LEONARD BERNSTEIN
FESTIVAL OF THE
CREATIVE ARTS™

APRIL 7-14, 2019

Brandeis

2019 REPORT TO SUPPORTERS
The Festival of the Arts attracts a wide audience of campus and off-campus arts lovers with visual and performing arts programs that engage all ages.

Super Sunday, produced by the Office of the Arts, continues to draw families from across Greater Boston and New England.

After the festival, one guest wrote us: “This was a great display of Brandeis' mission of inclusivity and diversity, and it made me feel welcomed and part of a warm, inviting community.”
For the first time, the Festival of the Arts has an inclusion statement, developed with guidance from the Office of Diversity, Equity and Inclusion.

The Leonard Bernstein Festival of the Creative Arts welcomes and encourages the participation of people of all communities, generations and life experiences. We value a diversity of lived experiences and perspectives and recognize that our experiences and perspectives are shaped by multiple and intersecting social identities.

We encourage an exchange of learning among faculty, practitioners, students, staff and audience members. We support continuous reflection and learning about the arts.
Clockwise: art-making on Super Sunday; the Theater Arts Department production of “The Bacchae”; the Brandeis Jazz Ensemble.
## EVENT ATTENDANCE: Super Sunday

<table>
<thead>
<tr>
<th>Super Sunday Events</th>
<th># of attendees or tickets sold</th>
<th>% of venue or program capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Score</td>
<td>76</td>
<td>70%</td>
</tr>
<tr>
<td>Ballet Club</td>
<td>83</td>
<td>65%</td>
</tr>
<tr>
<td>Hooked on Tap</td>
<td>77</td>
<td>60%</td>
</tr>
<tr>
<td>African dance workshop</td>
<td>65</td>
<td>100%</td>
</tr>
<tr>
<td>Puppet theater</td>
<td>50</td>
<td>20%</td>
</tr>
<tr>
<td>Sophia Seurfert</td>
<td>28</td>
<td>50%</td>
</tr>
<tr>
<td>Len Cabral</td>
<td>40</td>
<td>80%</td>
</tr>
<tr>
<td>TBA Improv</td>
<td>59</td>
<td>100%</td>
</tr>
<tr>
<td>Flamenco workshop</td>
<td>45</td>
<td>90%</td>
</tr>
<tr>
<td>Emily Riordan</td>
<td>32</td>
<td>60%</td>
</tr>
<tr>
<td>Two-Shekel Swing</td>
<td>63</td>
<td>100%</td>
</tr>
<tr>
<td>Art activities</td>
<td>300</td>
<td>100%</td>
</tr>
<tr>
<td>Carnival of the Animals</td>
<td>46</td>
<td>25%</td>
</tr>
<tr>
<td>Jazz Ensemble</td>
<td>98</td>
<td>50%</td>
</tr>
<tr>
<td>Wind Ensemble</td>
<td>74</td>
<td>40%</td>
</tr>
<tr>
<td><strong>Total Super Sunday attendees</strong></td>
<td><strong>1136</strong></td>
<td></td>
</tr>
</tbody>
</table>
## EVENT ATTENDANCE

<table>
<thead>
<tr>
<th>Event</th>
<th># of attend. or tickets sold</th>
<th>% of venue or program capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feel the Beat: Percussion Jam</td>
<td>20</td>
<td>n/a</td>
</tr>
<tr>
<td>Varieties of the Creative Experience</td>
<td>45</td>
<td>50%</td>
</tr>
<tr>
<td>Sound &amp; Space at Slosberg</td>
<td>50</td>
<td>n/a</td>
</tr>
<tr>
<td>Chamber Music Sampler</td>
<td>35</td>
<td>25%</td>
</tr>
<tr>
<td>Afro Flow Yoga</td>
<td>15</td>
<td>50%</td>
</tr>
<tr>
<td>Words &amp; Artifacts: Treasures of a Jewish Cuban Exile</td>
<td>140</td>
<td>90%</td>
</tr>
<tr>
<td>Exhibition: Art &amp; Text in the Archives</td>
<td>20</td>
<td>n/a</td>
</tr>
<tr>
<td>Colloquium: Patricia Alessandrini</td>
<td>10</td>
<td>80%</td>
</tr>
<tr>
<td>Material Voices / BINCA</td>
<td>50</td>
<td>80%</td>
</tr>
<tr>
<td>Early Music Ensemble</td>
<td>30</td>
<td>50%</td>
</tr>
<tr>
<td>The Bacchae (Thursday)</td>
<td>135</td>
<td>65%</td>
</tr>
<tr>
<td>El Barrio</td>
<td>45</td>
<td>80%</td>
</tr>
<tr>
<td>SCRAM Jam</td>
<td>294</td>
<td>n/a</td>
</tr>
<tr>
<td>Ludovico Ensemble</td>
<td>65</td>
<td>30%</td>
</tr>
<tr>
<td>The Bacchae (Friday)</td>
<td>123</td>
<td>60%</td>
</tr>
<tr>
<td>Boris’ Kitchen</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Event</th>
<th># of attend. or tickets sold</th>
<th>% of venue or program capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Folk Fest</td>
<td>125</td>
<td>n/a</td>
</tr>
<tr>
<td>The Bacchae (Saturday matinee)</td>
<td>64</td>
<td>30%</td>
</tr>
<tr>
<td>The Bacchae (Saturday evening)</td>
<td>163</td>
<td>79%</td>
</tr>
<tr>
<td>Culture X</td>
<td>400</td>
<td>100%</td>
</tr>
<tr>
<td>WBRS &amp; BAMCO concert</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Boris’ Kitchen</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Brandeis U Chorus and Chamber Singers</td>
<td>200</td>
<td>95%</td>
</tr>
<tr>
<td>Through Lines: Susan Lichtman</td>
<td>13</td>
<td>n/a</td>
</tr>
<tr>
<td>Brandeis-Wellesley Orchestra</td>
<td>175</td>
<td>85%</td>
</tr>
<tr>
<td>Exhibitions: Rose Art Museum</td>
<td>719</td>
<td>n/a</td>
</tr>
<tr>
<td>Exhibition: Ayelet Carmi &amp; Meirav Heiman / One Foot Planted</td>
<td>52</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Total attendance at events at which audience was counted: 5,394
ENGAGEMENT

Our family enjoyed the wide variety of activities on Super Sunday. My 8-year-old son and his friends especially enjoyed hearing tall tales from the beloved storyteller Len Cabral and participating in the improv session.

Professor Carina Ray
African and African-American Studies

From the refined to the simple, there was something engaging for all of us.

Laura Cade Brown
Lecturer, Latin American and Latino Studies

My sister (a Brandeis alumna) and I loved how the Festival brings together people from all parts of the community—students, staff, faculty, children, families, older people and people of all ethnicities and abilities.

Jessica Quirk
Production manager, Office of Communications

What did we like best about Super Sunday?
“The energy of the performers, volunteers and audiences.”

Anonymous Super Sunday attendee

I had so much fun and walked away from [the workshop] feeling loved and strong and peaceful, and also loving myself. It is such a welcoming environment and there was so much positive energy being shared. It was really great to have this, especially during this stressful time of year.

Anonymous workshop participant (undergraduate)

My program bridges the academy and the community through culture. Ingrid Schorr and the Office of the Arts understand this very intimate relationship, which why we brought Ruth Behar, a Cuban-American anthropologist and the first Latina recipient of the MacArthur “genius” Fellowship, to campus specifically for the fabulous annual Festival that is a trailblazer at Brandeis.

Dalia Wassner
Director, Hadassah-Brandeis Institute Project in Latin American Jewish & Gender Studies

I’m so glad I went to the Afro Flow Yoga Workshop. I’d been carrying a lot of tension in my body for the past several months, and it felt great to release a lot of it through stretches and bold, freeing dance movements. The way the class was structured also led to me feeling connected with the other participants, which I hadn’t felt in a yoga setting before.

Anonymous workshop participant
GRANTS TO BRANDEIS ARTISTS

Every year, the Office of the Arts gives grants to support original creative work by Brandeis students, staff, and faculty for the Leonard Bernstein Festival of the Creative Arts. Proposals for works of music, theater, performance, and visual art are all welcome, and interdisciplinary proposals are especially encouraged. This year, priority was given to proposals that expressed the idea of A LIVING SOUND.

Artwork was displayed in the library, Science Center, Shapiro Campus Center, Slosberg Music Center, and Usdan Student Center. Sound installations by Alexander Bean and Inga Chinilina were presented in an open studio event in Slosberg, along with work by their colleagues in the new course MUS 196B, Sound and Space: Sound Installation and Movement Staging in the Field of Music Composition.
GRANT RECIPIENTS

The Office of the Arts awarded $3,817 to the following artists:

- Alexander Bean, GSAS, for "Pythagoras Box" (sound sculpture)
- Stephanie Boyer, GSAS, for "Herodias" (painting)
- Anna Cass '21 for "The Restless Inbetween" (mixed media)
- Inga Chinilina, GSAS, for "Lullaby for the Earth" (sound sculpture)
- Gabriel Fontes '19 and Justus Davis '19 for "Material Voices" (arts-based community service)
- Brian Frankel '20 for "Community Dance" (painting)
- Rayelle Gardner '20 for "More than Blues" (video)
- Jenny Ho '20 for "Markets and Cultural Diversity" (painting)
- Mary Kagan-Garcia '20 for "Synesthesdia" (painting)
- Gabby Loeff '20 for "Wilted Scales" (painting)
- Arlett Marquez '21 and Judiana Moises '21 for "El Barrio" (video and photography)
- Katharine Mound '19 for "Shared Space" (photography)
- Rita Scheer '20 for "house feelings" (artist book)
- Orli Swergold '18, PB’19 for "The Women's Bath" (painting series)
- Sarah Valente, PB’19, for "Blanket Statement" (community-based sculpture), cosponsored by the Brandeis Library.
FEEDBACK FROM GRANT RECIPIENTS

Surveyed after the festival, 65% of grant recipients said they were “completely satisfied” and 35% said they were “mostly satisfied” with their projects.

As the festival approached, nearly all recipients (82%) said “more time.” A minority said “more money” or “better planning” on their part.

How was the Office of the Arts most helpful during this process, from application to completion? Grant recipient responses included:

- You all have been incredibly supportive throughout the process. You encouraged us to get used bookshelves which saved us almost $500, and helped us find a [location at the] last minute. I wish we had reached out more.
- Providing feedback from previous artists as well as timeline
- Arranging for trucks to carry our works to the designated locations. It is very helpful especially for people working on large-scale projects.
- The Office of the Arts helped spread the word about the project, connecting me with campus media and library administrators! You rock Office of the Arts!
- Connecting me with contacts I needed to assist me with my project.
- Everyone was very considerate and helping and accepting and understanding
- Chatting with me about my piece while I was working on it, which helped me get some ideas, and helping me hang the work.
- Working with me on my budget. I really appreciate it!
- The application process was pretty easy but it could have been more specific...I would not have been able to do my project without the funding from Festival of the Arts.
What could the Office of the Arts have done to be more supportive? Grantee responses:

- Give artists more time in advance
- Maybe a few outreach emails over the course of our project time
- I think more meeting with the fellow artists will help brainstorming and improving our projects.
- I think the Office of the Arts was already supportive enough.
- I'm honestly not that sure, this felt pretty smooth.
- I felt pretty well-supported, perhaps would have even enjoyed to have been let-off the leash a little more.
- Organizing more meetings between grant recipients (like 2018)
- I could have used a little more guidance since it was my first time doing a project such as this one. We did have meetings but I felt that through the process, I could have gotten more support in making decisions.
How would you describe the Festival?

- Community building. Heart warming. Inspiring.
- Colorful and supportive atmosphere
- I loved the festival, it was so lively and interesting. A couple of my friends were saying that it was a pretty well kept secret this year, that they only really heard about it after the big sign went up on the SCC. Maybe some more public awareness.
- I think the festival is great and it attracted many people in and outside the Brandeis community. The date is not the most ideal since it was on the same day as the Springfest. I think we will be able to bring in more Brandeis students if we don’t have a date conflict.
- Diverse and open-minded
- Hearing people talk about my art, and coming up to me ask me questions about it. I like how the festival incorporated a wide range of the arts. Maybe a reception for all the artists?
- The festival doesn’t feel like it’s for students even as it is hosted on the campus. I’d like to see more Brandeis faculty/staff involvement, more involvement with classes and professors.
- It felt really nice to be able to be a part of this event. I think that it would be great to see the visual arts being shown in more confined space rather than all over campus, so this could facilitate gatherings and events and visibility.
- The festival events on the weekend were so lively! Changed, I’d probably find ways to get the student body more pumped about the festival, I’m not sure how though.
- It felt very vibrant this year, I enjoyed seeing lots of people from the community come out and look at everyone’s projects.
- I believe that it is a great event. I would recommend trying harder to be more inclusive and push harder to include artists of color. There is so much talent on campus and individuals might not know this is an option for them. I would not have known this was possible if I wasn’t on the committee first.
FEEDBACK (cont’d)

What advice do you have for future participants?

- Bring as many people in as possible.
- Sufficient planning of piece
- Make a schedule for yourself and just chip away at it every day. You got this!
- Start planning early, but also make sure you make enough space for potential changes.
- Think big but be realistic.
- Plan plan plan. In-person promotion for community participation art projects.
- Seek out necessary contacts early on.
- Try your best to make yourself proud and push your perceived limits of what you can do
- Advertise really well, chat with people, make signs, make Facebook events, invite people and professors, who knows. But people should see your work!!
- Plan from the beginning. Perhaps start your project right after you finish your proposal.
- I would say that even if it is a new experience for you, you should go for it. It was something that I hesitated on doing and was scared to do but it was very rewarding at the end.
FESTIVAL CAMPUS PARTNERS

Student organizations

- Boris’ Kitchen
- Ballet Club
- Hooked on Tap
- MAD Band
- Too Cheap for Instruments
- Top Score
- SCRAM (Student Committee for the Rose Art Museum)
- BAMCO (Brandeis Music and Concert Organizing)
- TBA Improv
- WBRS Radio

Alumni participation

- Yoni Battat ’13 performed with Two-Shekel Swing
- Allie Morse ’10 and Robbie Steinberg ’13 served on the planning committee.
- Ian Roy ’05 coordinated the Maker Lab demonstration.

Departments and Programs

- Alumni Relations
- Archives and Special Collections
- Athletics
- Brandeis Counseling Center
- Brandeis Library
- Campus Activities Board
- Classical Studies
- Community Service
- Counseling Center
- Creative Arts and Social Transformation Minor
- Fine Arts Department
- Hadassah-Brandeis Institute
- Health and Wellness Promotion
- Hiatt Career Center
- Intercultural Center
- Lemberg Children’s Center
- Multifaith Chaplaincy
- MakerLab
- Music Department
- Office of Communications
- Office of the Dean of Arts and Sciences
- Office of Diversity, Equity and Inclusion
- Office of the Provost
- Rose Art Museum
- Student Activities
- Student Affairs
- Theater Arts Department
- Women’s Studies Research Center
CURRICULAR CONNECTIONS

• Students in Introduction to Creativity, the Arts and Social Transformation presented capstone projects during the festival.
• Students in MUS 196B, Sound and Space: Sound Installation and Movement Staging in the Field of Music Composition, staged multimedia works in an open house during the festival.
• Students in Looking with the Learner ED 158b, which links theory to practice in learning through the visual arts, created an inquiry-based activity for Super Sunday.
• The Brandeis Novel Symposium was listed as a festival event.
• Colleen Hitchcock, associate professor of ecology, proposed and collaborated on a photography exhibition of nature on campus.
COMMUNITY IMPACT

- Students and families from Waltham Public Schools and throughout Greater Boston attended the Festival of the Arts.
- Youth staff from Africano Waltham led jewelry making and dance activities.
- Undergraduate festival volunteers earned credit for community service.
- The Festival of the Arts was a major sponsor of a campus-wide book drive for BINCA (Boston International Newcomers Academy), which serves new immigrants from more than 40 countries.
MARKETING AND MEDIA

External marketing
• Direct email to the 5,000 Arts at Brandeis subscribers. Postcard mailed to alumni living within 30 miles of Brandeis. Listings in all major calendars, including ArtsBoston, Boston.com, Boston Parents Paper, bostoncentral.com, JewishBoston.

Campus media
• Articles on BrandeisNOW and in Brandeis Justice and Brandeis Hoot.

Festival website
• The number of page views continues to grow. During the period March 31 - April 14, 2019, the website had 5,270 views.

Social media
• The primary driver of social media traffic this year was Instagram. A strong Instagram Story on Super Sunday resulted in 8 posts with more than 16,000 total views. The Brandeis University feed on Instagram covered the Festival of the Arts, including the production of The Bacchae. There were a total of 754 likes across the posts, and the posts were seen 10,680 times.
• Tweets relating to Festival of the Arts resulted in 36,264 views.
BUDGET

Budget for events produced by the Office of the Arts (does not include events produced by other departments such as Theater Arts or Music).

**EXPENSES**

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Stipends and fees to artists and performers</td>
<td>$6,050</td>
</tr>
<tr>
<td>Materials and services</td>
<td>$721</td>
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<tr>
<td>Grants to Brandeis community members</td>
<td>$4,317</td>
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<tr>
<td>Marketing and communications</td>
<td>$10,024</td>
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<tr>
<td>Food and receptions</td>
<td>$451</td>
</tr>
<tr>
<td>Facilities and setup</td>
<td>$2,861</td>
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**TOTAL EXPENSES**  
_ $24,424 _

**INCOME**

<table>
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<tr>
<th>Item</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>University funds</td>
<td>$9,494</td>
</tr>
<tr>
<td>Endowment funds</td>
<td>$12,830</td>
</tr>
<tr>
<td>State and local grants</td>
<td>$500</td>
</tr>
<tr>
<td>Contributions from Brandeis partners</td>
<td>$1,600</td>
</tr>
</tbody>
</table>

**TOTAL INCOME**  
_ $24,424 _
COMMITTEES

Grants Jury

- Mark Berger, Associate Professor of the Practice of Music
- Susan Dibble, Louis, Frances, and Jeffrey Sachar Professor of Creative Arts
- Alfredo Gisholt, Assistant Professor of Fine Arts
- Dennis Hicks, Director of Student Activities
- Bess Paupeck, Academic & Public Programs Manager, Rose Art Museum
- Jeremy Rapaport-Stein, PhD Candidate in Music

Planning Committee

- Mady Alnemy ’20
- Mai Dewees, Graduate Student Affairs
- Jenny Ho ’20
- Maura Koehler ’19
- Arlett Marquez ’20
- Allie Morse ’10, MA ’18, Office of Communications
- Ingrid Pabon, Office of the Arts (chair)
- Deborah Rosenstein, Music Department
- Robbie Steinberg ’13, Department of Student Activities
- Brad Toney, Department of Community Living
THANK YOU!

Festival Patrons and Sponsors

Elaine Reuben '63
Brandeis Arts Council
Aaron Foundation Visiting Artist Fund
for Theater, Music, and Fine Arts
Brandeis Counseling Center
Office of the Provost
Office of the Dean of Student Life
Office of Diversity, Equity and Inclusion
Mass Cultural Council
Waltham Cultural Council

See you next year! April 25-May 1, 2020

Ingrid Schorr, Director of Arts Engagement
Ingrid V. Pabon, Programs Coordinator
Chari Calloway ’20, Programs Assistant

Division of Creative Arts | Brandeis University

Photography: Mike Lovett, Allison Morse, Ingrid Pabon, Ingrid Schorr