

THE FUTURE OF ART: A DISRUPTIVE FUTURES DIALOGUE

Program Summary

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Introduction

The [2017 Culture Track Report](#), created by international cultural consulting firm La Placa Cohen, revealed that over the past few years, the very definition of culture has undergone a profound global shift. Audiences are demanding fun, interaction, and relevance in their lives and their cultural experiences in a way that is entirely unprecedented in modern history. This catalytic shift changes the way that art is presented and experienced, and brings up important questions about the future of art and culture in society. Santa Fe is at the very crossroads of this transition. How will we, as a community, respond to and evolve with this shifting cultural climate?

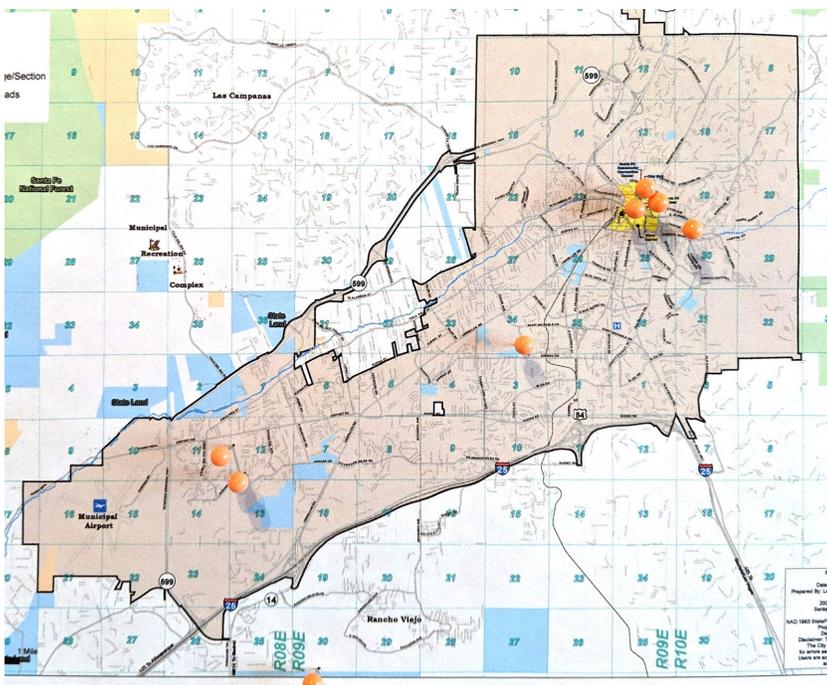
Creative Santa Fe presented The Future of Art: A Disruptive Futures Dialogue program in the spring of 2019. The public events on March 13 and 14th, 2019 engaged 200 people from the community and local art institutions in conversation about the opportunities and challenges we face as we look into the future of the arts in Santa Fe. Vital Spaces, a new organization whose mission is to revitalize Santa Fe's creative culture by filling temporarily vacant Santa Fe real estate with art, hosted the event at their first temporary location, 220 Otero Street in downtown Santa Fe. The event consisted of highly participatory small group discussions led by trained facilitators, in addition to activities that engaged attendees in meaningful dialogue, problem solving, and civic action toward envisioning a vibrant arts future in Santa Fe.

The Future of Art program also included a city-wide survey, collecting responses from 170 people about the opportunities and barriers faced as they imagine the future of the arts in Santa Fe.

Future of Art Survey

In February of 2019, Creative Santa Fe organized a city-wide survey to collect information about the challenges and opportunities our community faces as they imagine the future of the arts. Overall, the community felt that they had a good amount of access to the arts in Santa Fe. Affordability recurred as both the the foremost barrier to participation, and one of the changes the community would most like to see in the coming years. There was also a call for more inclusivity and more variety in the arts. These indicate that audiences would like to see a change in the arts that are currently being represented. Of the top factors that draw participation in the arts, the desire for new experiences ranked highest, followed by connection with the art/artists and supporting Santa Fe culture.

The survey was distributed online through social media and on postcards in English and Spanish to eight locations across Santa Fe, each location displaying the survey box for at least one week. Responses were collected by early March, 2019.



Survey Box Drop Off Locations:

- Form & Concept Gallery
- Tierra Nueva Counseling Center
- La Farge Library
- Southside Library
- GF Contemporary
- KEEP Contemporary
- Institute for American Indian Arts
- Museum of Contemporary Native Arts

Responses were collected from the locations and recorded along with responses from the online survey. Each survey was tracked by the location in which it was filled out. Results of the survey responses by location:

- 29% - Out of Town
- 24% - 87501
- 1% - 87502
- 9% - 87505
- 2% - 87506
- 25% - 87507

10% - 87508

The survey consisted of 5 questions. The responses from the questions can be [found in detail here](#), and are recorded below:

Question #1:

In your opinion, how accessible are the arts in Santa Fe?

Please rank on a scale of 1-10, with 1 being 'Not Accessible' and 10 being 'Very Accessible'.

AVERAGE SCORE: 7.4 (168 responses)

Question #2:

Which of these factors are most likely to engage you in the arts in Santa Fe? Select your top 5:

The top three are highlighted with the percentage of votes accumulated:

- A fun experience
- Creating social media content
- Experiencing new things (60% of all votes)**
- Growing your art collection
- A calming environment
- Finding connection with the art/artist (51% of all votes)**
- Meeting new people
- Accessibility
- Free admission
- Learning about art history
- Supporting Santa Fe culture (50% of all votes)**
- Feeling welcome
- Connecting to your community
- Seeing yourself represented in the arts
- An interactive experience
- Discovering a new area of Santa Fe

Question #3:

What, if any, barriers are there to participating in the arts in Santa Fe?

This was a qualitative, open-ended question. The responses were recorded and categorized by theme. Of 118 responses, these were the top three barriers to participation that were identified:

Lack of Affordability - 39.8% of responses

Lack of Inclusivity - 16.1% of responses

Lack of Awareness of Events Happening - 14.4% of responses"

Question #4:

How would you like to see Santa Fe's arts community change in the coming years? What are some opportunities for making that change happen?

This was a qualitative, open-ended question. The responses were recorded and categorized by theme. Of 135 responses, these were the top three changes participants identified they would like to see.

More Variety in the Arts - 32.5% of responses

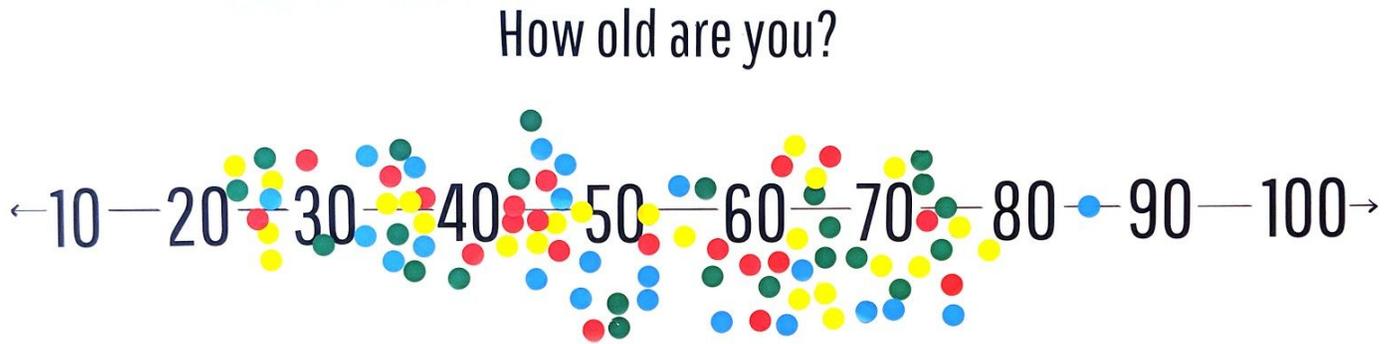
More Community Support for the Arts - 19.2% of responses

More Affordable Ways to Participate in the Arts - 12.5% of responses

Activities at March 13 and 14 Events

Audience Age

Event attendees were handed stickers as they entered the event, and were asked to mark their age on a community ageline.



The age of the event audience members varied from early 20's to mid-80's. The 45-50 and 60-75 ages on the scale were most represented in the audience.

'Call to Action for the Arts' Event Activity

The 'Call to Action for the Arts' was designed in collaboration with 14 local organizations: NMSA, Meow Wolf, Georgia O'Keeffe Museum, Form & Concept, Alas de Agua/ Adelante, New Mexico Museum of Art, Center for Contemporary Arts, Littlelobe, Vital Spaces, Coe Center for the Arts, Santa Fe Arts Commission, ARTsmart, The Desire Project, Santa Fe Art Tours, and Southwestern Association for Indian Arts.

Each organization was asked "What actions would you like to see the Santa Fe community take to support a vibrant arts future?"

The responses from the organizations and Creative Santa Fe were organized into three 'call to action' boards that were displayed at the public event. During the event, participants were asked to put their name next to an action they would like to support.



Most of the actions that the audience wanted to support were focused in the 'Bridge the Gap' category, particularly around promoting more cross-collaboration in the arts and connecting community to arts organizations. The second most popular actions were centered around engaging with the arts in new ways.

These boards are now available for organizations around the community to borrow upon request.

Arts Investment Activity

The 'Arts Investment Activity' was designed to engage the event audiences in conversation and action around arts investment in Santa Fe. Each event attendee was handed \$5,000 in play money as they entered the event, and were asked to spend their money at the activity station. The activity station was framed with the question "If you had \$5,000 to spend, how would you use it to support a vibrant arts future?" The areas of investment included: Affordable Adult Art Education/ Makerspaces, Housing for the Creative Industry, Project Funding for Local Artists, Youth Art Education, Business/Entrepreneurship training for Artists, Economic Support/ Tourism for the Arts, and Support for local Arts Nonprofits.



The top three areas of investment were very closely tied, with Support for Local Nonprofits being the most important area of investment, Youth Arts Education being second, and Project Funding for Local Artists being third.

'Favorite Arts Event' Activity



Event audiences were asked the question "What was your favorite arts experience in the past year, and why?" Attendees answered on post-its, which were recorded and categorized.

Results:

Of 58 responses total, the arts experiences that fell into the 'Studio Tours and Shows' and 'Museum Visits and Events' received the most recognition, each representing 19% of the experiences named. The experiences themselves were very diverse. Responses in the Arts Festival category followed with 14% of the votes, most naming Currents New Media Festival specifically. [Detailed responses can be found here.](#)

Small Group Discussions

Event participants were organized randomly into groups of nine, collecting in separate rooms with one trained facilitator. The facilitator asked the following questions, and attendees marked their responses on index cards. The index cards were recorded and categorized. Detailed responses to the question [can be found here](#).

Small Group Discussions: Question 1

Below are the results from the responses to the question "*Recognizing that our city faces systemic challenges that directly impact the vitality of the arts (including housing and education), what are some new projects we can initiate now to support our arts community?*"

215 responses total.

Responses by category:

Event Idea: 23.2% of proposals

Project Idea: 35.3% of proposals

Arts Business Training / Education: 8.3% of proposals

City Planning: 34.0% of proposals

Arts Infrastructure: 38.0% of proposals

Of the responses by category, 13.9% of all responses were focused on building networking opportunities for the arts community, making it the most common theme. Event participants would like more opportunities to network with each other, with art buyers, with arts organizations, etc.

7.9% of all responses were focused on the need for new spaces to benefit the arts community. This includes community gallery spaces, studio spaces, etc. It is noted that these spaces also need to be accessible and affordable.

Small Group Discussions: Question 2

"How do Santa Fe's cultural heritage and traditions move forward into a new era of art and technology?"

Responses included themes such as more investment in technology, and representation of how tech arts and traditional arts can merge. Collaboration was also a common theme, between artists of different genres and between organizations. Representation was brought forth often as a key factor in merging tradition with new art forms. Participants asked for more integration of cultures across the city, promoting creative responses to tradition through new art forms. [Detailed answers can be found here](#).

Action Items and Next Steps

Based on all of the information gathered, themes discovered, and ideas brought forth, Creative Santa Fe will be aligning the responses from The Future of Art with partners across the city. As partners align with the action items suggested, their commitment and progress will be shared, tracked, and recorded.

Other potential next steps could include the design of follow-up discussions hosted in collaboration with our partners across the city. Creative Santa Fe may also design and implement an online community discussion board focused on the results of this event, where community can further engage, connect, and share ideas.

Below are a few follow-up questions based on the information from each activity outlined in this program summary that could influence further action:

Follow Up Question to the Future of Art Survey Feedback:

How can the desires for increased affordability, more variety in the arts, and new experiences shape the arts in Santa Fe as we look into the future? What is the future of Santa Fe's culture? Who in our community is currently representing these interests?

Follow Up Question to the 'Call to Action for the Arts' Activity:

How can we promote follow-through and more actions in the areas of bridging gaps in our community and engaging with the arts in new ways?

Follow Up Question to the 'Art Investment' Activity:

How are city government, philanthropists, individuals, businesses, and other entities providing financial support for local arts organizations, youth art education, and artist project funding? Where is there potential to provide and build up more support?

Follow Up Question to the 'Favorite Arts Event' Activity:

How can studios and museums use the positive feedback collected to their advantage, potentially building out more impactful programming?

Follow Up Question to the 'Arts Resources' Activity:

How can we advocate for artists to be paid fair wages for their work, and provide them more opportunities to grow their businesses and craft?

Follow Up Question to the Small Group Discussion Question #1:

Who in our community is currently facilitating networking opportunities for a diversity of local creatives? Who has potential to build out this kind of programming that is needed?

Who in our community is currently providing accessible, affordable spaces for artists to make, show, and connect? Who has the potential to provide more of these spaces? How can they be funded?

Follow Up Question to the Small Group Discussion Question #2:

Who in our community is merging heritage and tradition with new art and technology successfully? How can technology enable new art forms? Is Santa Fe positioned to take a national leadership role in this theme?

How can technology be used to bridge gaps in the community and connect locals and visitors to the arts experiences they desire?