



2014

Make Art Real


Grace E. Harris Leadership Institute, Virginia Commonwealth University

Dolores Carrington-Hill
Virginia Commonwealth University

M. Teresa Doherty
Virginia Commonwealth University

See next page for additional authors

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Authors

Grace E. Harris Leadership Institute, Virginia Commonwealth University; Dolores Carrington-Hill; M. Teresa Doherty; Alison Jones; Michelle McGregor; Mike Porter; W. Scott Street; and Patricia White

Make Art Real: “Unexpected_Connections”

TEAM MEMBERS

Dolores Carrington-Hill, Interim Director for Institutional Equity and Education, Division for Inclusive Excellence

M. Teresa Doherty, Head, Information Services, VCU Libraries

Alison Jones, Director of Health Sciences Academic Affairs, Senior Vice President for Health Sciences

Michelle McGregor, Dental Hygiene Program Director, Oral Health Promotion and Community Outreach

Mike Porter, Assistant Director, University Public Affairs

W. Scott Street, Associate Professor, Statistical Sciences and Operations Research

Patricia White, Assistant Director for Undergraduate Recruitment, Office of Admissions

Project Sponsor: Ashley Kistler, Anderson Gallery

PROJECT ABSTRACT

The Make Art Real project aims to introduce new audiences to the arts. It supports Theme II of VCU’s Quest for Distinction by promoting and fostering creative expression through innovative collaborations. The project involves displaying existing connections between art and non-art disciplines, as well as making new connections. These unusual pairings are then placed on exhibition through a lunch-time lecture series named “Unexpected_Connections,” which allow faculty, staff, and students to lead and participate in discussions about the reality of art. The lecture series is the first sustainable and reoccurring program to be held in the Depot building, a multidisciplinary facility which is intended to foster interdisciplinary collaborations. The targeted audience includes faculty, staff, students, and members of the greater VCU community.

QUEST FOR DISTINCTION

VCU’s mission aims to advance knowledge and student success through its commitment to interdisciplinary collaborations that bring new perspectives to complex problems and mobilize creative energies that advance innovation. Collaboration and innovation are two of VCU’s core values. “Unexpected_Connections” supports both of these by also supporting VCU’s Quest for Distinction. Theme II, goal B, aims to increase university-wide productivity in creative expression. “Unexpected_Connections” accomplishes this by exposing the VCU community to existing collaborative initiatives while fostering brand new connections.

PROJECT GOALS

VCU’s mission, core values, and Quest for Distinction all speak to the importance of innovation, collaboration and creative expression. It is our team’s view that there is a great opportunity to contribute to VCU’s Quest for Distinction by making unexpected connections between art and other disciplines. The primary goal of the Make Art Real “Unexpected_Connections” lecture series is to show non-art disciplines as being artistic, and how art and non-art disciplines can enhance one another. The result is the exposure of the VCU community to art and other disciplines in a different way than they may have been in the past. The secondary goal is to display existing collaborative efforts that traditionally have not had a venue to be seen by the larger VCU community. Third, the project aims to foster new connections by reaching out to faculty in the non-art disciplines who may not have had the opportunity to work with faculty, staff, or students in the School of the Arts, but have a desire to promote their expertise in a non-traditional way. Finally, the project provides sustainable programming that will mirror the purpose of the newly acquired Depot building.

PROJECT STRATEGIES

Team Mosaic proposed and debated several projects. After deciding on an inter-professional concept involving art in unexpected forms, we were able to secure sponsorship from Ashley Kistler in the School of the Arts. Team Mosaic, consisting of members from several disciplines, began reaching out to potential participants in our own schools and departments. To our surprise, we found a great deal of interest and numerous recommendations for projects. A list of willing participants was generated, which was organized into two categories, depending on whether the connection was already in existence or proposed as new.

The first lecture in the series was confirmed and is scheduled to take place on October 24, 2014 in the Depot building. Titled, "When Does Hollywood Cross the Line? The Reality of Blood Spatter", this lecture blends forensic science and theater as the presenters explore how television and Hollywood portray blood, gore, and horror on stage and screen. The presentation will explain how analysis of blood spatter patterns can determine how an injury was caused, as well as critique some of Hollywood's best known horror scenes for accuracy. Demonstrations of makeup application to replicate the effect of wounds and blood spatter analysis will take place as part of the session.

ACTION STEPS

The following steps were used to create the lecture series and will need to be repeated to run further lectures.

- Use existing list of proposed lecture topics to identify participants
- Secure space in the Depot
- Schedule participants
- Send invitations to targeted audiences
- Create advertisement pieces (posters, postcards, video, social media blasts etc.)
- Coordinate publicity with VCU Public Affairs, for complete use of all university-owned communications channels to promote the lectures (through the VCU News Center, VCU Daily Activities Calendar, TelegRAM, social media and available School of the Arts communications channels)
- Record lectures and post online for those not able to make the lecture in person

OUTCOMES

"Unexpected_Connections" will produce a series of lectures during which the VCU community can explore connections between art and non-art disciplines. It is expected to showcase existing collaborations, as well as foster new connections. Other possible outcomes include collaborative publications and collaborative research. Since the lectures will be open to the public, it is also anticipated that the lecture series will provide increased VCU visibility amongst the general public, and support for business development along the Broad Street corridor.

SUSTAINABILITY

The "Unexpected_Connections" lecture series is meant to engage the entire VCU community as stakeholders. The inaugural lecture is scheduled for October 24, 2014, and another is scheduled on April 17, 2015. Although the series has been coordinated by Team Mosaic, Andrea Alvarez with the School of the Arts has been brought on as a consultant. The collaborative nature of "Unexpected_Connections" will serve as programming that mirrors the multidisciplinary aspect of the Depot building, where the lectures will be held. The School of the Arts is therefore the primary stakeholder and the most appropriate unit to house the project in the future.

RESOURCES

The “Unexpected_Connections” lecture series is relatively low in costs. The majority of costs will be incurred by faculty and staff time to prepare and present on their expertise. Lecture participants will be expected to volunteer to take part and will not present a direct cost for the lecture series. A coordinator for the series will be needed in the future. This cost will be dependent on how often the lectures are held, and what level employee (full-time, part-time, graduate student etc.) will be deemed necessary.

The following list represents expected costs (other than personnel) for the lecture series:

Space: The Depot	\$0
Event set-up: Chairs, poster boards, miscellaneous supplies	\$50
Event speakers: VCU faculty, staff, students; Richmond area artists and community	\$0
Technology: web host for videos of lectures; hardware to film and livestream events	\$65
Event support: School of the Arts staff, student volunteers	\$0
Advertisement: Print and web	<u>\$100</u>
Total Costs (per lecture)	<u>\$215</u>

RECOMMENDATIONS

Team Mosaic has provided a framework for the “Unexpected_Connections” series to continue at The Depot. However, for the lecture series to remain viable, we make the following recommendations:

- Create a small committee, including School of the Arts leadership and a graduate student worker, to decide how often the lectures will be held and to select lecture topics.
- Create a master calendar that will publish all scheduled lectures.
- Create a website for programming at the Depot.
- Create an electronic means for collecting information from those interested in finding new connections, or presenting on existing collaborations.
- Secure funding of approximately \$200 per lecture through Quest Innovation funds, donations from other schools, or other means.

FINAL PITCH

“Unexpected_Connections” is an exciting and growing series of interactive lectures that merge the outstanding work being done by faculty, staff, and students both in the School of the Arts and other disciplines at VCU. The first event will introduce a connection between forensic science and theater. The efforts of Team Mosaic created an opportunity for a new connection. Although they had never thought to work together in the past, when the faculty from the two disciplines met for the first time there was an instant connection. They exhibited a passion for their respective fields of expertise, an eagerness to share their knowledge with each other, and to communicate this “Unexpected_Connection” to a broader audience. This scenario is not unique. The members of Team Mosaic, who simply conducted basic research and reached out to potential participants, have found a true interest in having the “Unexpected_Connections” lecture series continue. This multidisciplinary series supports the School of the Arts need to create sustainable programming for the Depot, links the university in collaborative partnerships for future endeavors, and provides an avenue for innovative and creative expression. “Unexpected_Connections”, epitomizes the mission, core values, and VCU’s Quest for Distinction that makes VCU a truly premier urban, public research university. Quite simply, “Unexpected_Connections” Makes Art Real.

APPENDIX

MakeArt Real: “Unexpected_Connections”

Team Mosaic of the 2014 class of the Grace E. Harris Leadership Institute proudly presents the following sampling of proposed lecture topics for the “Unexpected_Connections” series to be held as part of the Depot programming

PLANNED LECTURES:

Theater & Forensic Sciences

When Does Hollywood Cross the Line? The Reality of Blood Spatter.– October 24, 2014 at 12:30 p.m.

Presenters: Maura Cravey, Theater & Marilyn Miller, Forensic Science

Through this unique blend of science and theater, the presenters will explore how television and Hollywood portray blood, gore, and horror on stage and screen. The presentation will explain how analysis of blood spatter patterns can determine how an injury was caused as well as critique some of Hollywood's best known horror scenes for accuracy. Demonstrations of makeup application to replicate the effect of wounds and blood spatter analysis will take place as part of the session.

Biomedical Engineering & Crafts

Measuring Pain Using 3D Technology – April 17, 2015 at 12:30 p.m. (tentative)

Presenters: Andrea Connell, Crafts & Russell Jamison, Biomedical Engineering

Engineering and art students worked with Jonathan Keep of England, a ceramic sculptor, widely admired for his work in computer-based art, to successfully build a computer-controlled device that extrudes ceramic paste to build complex, three dimensional objects. The objective is to create computer designed three dimensional objects using data from patients experiencing chronic pain. These data might be in the form of electrophysical signals from the brain (EEG) or from other physiological measurements. Computer design objects could then be created using the 3-D ceramic printer developed in the da Vinci Works. The language of physical pain is often inadequate to express the emotional pain. The hypothesis for this work is that for those who live with chronic pain, a tangible representation of pain, derived from actual data, may have a palliative benefit. The texture, scale, and color of the object may convey the pain in a way that language alone cannot.

Proposed Lectures (existing connections)

Theater & Healthcare Instruction

Acting for Better Bedside Manners and Team Dynamics

Presenters: Grant Freeman, Theater & Lyubov Slashcheva, Inter Health Professionals Alliance (IHPA)

The IHPA consists of students from medicine, dentistry, pharmacy, nursing, and allied health. They share information and promote interprofessional education and care. As teams work and learn together, they must understand the roles and responsibilities of each member and how to effectively communicate with patients and keep them as the center of care. This interactive presentation uses the art of theater and members of IHPA to identify communication gaps and misunderstandings to improve team dynamics and patient care.

Communication Arts & Physics

Color Gamut

Presenters: Robert Meganck, Communication Arts & Peter Martin, Physics

Color Gamut: An Interactive 3-Dimensional Color Model is an interactive web-based software and mobile application tools that can be used by artists, engineers, scientists, educators, and

students. The model will map specific colors, color space, and all its complements in various formats. The project involves the development of a system to identify colors based on their hue (color), saturation/chroma (purity), and value (lightness/darkness), and to show their location in relation to all other colors using Cartesian coordinates on a 3D interactive and programmable model. The Color Gamut is expected to be the first interactive and programmable three-dimensional model defining color space available internationally.

Sculpture & Plastic and Reconstructive Surgery

The Surgeon as Sculptor

Presenters: Jennifer Rhodes, Center of Craniofacial Care & Morgan Yacoe, VCUarts Graduate

Plastic surgery and sculpture have a great deal of crossover. A sculpture workshop is an opportunity for plastic surgery residents to think creatively and apply their anatomy knowledge in a different way. The presenters will discuss the similarities and difference between the two disciplines, as well as how the sculpture workshop is helping residents become the future leaders in plastic and reconstructive surgery.

PROPOSED LECTURES (NEW CONNECTIONS):

Painting and Printmaking & Dentistry

The Color and Art of Dentistry

Presenters: Chuck Janus, Dentistry & Faculty, Painting & Printmaking

This interactive presentation will explore the link between color, artistic perception, and the art of dentistry. Research has demonstrated a relationship between visual and spatial perceptual ability and psychomotor skills, therefore it is not surprising some dentists have shown artistic abilities. Dr. Janus will discuss the art of staining and ceramics to create crowns and veneers for the oral cavity. Faculty from Painting & Printmaking will explain the use of color, mixing color, and blending to achieve the desired shade.

Photography and Film & Radiation Sciences

The Beauty of the Human Form: From the inside and out

Presenters: Becki Keith, Radiation Sciences & Faculty, Photography and Film

Radiographs have been not only used for medical purposes, but have offered a new and distinctive way to look at objects and people. Becki Keith will present on how the human body can be seen as art using different x-ray techniques as well as the placement of the human body during x-ray exams. The proposed partner within the School of the Arts would be someone who specializes in photography or sculpture of the human form.

Photography and Film & Biomedical Engineering and Anatomy and Neurobiology

Through the looking glass

Presenters: Scott Henderson, Anatomy and Neurobiology & Faculty, Photography and Film

"Through the looking glass" is an exhibit on view at Tompkins-McCaw Library. These photographs of microscopic images, created by faculty, staff and students, are framed and on view as art. Dr. Scott Henderson, director of the Microscopy Facility and associate professor, Anatomy and Neurobiology, led a panel of judges to select images and awarded prizes based on aesthetic appeal, technical skill and scientific significance. Dr. Henderson will explain how the images were made, using equipment in his facility and others, and our Photography faculty partner will discuss the aesthetics of macrophotography, and share some images as well.

Healthcare and Music

The Healing Power of Music

Presenters: Melissa Owens, VCUHS & Faculty, Music

The VCU Health System "Arts in Healthcare" program offers individualized therapeutic programs for patients, primarily for those in the brain injury and psychiatry departments, as well as the infectious disease and pediatric oncology clinics. If a patient is experiencing discomfort, pain, anxiety or boredom, doctors and nurses can request that the music therapist, art specialist or health and wellness counselor work with them one-on-one in their room or leave music, art kits or reading material to help the patients get through the crisis.

VCU Jazz Studies & African American Studies

VCU's Jazz Bridge to Greater Understanding

Presenters: Antonio Garcia, VCU Jazz & Faculty, African American Studies

What do you learn when jazz students from VCU and the University of KwaZulu-Natal come together to explore the parallels in racial/cultural divides in Richmond and Durban, South Africa? You learn how we are all alike. You learn about jazz as a voice of social justice around the world. You learn how to create your own voice as a "Jazz Bridge." The VCU team will travel again to Durban, South Africa in March 2015. Throughout the year both teams will explore the parallels in racial/cultural divides in our respective cities, Richmond (the former Confederate capital) and Durban (in a country only recently having outlawed apartheid). By bringing scholars and students of African-based music and culture to both campuses, this grant project brings communities together.



VCU
VIRGINIA COMMONWEALTH UNIVERSITY

The Grace E. Harris Leadership Institute

Team Mosaic:
Make Art Real

vcuarts



- VCUarts is ranked the #1 public university school of arts and design in the country by US News & World Report and has the highest ranking ever achieved by a public university School of Arts and Design
- Three VCUarts alumnae have received MacArthur Genius Awards (\$500,000 each)

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Where we are now

Existing Interdisciplinary collaborations

- Creative Disruption Lab
- da Vinci Center
- Art and Health Fellows
- art :: science

highlight | showcase | share

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The Depot



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Our Project

- Introduce new audiences to the arts
- Showcase connections (existing & new) between art and non-art disciplines
- Lecture Series: “Unexpected_Connections”
- Experience The Depot
 - Faculty, Staff, Students
 - Greater VCU Community

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Discovered Connections

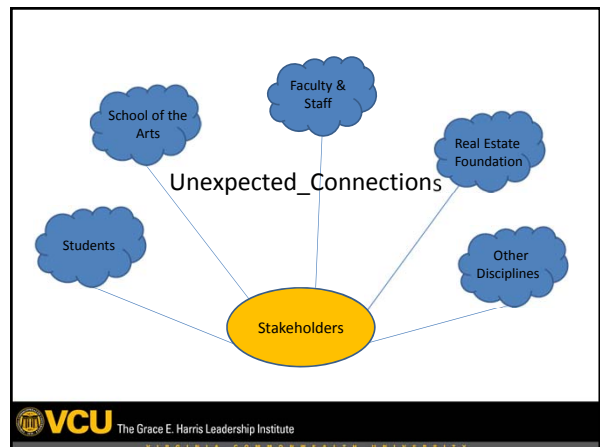
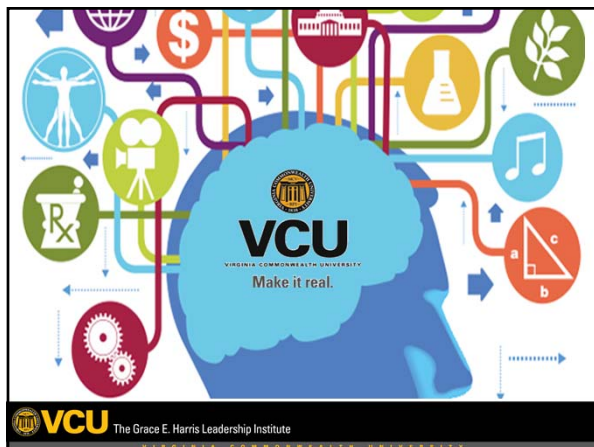
- Theater & Health Care Instruction
- Communication Arts & Physics
- Painting and Printmaking & Dentistry
- Music & Healthcare
- Jazz Studies & African American Studies
- Sculpture & Plastic and Reconstructive Surgery
- and many more...

VCU The Grace E. Harris Leadership Institute



“In Theatre, we must collaborate or the show doesn’t happen.” *Maura Cravey, Theatre*

“Without all of us coming together nothing would be solved.” *Marilyn Miller, Forensic Science*

Sustainability

- Wide Variety of “Unexpected_Connections”
- Minimal costs
- Programming supports multidisciplinary mission of The Depot
- VCUarts as managing stakeholder

Resources

Space: The Depot galleries

Event speakers: VCU faculty, staff, students; Richmond area artists and community

Technology: web host for videos of lectures; hardware/staff to film and livestream events

Event support: VCUarts staff, student volunteers

Advertisement: Print and web

First Connection: CSI & Theater

- Theater Makeup & Forensic Science
- Friday, October 24, 12:30 – 1:30 at The Depot
- Presenters: Maura Cravey and Marilyn Miller



Common Ground

- Hollywood, TV and theater spend much time and money on effects
- Sometimes they get it wrong!



Publicity

- VCU NewsCenter
- Social Media
- TelegRAM
- Art and Forensic Science internal channels
- Posters



Promotional Videos



Conclusion

- Multidisciplinary Collaboration
- Excited Faculty Members
- Showcases Connections to VCUarts
- Sustainable
- Make Art Real!

Thank You!

- | | |
|---|--|
| Andrea Alvarez
The Depot | Susan Gooden
Grace E. Harris Leadership Institute |
| Mason Brown
Alumnus, VCUarts | Ashley Kistler
The Anderson Gallery |
| Maura Cravey
Theater | Marilyn Miller
Forensic Science |
| Nakeina Douglas-Glenn
Grace E. Harris Leadership Institute | Susan Roth
VCUarts |
| Lindsey Evans
Grace E. Harris Leadership Institute | Our Mentors and
Peer Coaches |

A very special thank you to Dr. Grace E. Harris!

Questions?

