

Art Builds Business Builds Art Mini Workshop

Agenda

- Welcome & Introductions
- Community Overview & Local Outcome
- The Paradigm Shift & Social Enterprise Video
- Who Are We? Exercise
- Art Builds Business Builds Art Exercise
- Self Reflection
- Survey
- Conclusion & Next Steps

Sponsors



Exercise: Art Builds Business Builds Art

In teams of no more than eight people, work through the following exercise. Start with team introductions and then divide your team into equal groups of people who self-identify as either creative or business-minded. Many of you will identify as both creative and business-minded, please try to have similar numbers of people in your smaller groups.

Exercise Directions

Part 1: City council is considering funding art and culture or traditional business economic development. Make the best case for why the city council should invest community dollars for the group least like you. Discuss for 5 minutes. Present your case to each other for 2 minutes each.

- Creatives make case for business
- Business people make case for creativity

Notes

Exercise Directions Continued

Part 2: You are producing a commercial for art and business. You already have the reasons to love art and business. Now present the “side effects” of using art and business.

Discuss for 5 minutes. Present your case to each other for 2 minutes each.

- Business people produce side effects for business
- Creatives produce side effects for creativity

Notes

Part 3: Your team needs to convince the city council that investing in art AND business together is best for the community.

Discuss and prepare your presentation for 5 minutes. Each team will have 2 minutes to present their case to the full group.

Notes

Self-Reflection:

What did you learn about your own mental models?

How did it feel to explore the side effects of working with businesses or creatives?

How did you engage in the group process? (e.g., were you vocal, did you feel heard, did you dominate, were you collaborative?)