



Brandeis

LEONARD BERNSTEIN

**FESTIVAL
OF THE CREATIVE
ARTS™**

APRIL 6-14, 2024

BRANDEIS.EDU/ARTS/FESTIVAL

2024 REPORT

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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.

FESTIVAL THEME: LET ART TAKE ROOT



This year's festival presented opportunities to experience empathy and understanding. The call to artists centered the themes of Brandeis' 75th anniversary: innovation in education, repairing the world, building community, and cherishing Jewish values on which Brandeis was founded.

We invited students, artists, scholars, and the local community to explore new art forms, enjoy multicultural celebrations, and to engage in thought provoking activities. Dance costumes inspired by NASA, a public art piece tying the world back together with ribbon, and music performed in Yiddish, Arabic and English are only a sampling of the remarkable eight-day event.

BY THE NUMBERS

24 musical performances

5 workshops or demonstrations

8 art exhibitions

12 dance performances

4 panels or lectures

4 theater productions

NEW programs and partners

ROOTS & REFLECTIONS

A GATHERING ON IDENTITY AND ART

MONDAY, APRIL 8

7-9 PM

MANDEL READING ROOM (THIRD FLOOR)


Brandeis POC artists and creators,
this space is yours!

Meet each other, learn, and share about the creative
work you all have been doing, and the resources that
make your creative work possible.

Join us for refreshments and a panel discussion on
art, identity, and resources facilitated by
Professor Alfredo Gisholt (Fine Arts)

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SPONSORED BY BRANDEIS ARTS ENGAGEMENT



New programs this year included Roots and Reflections, a gathering of undergraduate BIPOC creators. Three seniors gave talks on their work, facilitated by Professor Alfredo Gisholt (FA).

Students organized a launch party with a DJ at Chum's.

Members of POMI, a family program of the Jewish Cultural Center of Greater Boston, held a meetup at Super Sunday and attended performances and activities throughout the day.

Fragments Residency



Yoni's visit was a unique opportunity for the students and me to learn about the subtle use of microtones in the maqam system firsthand, accompanied by beautiful live music. –Chaeyoung Lee, instructor for MUS 3B, Global Soundscapes

It would be amazing to have Yoni at Brandeis as the director of a klezmer and Arabic music ensemble. –Neal Hampton, professor of the practice in music

Multi-instrumentalist, vocalist, and composer Yoni Avi Battat '13 (BA: Brandeis; MFA, Boston University) was in residence during the Festival of the Arts, participating in class visits and community meetings, leading a song circle for Hillel Shabbat and performing a concert.

This extraordinary musician and community artist specializes in contemporary and traditional Jewish music inspired by his Iraqi and Polish ancestry. He performs and records around the world alongside artists who are at the forefront of Jewish music and spent ten months touring the US as a cast member and violinist in the Broadway production of "The Band's Visit." Yoni received the 2021 Community Creative Fellowship from Combined Jewish Philanthropies (CJP) and Jewish Arts Collaborative (JArts).

Yoni and an eight-piece ensemble performed his album *Fragments* to a full house at Slosberg Music Center on Saturday, April 13, 2024. **Made possible by the Aaron Foundation Visiting Artist Fund for Theater, Music, and Fine Arts.**

Alumni in the Festival



The call for artists to commemorate Brandeis' 75th anniversary inspired alumni to participate in greater numbers than ever.

- Corey Brown '23 and Alex Sweder '12, GSAS MAT'14 received grants to produce artwork.
- Jenna Weiss '07 and Joel Janowitz '67 (left) showed new work in the Alumni Gallery.
- Yoni Battat '13 was musician in residence
- Tova Speter '00 facilitated "Tikkun Olam" community artwork.
- Sam Ho '20, (left, lower), Claire Ogden '21, Alissa Fagin '20; and Colin Hodgson '19 screened their documentary film "Hero Camp."
- Lizzy Hilliard '22 performed in Folk Fest.
- Zoë Rose '20 presented her national award-winning one-woman show



BUDGET

For events produced by Arts Engagement (does not include events produced by other departments). Does not include staff and student payroll.

EXPENSES

Stipends and fees to artists	\$12,500
Artist expenses	\$ 1,837
Materials and services	\$ 1,972
Other purchased services	\$ 1,465
Grants to Brandeis artists	\$ 2,375
Marketing and communications	\$ 3,831
Food and receptions	\$ 1,685
Facilities and setup	\$ 1,805
 TOTAL EXPENSES	 \$27,470

INCOME

University funds	\$ 7,445
Endowment funds	\$13,225
Contributions from Brandeis partners	\$ 4,300
 TOTAL INCOME	 \$27,470

GRANT RECIPIENTS

Arts Engagement awarded grants to 12 Brandeis artists to support the creation of new works.

Recipient	Major(s)
Nathan Bernstein '24	Linguistics
Corey Brown '23	Film/German Studies
Isabella Orkin Emmanuel '27	Biology/Environmental Studies
Sam Long, GSAS, MFA'25	Music composition and theory
Skye Lu '25	Theater Arts/Anthropology
Dahlia Ramirez '25	Studio Art/Art History
Kellen Rice '27	Undeclared
Sydney Schur '24	Biology
Logan Shanks '24	African & African American Studies/WGS
Brooke Stanton, Dept of Theater Arts	(staff)
Alex Sweder, CLASS YEAR	alumna
Irina Znamirowski '24	English/Philosophy

FEEDBACK FROM GRANT RECIPIENTS

Surveyed after the festival, 100% of grant recipients said they were “completely satisfied,” “very satisfied,” or “satisfied” with their projects.

Asked what would have helped them, nearly all recipients said “more time” or “better planning.”

- It is really impactful to have the Festival of the Arts to help build the energy around an arts presence on campus. With GS and the drawing studio being so separated from the rest of campus, and with other departments not celebrating their students' interdisciplinary engagement with arts, it would be nice if we could get more support and collaboration from other, non-arts communities on campus.

How was Arts Engagement most helpful during this process, from application to completion?
Selected responses:

- Very helpful with space reservations and overall brainstorming
- Feedback on my proposal before submitting it and Ingrid's suggestion to increase physical scale of the project
- Weekly meetings for support and encouragement
- Ingrid Schorr is a real gift to this university. I cannot stress enough how helpful she was. She gives the artists enough space and leeway to allow their ideas to change over the course of the year, which I'm sure is extremely helpful to undergrads that have never worked on a deadline like this. She knows how to work with artists.

Advice to future grant recipients:

- Don't be afraid to reach out to Ingrid for help, and make connections with the other participants. The community here is impeccable.
- Start planning and space reservations as soon as you receive the grant.
- Make weekly checklists to maintain progress
- Actively reach out if there's any possibility you might need help

CURRICULAR CONNECTIONS

- New interactive works by students in MUS 196B, Sound and Space
- Productions of senior thesis work by the Department of Theater Arts
- Class visits to ARBC 20b, MUS 31a, MUS 37a, MUS 3b, FA/NEJS 43a by musician Yoni Battat '13
- Interactive performances by students in MUS 37b
- Concerts by Brandeis Roots Music Ensemble, Brandeis Chamber Singers & University Chorus, Brandeis Wind Ensemble, and Brandeis-Wellesley Orchestra

CAMPUS PARTNERS

Departments and programs

- Alumni Relations
- Arabic Language, Literature and Culture
- Brandeis Hillel
- Brandeis Library
- Center for German and European Studies
- Creativity, Arts and Social Transformation
- Department of Fine Arts
- Department of Music
- Department of Theater Arts
- Department of Student Engagement
- Hadassah-Brandeis Institute

- Institutional Advancement
- Intercultural Center
- Near Eastern & Judaic Studies
- Research & Technology Innovation
- University Archives and Special Collections

Student organizations

- Adagio Dance Company
- Freeplay Theatre Collective
- MAD Band
- Ballet Club
- Hold Thy Peace
- WBRS
- XL Girls
- JSAI

BRANDEIS STORIES (ONLINE)

Brandeis students stitch history: 'Indigo Road' illuminates the connection between slavery and denim

June 5, 2024

“Indigo Road” is a fiber art sculpture project that helps tell the story of enslaved people who worked on U.S. indigo plantations, and its connection to the cultural history of American blue jeans.



Bringing Yiddish culture to life through poetry and art

April 5, 2024

By engaging with poetry through visual art, Nathan Bernstein '24 is bringing the Yiddish language to three dimensional life. His work, entitled “Lider un Kunst,” will be on display during the Leonard Bernstein Festival of the Creative Arts in the Shapiro Campus Center lounge across from the SCC theater, April 6-14, 2024.



Bringing spatial disorientation to the stage

April 26, 2024

Vivekanand Vimal, GSAS PhD'17, and costume designer Brooke Stanton collaborate with student dancers to explore how vibrational cues affect movement during



MARKETING AND MEDIA

External media

Yoni Battat interviewed on WERS and WBZ
Listings on Arts Boston, Jewishboston.com, others

Social media

The Office of Communications and Arts Engagement posted Festival stories daily to Instagram and Facebook. Engagement continues to be strongest on Instagram and on Facebook groups for Waltham residents.

Campus media

Articles in *Brandeis Justice* and *Brandeis Hoot*
Brandeis Stories

Campus promotions

Program guide, posters, lawn signs, digital signage, banners at Shapiro Campus Center and campus entrance, information tables, launch party

External promotions advertising

- Bilingual flyer sent home to Waltham public elementary school students
- Posters in greater Waltham retail and restaurants, local libraries

Targeted email

Email communications included the Arts@Brandeis newsletter, emails from campus partners, and an all-campus email from President Ron Liebowitz.



createatbrandeis It's legacy Sunday, when we honor the artists and performers who have made their mark at Brandeis. First up, the OG, composer and conductor Leonard Bernstein, who founded the Festival of the Creative Arts to celebrate Brandeis' first graduating class, in 1952.

From 1951-56, though he was based in New York, where he conducted the New York Philharmonic, Bernstein flew to Boston once a week to teach classes in the Brandeis music department. He was a supporter of Brandeis for his entire life.

"Anything I can do for Brandeis which is in my power to do will always give me pleasure and satisfaction. Don't hesitate to call on me." -- Leonard Bernstein, letter to Brandeis president Abe Sachar, July 1956.

The Leonard Bernstein Festival of the Creative Arts at Brandeis honors his legacy as an artist, an educator, an activist and a humanitarian. He believed in the power of art to affect social change and we proudly carry on that tradition.

OPPORTUNITIES: 2025

- ❑ Reframe campus partnership
- ❑ Streamline printed program guide
- ❑ More communal events
- ❑ Develop student producer role
- ❑ Consider one central location for partner events
- ❑ Make craft market more efficient and equitable
- ❑ Increase participation by student organizations by conducting focus groups in the fall.
- ❑ Increase community engagement among grant recipients with group meetings and an opening celebration.
- ❑ Increase collection and reporting of audience numbers

COMMITTEES

Advisory Committee

- Nancy Armstrong, Adjunct Professor of the Practice of Theater Arts
- Tory Fair, Professor of Fine Arts
- Megan Ross, Associate Director, COMPACT
- Andrea Segar, Associate Professor of the Practice of Music
- Toni Shapiro-Phim, Associate Professor, CAST

Planning Committee

- Shelby Art-Koljonen, Department of Theater Arts
- Madeline Delpha, Rose Art Museum
- Christine Kahn, Department of Fine Arts
- Mike Kelly, Intercultural Center
- Zen Kuriyama, Department of Music
- Deborah Rosenstein, Department of Theater Arts
- Teri Tozzi, Department of Student Engagement

THANK YOU!

Festival Patrons and Sponsors

Elaine Reuben '63

Brandeis Arts Council

Aaron Foundation Visiting Artist Fund for Theater, Music, and Fine Arts

Center for German and European Studies

COMPACT

School of Arts and Sciences Cocurricular Fund

See you next year! April 24-30, 2025

Ingrid Schorr, Director of Arts Engagement

Blair Lesser Sullivan, Program Coordinator

Dani Salsberg '27, Raven Sead '24, Dijia Wu '26, Associate Producers

Xavier Wilson '25, Program Assistant

Division of Creative Arts | School of Arts and Sciences | Brandeis University