



LEONARD BERNSTEIN
FESTIVAL
OF THE **CREATIVE**
ARTSTM APRIL 26-
MAY 4, 2022

2022 REPORT

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INCLUSION STATEMENT

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.

LAND ACKNOWLEDGEMENT

We acknowledge and pay respect to the fact that the Brandeis campus occupies land that has been and continues to be the traditional land of the Mattakeeset, Namasket, Natick, Ponkapoag, and Wampanoag tribes of the Massachusetts Nation.

FESTIVAL THEME: BUOYANCY

Through the arts, we find resilience, resistance, and renewal. Art lifts us up to a place where we can take a second look at the world we live in.

In this year's festival, we reclaim the joy of sharing communal space and the freedom to move.

Scheduling our first in-person alumni board meeting since 2019 to coincide with the Leonard Bernstein Festival of the Arts was no accident. Our board always looks forward to seeing the latest and greatest from Brandeis, and you certainly delivered.

Lewis H. Brooks '80, P '16
President, Alumni Association



Click to play: "Buoyancy" by Mello Wilsted '23 (2022). With a grant from the Festival of the Arts, Mello designed and cast these silicone fins and recorded a video of herself swimming in the Linsey Pool.

Sustainability



Rebecca Strauss, *Floating Vessels*, slip cast ceramic installation in and around Chapels Pond.

The Festival of the Arts continues to prioritize and support sustainability.

We reduced the amount of resources used by marketing materials in several ways:

1. New banner design can be used every year.
2. Instead of a t-shirt, volunteers and artists received a commemorative bandana that uses less fabric, fits all bodies, and can be used in more ways than a t-shirt. The Office of Sustainability shared the cost and branding.
3. The redesigned print program will be used throughout the 2022-23 academic year with seasonal schedule inserts.



Ofri Levinson '25, *Oceans*, cardboard, recycled materials, 8' x 4' x 5'. Shapiro Campus Center.

BY THE NUMBERS

LEONARD BERNSTEIN

FESTIVAL OF THE CREATIVE ARTS™

BY THE NUMBERS

2,744

ATTENDEES
(ESTIMATED)



EVENTS

42

GRANTS
FOR NEW
WORK

\$6,812

23
ARTISTS



CAMPUS
PROGRAM
PARTNERS

26

EXHIBITIONS

12

CONCERTS

11

PLAYS

4

SYMPOSIA

2

SPOKEN WORD

2

ALUMNI PANEL: HOW TO MAKE IT AS A MUSIC ENTREPRENEUR



Darryl David '09, Florie Namir, PhD'17, Brian Rauch '19, Ashni Davé '12

[Participating in] the music entrepreneurship panel was an empowering experience. I'm already implementing some of the things we've talked about." –Florie Namir, PhD '17

The partnership of the Alumni Arts Network and the Festival of the Arts creates a space for these kinds of necessary conversations and illustrates a true commitment to supporting the next generation of Brandeis artists. –Neal Ludevig '08

NEW PARTNERSHIP: Brandeis MakerLab



Working with staff in the library's Research Technology and Innovation, we piloted a new virtual art gallery and learned how to create laser-cut plaques for Festival artworks.

Designed and built by planning committee member Joshua Aldwinckle-Povey '23, the virtual art gallery presented works of art by 12 undergraduate and graduate students. The call to artists was a simple online form with which any student could submit their work, which Josh then scanned and digitized. Students were also invited to record a short introduction to their work, which gallery visitors could click on.



Planning committee member Angela Sun '23 designed weatherproof labels for Festival artworks. These plaques were laser cut from acrylic and included a QR code to the artist's website or social media account.

EVENT ATTENDANCE April 26-April 28, 2022

Date	Event Name	Number of attendees
4/26-5/4/2022	Rose Art Museum exhibitions	235
	Eitan Buganim: video art (online)	99
4/26/2022	Craft Market day 1	100 (estimated)
4/27/2022	Craft Market day 2	100 (estimated)
	Art in the Archives (online)	12
	Sound and Space in Slosberg	42
4/28/2022		
	Saving Your Stuff	15
	Building a loving relationship with the planet: A movement workshop	11
	Music Panel (online)	35
	SCRAM Jam	75
	Chamber Music Recital 1	22
	Midsummer Night's Dream	69



This year's Craft Market hosted a record number of Brandeis community makers. Pictured: First-year MKTYP student Mina Rowland.

EVENT ATTENDANCE April 29-30, 2022

Date	Event Name	Number of attendees OR number of tickets sold	% of venue or program capacity
4/29/22	BranDans Fusion	75	n/a
	EarthFest	75	n/a
	Illness and Healing - An Interdisciplinary Symposium	18	100%
	Senior Festival: The Opposite of People (total over all perfs)	100	100%
	Senior Festival: Welcome Home (total over all perfs)	75	100%
	Senior Festival: Pocket Girls (total over all perfs)	150	
	Alex Ross Musical Theater Recital	38	43%
	Evening of New Works	15	40%
	Rebirth	40	80%
4/30/22	Joanna Marcus Violin Recital	28	31%
	Community Talk and Art Build for Indigenous Futures	12	n/a
	Culture X 2022: United by the Tides	400	90%
	American Roots Ensemble	49	55%
	A Midsummer Night's Dream	89	36%
	Folk Fest	40	n/a
	Raku firing/ Bronze pour	40	n/a

EVENT ATTENDANCE May 1-3, 2022

Date	Event Name	Number of attendees OR registrations	% of venue or program capacity
5/1/22	A Midsummer Night's Dream (11 am matinee)	40	20%
	Culture of Sustainability Walking Tour	58	n/a
	Wind Ensemble	71	80%
	Virtual Art Gallery presentation	30	100%
	Sandra Mayo Artist Talk	45	100%
5/2/22	Chamber Music Recital 2	26	29%
	Brandeis Ballet Club's Spring Showcase	60	75%
	Death to the Black Superwoman (hybrid)	111	100%
5/3/22	Improv Collective	8	9%
	The Beginnings of Brandeis: A History in Pictures (online)	16	n/a
	Undergraduate Research Symposium	220	n/a
	TOTAL Festival Attendees (estimated)	2,744	

BUDGET

Budget for events produced by Arts Engagement (does not include events produced by other departments).

EXPENSES

Stipends and fees to artists and performers	\$6,050
Materials and services	\$721
Grants to Brandeis community members	\$4,317
Marketing and communications	\$10,024
Food and receptions	\$451
Facilities and setup	\$2,861
TOTAL EXPENSES	\$24,424

INCOME

University funds	\$ 9,494
Endowment funds	\$12,830
State and local grants	\$ 500
Contributions from Brandeis partners	\$ 1,600
TOTAL INCOME	\$24,424

GRANTS TO ARTISTS

Every year, Arts Engagement gives grants to support original creative work by Brandeis students, staff, faculty and alumni 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.

Locations for artwork included the library, Shapiro Science Center, Shapiro Campus Center, Usdan Student Center, Fellows Garden, Rabb Steps, and Chapels Pond. Sound installations by graduate students in music were presented in Slosberg, and new works of film and poetry were presented in Skyline Commons.

Arts Engagement was there every step of the way making sure that the exhibit went smoothly and that we had all the support and resources that we needed. We are so grateful for being able to host such a magnificent exhibit here at Brandeis thanks to Arts Engagement as part of the 2022 Leonard Bernstein Festival of the Creative Arts.

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

Grant recipient Julivic Marquez '18 (right) and collaborator
Nicole Bonilla at Skyline Commons Film Screening





Ashley Young '22, *Flight*, paper, string, wooden hoops, 7' x 6' x 6'. Shapiro Science Center

Senior studio art major Ashley Young invited Brandeis community members to write down a hope or wish, then folded the paper into an origami bird. In the resulting installation (left), viewers were invited to stand inside the spirals of wishes and feel the buoyant effects of being lifted by their community.

What a pleasure to come upon the sculpture FLIGHT when in the Shapiro Science Center for a COVID test. It allowed me to pause and reflect.

*Eileen Kell
Senior Department Coordinator, Education*

GRANT RECIPIENTS

In 2022, Arts Engagement awarded \$6,800 to 23 artists.

- 11 undergraduate students
- 6 graduate students in Music and Fine Arts
- 3 alumni
- 1 staff member in Fine Arts
- 2 departmental programs

Most undergraduate recipients were not Creative Arts majors (there was one studio art major and two studio art minors.) Of the graduate students, four were from the Department of Music and two were from Fine Arts.



Rasheed Peters '20, *Black Prom*, photography on vinyl, Rabb Graduate Center

FEEDBACK FROM GRANT RECIPIENTS

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

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

There is a clear need for space to work on projects.

Only 4 of the 23 recipients had their own studio space. Goldman-Schwartz is inadequate to serve the community's rising demand. I have met with Campus Planning staff and asked for an assessment of available space.

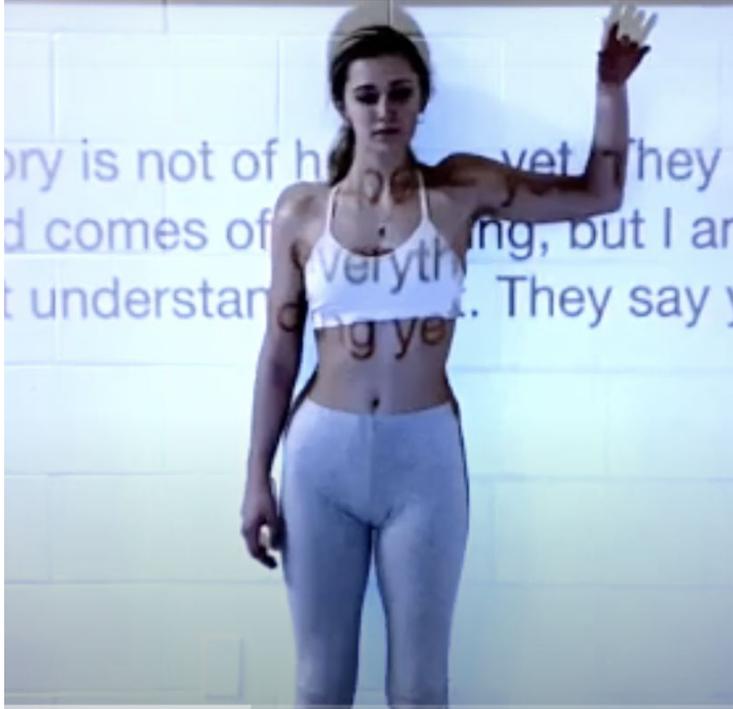
Artists need more logistical support.

Tory Fair is proposing a two-credit practicum for Festival of the Arts grant recipients in which they would work on installation and time and budget management. With one exception, this year's recipients unanimously said they would take advantage of such a course.

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

- Giving me a playground to explore my ideas
- Dealing with external vendors
- Weekly meetings for support and encouragement
- Helping me with display ideas
- I always felt like I have people to reach out to when I need help

CURRICULAR CONNECTIONS



Ella Deters '22, "My Story isn't of Hope ... Yet" (video); CAST capstone project.

- Presentations of creative research in the Undergraduate Research Symposium
- New works by undergraduate and graduate students in MUS 196B, Sound and Space
- Final exhibition by seniors in Studio Art
- Concerts and recitals presented by Department of Music
- Senior Thesis productions presented by Department of Theater Arts
- Guided walk and installation produced by students in CAST 180
- Presentation of CAST capstone project

CAMPUS PARTNERS

Departments and programs

- Alumni Relations
- Archives and Special Collections
- Arts Alumni Network
- Center for Spiritual Life
- Creativity, Arts and Social Transformation
- Department of African and Afro-American Studies
- Department of Fine Arts
- Department of Music
- Department of Theater Arts
- Department of Student Activities
- Department of Women and Gender Studies
- Hadassah-Brandeis Institute
- Project on Latin American Jewish & Gender Studies
- Brandeis Hillel
- Intercultural Center

Departments and programs (continued)

- Office of Sustainability
- Prevention, Advocacy and Resource Center
- Research & Technology Innovation
- Rose Art Museum
- Schusterman Center for Israel Studies
- Sound and Image Media Studios (SIMS)

Student organizations

- Ballet Club
- Hold Thy Peace
- Student Committee for the Rose Art Museum (SCRAM)
- Too Cheap for Instruments



Tory Fair, *Portable Window recording of raku firing* (still)

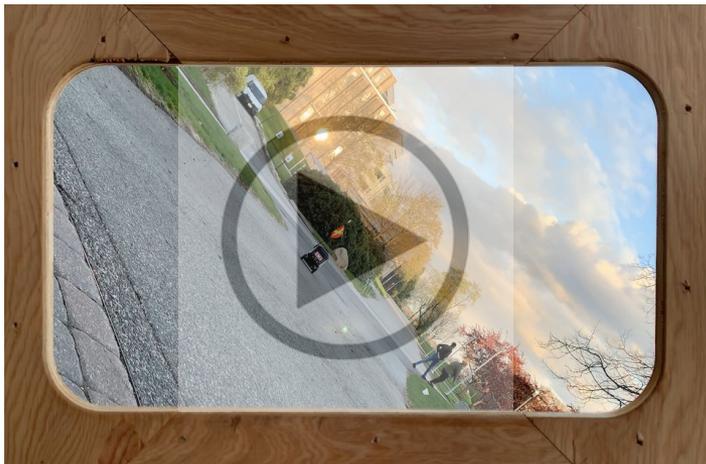
FEATURED ARTIST: TORY FAIR

Professor of Sculpture Tory Fair's ongoing video, photography and sculpture project Portable Window continues her exploration of landscape on a human scale and an ongoing dialogue with minimalist sculpture.



For the Festival of the Arts, Tory invited the public to become part of the Portable Window by rolling the wheel and using their phones to record a video of what the wheel "saw."

To view the resulting community videos, visit brandeis.edu/arts/festival/portable-window.html or use the QR code below.





Anya Shire-Plumb '22, *Path to Happiness*, tempera paint, campuswide

CREATE@BRANDEIS CRAFT MARKET

- Participation in the Create@Brandeis craft market has quadrupled since its debut in 2021, with 65 community makers (undergraduates, graduate students, staff and one alumna) over two days this year.
- Community engagement: A Brandeis parent and alum raised \$900 to benefit Waltham High School music programs; Russian Studies Program students raised money to benefit Ukrainian refugee programs.



Pictured: Brandeis Pottery Club members Lauren and Ido; Aisha Waggeh '22

MARKETING AND MEDIA

Targeted email

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

Print materials

- Posters, lawn signs, digital signage, banners at Shapiro Campus Center and campus entrance, and program guide

Campus media

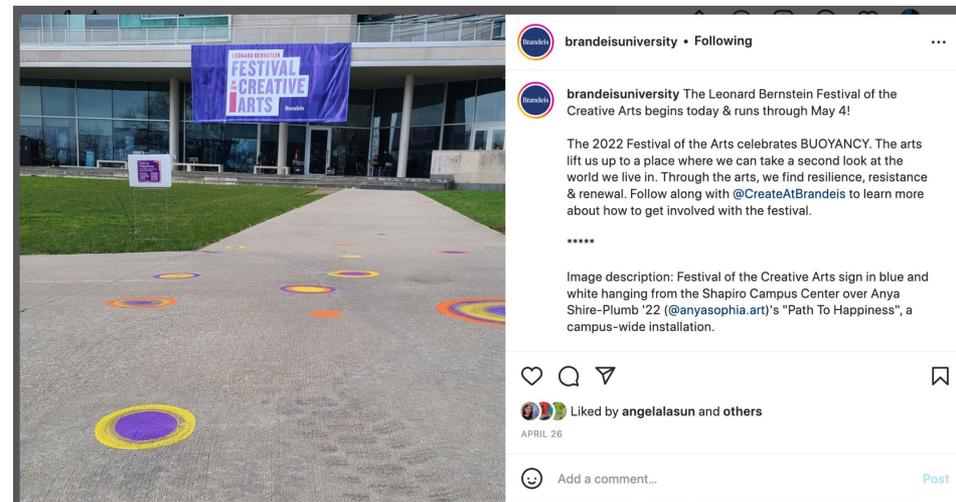
- Articles in Brandeis *Justice* and Brandeis *Hoot*

Festival website

- During the period April 1 - May 12, 2022, the Festival of the Arts website had 11,392 views (a 100% increase over 2019), the last year recorded).

Social media

- Brandeis' central communications posted Festival stories daily to Instagram, Facebook and Twitter, resulting in 58,324 impressions across all three platforms. Instagram remains the strongest of the social media platforms.



COVID Impact

Super Sunday community-engaged programming was put on hold because of campus health and safety priorities.

Indoor performances and events followed university protocols including health assessment and masking. The University Chorus concert had to be canceled because of a member's Covid infection.

Whenever possible, community events such as the Craft Market were held outdoors.



Opportunities for 2023

- We are proposing a two-credit practicum in installation and project management, to be based in Fine Arts, for individuals who are planning a Festival of the Arts project.
- We are seeking dedicated project space that could be used throughout the academic year in support of Festival of the Arts projects as well as the work of BIPOC Creator Grant recipients and other students who are interested in cocurricular collaboration.
- We anticipate a return to Super Sunday community-engaged programs in 2023.
- In conjunction with Brandeis' year of climate action, we will collaborate with campus partners on a program that significantly engages with sustainability and/or climate justice.
- Participation by student organizations was down this year, perhaps due to the past two years of virtual programming. Next year represents an opportunity to re-engage performance and arts clubs.



Yiwei Yin, PB '22,
sinensis, spray
paint on booths in
Fellows Garden



Screenshot from Zoom recording of Logan Shanks '24, "Death to the Black Superwoman," Harlan Chapel.

COMMITTEES

Advisory Committee

- Sonia Almeida, Associate Professor of Fine Arts
- Nancy Armstrong, Adjunct Professor of the Practice of Theater Arts
- Elizabeth Moy, Program Coordinator, Rose Art Museum
- Andrea Segar, Associate Professor of the Practice of Music

Planning Committee

- Joshua Aldwinckle-Povey '23
- Mary Fischer, Office of Sustainability
- Kyla-Yen Giffin '22
- Diane Lauber, Center for Spiritual Life
- Madison McGregor, University Events
- Eileen Phelan, Department of Theater Arts
- Deborah Rosenstein, Department of Music
- Angela Sun '23
- Teri Tozzi, Department of Student Activities
- Mello Wilsted '23

THANK YOU!

Festival Patrons and Sponsors

Elaine Reuben '63

Brandeis Arts Council

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

Mass Cultural Council

See you next year! April 25-30, 2023

Ingrid Schorr, Director of Arts Engagement

Sarah "Val" Valente, PB '18, Programs Coordinator

Judiana Moise '23, Programs Assistant

Division of Creative Arts | Brandeis University

Photography: Mike Lovett, Mary Horan, Ingrid Schorr

