and universities need to provide as preparation.

**Multi-Sector Collaboration for Greater Impact**
*Iris Cole | Founder, Do Good Artist*

Do Good Artist, a social enterprise in Winston Salem, recently embarked on a project to address the world-wide issue of human trafficking. Through a case study, this workshop will demonstrate how the multi-sector collaboration between tech, NGOs, government agencies, academia and the arts led to the evolution of "Unseen," an innovative virtual reality experience to raise awareness about human trafficking, its complex faces and methods of coercion and about how you can make a difference. Explore the artist’s leadership role, each sector’s valuable contribution, how stakeholders were impacted through their participation and how this collaboration is moving the needle on a very important issue.

**Holistic Leadership in the Arts**
*Suzy McCalley | Founder, The Breathing Room*

In this interactive workshop we will explore our own Holistic nature as creative beings and how it relates to leadership. Together, we will investigate our full identities and how we can bring more of who we are into our work as artists, innovators and leaders. In the session, participants are invited to join in mindfulness exercises, connecting us with our own sense of wholeness. These are followed by a drawing exercise to capture our understanding visually and through simple physical movement exercises. Through this lens, we are invited to experience integration as a strength that we can bring to activate, teach and inspire ourselves and our communities. By leading with our full selves, we contribute to a more just and beautiful world.

For full presenter bios visit www.uncsa.edu/artivate-bios.
Dialogue #2
Hanesbrands Theatre

Leaving our Cocoons: To Pimp a Butterfly as a Lens for Civic Engagement

Donovan Livingston | Spoken-Word Artist & Ph.D. Candidate, UNCG

Although it garnered four victories at the 58th Grammy Awards—including Best Rap Album—the true legacy of Kendrick Lamar’s To Pimp a Butterfly, is not limited to its daring musicianship and lyricism. Perhaps what’s most impressive about the album is the template it provides for naming, deconstructing and resisting systemic forms of oppression, human suffering and intergenerational trauma. In this interactive workshop, participants will use To Pimp a Butterfly as a conceptual framework to write original lyrics aimed at identifying forms of systemic oppression, naming community assets and theorizing collective solutions to some of the most complex issues related to social justice in Winston-Salem.

Dialogue #3
MRCA Main Gallery

Visualize U: People+Pictures+Questions = Your Vision

Lisa Mount | Founder, Artistic Logistics
Christine Chopyak | Founder, ArloSoul

In this hands-on session, you will learn techniques that will help you map your future. Master facilitators Chris Chopyak and Lisa Mount will lead a highly participatory workshop on how to use questions, simple visuals (stick figures & squares & circles, oh my) and your ideas to take stock of where you’ve been and chart out where you might want to go. These proven techniques are easily used in facilitation processes for individuals (coaching), teams and groups pursuing any kind of creative endeavor.

Excursion #1
MIXXER

The 10 Principles of Burning Man and Me (You!)

David Brown | Co-Founder, DENT Creative ReUse Center
Shuttle departs Milton Rhodes Center at 1 PM.

We will investigate and discuss the 10 Principles of Burning Man, the annual global event that takes place in one of the most inhospitable places in the US...in the desert, two hours from Reno, Nevada. By dissecting the principles and learning about Burning Man, you will be asked to consider what principles resonate with you, and perhaps add a few of your own.

Alan Shelton | Founder, MIXXER — A community makerspace for technology and fabrication enthusiasts, MIXXER is a place where where geeks and crafters collaborate to make cool stuff and build creative community.

Excursion #2
Unconventional Partnerships: Shifting Conventional Models on Their Heads

Ginger Hendricks | Executive Director, Bookmarks

Bookmarks is a literary nonprofit organization and independent bookstore that works to ignite the love of reading. Bookmarks has grown into a vibrant bookstore and gathering space reaching thousands of local students and over 25,000 people through the Festival of Books & Authors. Learn how Bookmarks’s unconventional partnerships are shifting traditional business and nonprofit models on their heads to drive the creative economy.

Innovative Programming: Brave New Space for Sharing & Learning

Lawren Desai | Executive Director, a/perure cinema

In January 2010, a/perure cinema opened as a small two-screen art house cinema with the purpose of showcasing independent, foreign, documentary, local and festival films. Hear how innovative programming is creating a brave new space for sharing and learning in our community.

Creative Entrepreneurs at the Center of Community Revitalization

Claire Calvin | Founder, Canteen Market + Bistro

Canteen Market + Bistro is a specialty gourmet market, bar and restaurant focusing on thoughtfully curated gourmet items, craft cocktails and farm fresh foods. Be inspired by creative entrepreneurs and the many ways they have been at the center of revitalizing our community.

For full presenter bios visit www.uncsa.edu/artivate-bios.
Schedule Detail

TUESDAY, AUGUST 13, 2019

**TELL YOUR STORY**
AUGUST 13, 2019 | 11 AM – 1 PM

**DOCUMENT & SHARE YOUR ARTIST STORY**
Stop by the Podcast/Production Office at the Hanesbrands Theatre between 11 AM and 1 PM to share your artist story with the producers of the **Artist as Leader podcast**! A collection of the stories we record at Artivate will be released as part of a future podcast this fall!

---

**SHUTTLE SERVICE**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Pick Up</th>
<th>Drop Off</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon., Aug 12</td>
<td>7:00 PM</td>
<td>Winston-Salem Marriott</td>
<td>Hanesbrands Theatre</td>
</tr>
<tr>
<td></td>
<td>9:40 PM</td>
<td>Hanesbrands Theatre</td>
<td>Winston-Salem Marriott</td>
</tr>
<tr>
<td>Tues., Aug 13</td>
<td>8:00 AM</td>
<td>Winston-Salem Marriott</td>
<td>Milton Rhodes Center</td>
</tr>
<tr>
<td></td>
<td>1:00 PM</td>
<td>Milton Rhodes Center</td>
<td>MIXXER</td>
</tr>
<tr>
<td></td>
<td>2:45 PM</td>
<td>MIXXER</td>
<td>Milton Rhodes Center</td>
</tr>
<tr>
<td></td>
<td>5:20 PM</td>
<td>Milton Rhodes Center</td>
<td>Winston-Salem Marriott</td>
</tr>
<tr>
<td></td>
<td>7:15 PM</td>
<td>Winston-Salem Marriott</td>
<td>The Ramkat</td>
</tr>
<tr>
<td></td>
<td>9:45 PM</td>
<td>The Ramkat</td>
<td>Winston-Salem Marriott</td>
</tr>
</tbody>
</table>

---

**REFLECTIONS & NOTES**

4:45 PM – 5:15 PM **Close & Contextualize**
Reynolds Place
Special activity with John Beck | Percussion Department Chair, UNCSA

Free time until the closing party!

7:30 PM – 9:30 PM **Closing Party**
MIXXER
Have fun with your new Creative Catalyst community as we close out the Summit!

---

**FREE TIME**

4:45 PM – 5:15 PM **Reynolds Place**
Special activity with John Beck | Percussion Department Chair, UNCSA

7:30 PM – 9:30 PM **Closing Party**
MIXXER
Have fun with your new Creative Catalyst community as we close out the Summit!
BUILDING MY CREATIVE COMMUNITY
Add names, contact information and ideas here!
CREATIVE CATALYST

STRATEGIC PARTNERS

The Thomas S. Kenan Institute for the Arts at the University of North Carolina School of the Arts (UNCSA) is expanding its impact through Creative Catalyst, a groundbreaking five-year plan to identify and prepare the next generation of artist leaders and position UNCSA as an innovative hub for creative economy in North Carolina and the Southeast.

Over the next five years the Kenan Institute will provide diverse, talented artist-leaders, particularly in the Southeast, with the professional development, mentoring and access they need to become transformative drivers of the 21st-century creative economy. It will also support UNCSA as an engine of arts-based community and economic development.

Creative Catalyst has three programmatic themes:

**CREATIVE COMMUNITIES**

Engage the creative community across North Carolina and the Southeast to increase access, equity and inclusion across the sector.

**CREATIVE CAMPUS**

Enhance creative placemaking near UNCSA campus as a catalyst for businesses and enterprises to stay, grow and thrive.

**CREATIVE LEADERS**

Empower artist leaders, entrepreneurs and innovators to lead, create and make.

---

**SPECIAL THANKS**

Jamie Call Blankinship • Damon Butler & Triangle Blvd • Hannah Calloway
Brian Cole, Interim Chancellor, UNCSA • Taylor Dankovich • Randy Eddie
Sarah Falls, UNCSA University Librarian • David Ford • Jonathan Halsey
Steffen Haugsted • John Horsman • Lauren Iley-Spears • Christine Jones
Brent LaFever • Music Makers Relief Foundation • Ann-Laura Parks • Ashley
Pennington • Tommy Priest • Connie Quinn • Wayne Reich Photography
Jason Romney • Dara Silver • Scott Spencer • Liz Stewart • Elliot Strunk &
Fifth Letter • Trader Joe’s • Matthew Troy • UNCSA Office of the Chief of Staff
UNCSA Office of the Provost • UNCSA Office of Advancement • Paul Valoris
Jeff Wilson • Magalie Yacinthe

**ARTIVATE WORKING GROUP**

Dean Wilcox • Iris Cole • Arnold Lane • J.D. Wilson • John Bowhers
Wiley Hausam

**KENAN INSTITUTE STAFF**

Corey Madden • Lynda S. Lotich • Liza Vest • Sunny Stewart • Candy
Martinez • E’laina Barron • Stephanie Lovett • Nadiyah Dorsey-Quander

---

**ABOUT THE KENAN INSTITUTE**

The Kenan Institute for the Arts at the University of North Carolina School of the Arts (UNCSA) is a catalyst that encourages and supports the exploration and development of new knowledge to transform the way artists, organizations and communities approach their creative challenges. We work in three primary areas: developing arts leadership, entrepreneurship and innovation; expanding career pathways; and demonstrating the economic and social value of the arts.

The North Carolina General Assembly established the North Carolina School of the Arts in 1965 as America’s first public arts conservatory. Now part of the University of North Carolina system, UNCSA boasts five standalone arts conservatories – Dance, Design & Production, Drama, Filmmaking and Music – where extraordinary young people from across the country immerse themselves in rigorous, risk-taking, and performance-heavy artistic training.
STIMULATE YOUR BRAIN WITH THIS COLORING PAGE

GIVE US FEEDBACK!

NAME ____________________________

You may give comments anonymously but provide your name and return your completed form on Tuesday afternoon to be entered into a drawing.

HOW WERE YOU INSPIRED?

WHAT DID YOU LEARN?

WHAT WILL YOU ACTIVATE?

HOW CAN WE IMPROVE FOR ARTIVATE 2020?

Who should be at Artivate 2020?

Name: ____________________________________________

Email: ____________________________________________