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The 2014-2015 academic year marked a new chapter in the Arts Institute’s history. A chapter that would take us in a new direction reaffirming the importance of the Arts Institute as an inter-college unit dedicated to supporting and advocating for the UW–Madison arts on campus. This restructuring is the culmination of a conversation begun in 1996. At that time, Chancellor David Ward received a report titled *The Future of the Arts* from the Arts Consortium, a committee of faculty from across the arts. The report outlined ways of supporting and promoting the arts and of building cooperation and collaboration in curriculum, exhibition and promotion. In response, the Chancellor created the Arts Institute.

Twenty years on, we are proud to realize the dreams of the Arts Consortium and to find new ways to build collaboration and cooperation across the arts. The Arts Institute has developed nationally recognized programming in interdisciplinary arts, established an arts research award program and taken on the administration of two arts festivals. The Interdisciplinary Arts Residency Program, with its list of renowned and diverse artists, has served as an incubator for successful campus programs such as the *First Wave Hip Hop and Urban Arts Learning Community, Arts Enterprise, the Madison World Music Festival* and *Tales from Planet Earth Film Festival*, to name a few.

The Arts Institute continues to serve as a hub for engagement across campus and across the disciplines, and this past year saw growing collaborations in the sciences. Colleagues in the physical and medical sciences wish to use the arts to illuminate the wonders of science. By partnering with programs like the Wisconsin Science Festival or working with new initiatives in the sciences, we have been able to launch cross campus partnerships like the Communicating Science Initiative. This training method employs improvisation and theater techniques to help researchers better communicate about their work with the general public, media, government officials, students, funding agencies and scientific colleagues outside of their discipline.

Finally, this new chapter marks an expansion in the services we offer to campus units to promoting and advancing the multiplicity of arts activities happening across the UW-Madison campus. The campus arts community engages over 110,000 visitors to the performance spaces, galleries and lecture halls on campus as well as to community centers, libraries and exhibition venues in Madison and Dane County. Programs like the School of Music resident faculty ensembles, the Pro Arte Quartet, the Wingra Woodwind Quintet and the Wisconsin Brass Quintet, serve the citizens of the state of Wisconsin in a powerful embodiment of the Wisconsin Idea.

We are grateful for the opportunity to provide a bridge to the amazing artistry and innovation happening in the arts on the UW-Madison campus. Campus arts are a vital part of the University of Wisconsin-Madison and we look forward to strengthening those programs and initiatives now and in the future.

*Norma Saldivar*, Interim Executive Director
NEW BEGINNINGS

The Arts Institute was constituted as an independent division early in 2014. In May of that year the Institute’s leadership came together with the Office of Quality Improvement to create a new Mission and Vision for the Institute. By working with faculty and staff in a wide range of departments and arts-related fields, the Arts Institute is in a position to create conditions for bold thinking and creative problem solving. Together with our partners we can further develop and support a vibrant arts community.

Mission

The UW–Madison Arts Institute’s mission is to educate, advocate and inspire through all forms of creative expression.

Vision

- To have a profound and positive impact on students in our local and global communities
- To be leaders in interdisciplinary studies
- To establish a board of visitors

Core Values

- We value all forms of artistic expression, experience, interpretation and critical investigation as fundamental paths to understanding and engaging our world
- We believe that core training in the arts (discipline-based foundational courses and experiences) is fundamental to the success of students
- We foster integrated and collaborative engagement among staff, partners and stakeholders
- We will advocate for the arts on campus and beyond

Strategic Initiatives for 3 Year Cycle:

- We will create platforms for groundbreaking research and practice
- We will expand, reinvent and revolutionize education across campus
- We will explore new ways to teach and learn
- We will advocate and collaborate with campus to develop a broader and more balanced admissions policy that values multiple intelligences and proficiencies in the arts
- We will bring expertise and the creativity of students, faculty and staff into the community through outreach, internships and service learning
- We will develop our role as the nexus for promotion, communication, access and advancement of the arts
- We will create a “community of practice” through new and existing spaces
- We will develop and secure resources for the arts
The UW Arts Institute provides a number of resources to its community and campus partners. The following facts and figures highlight this year’s achievements.

**BY THE NUMBERS**

110,000 Attendees

During the 2013-2014 academic year, over 110,000 people participated in Arts Institute-specific programs.

37,000 Attendees

The total attendance for the 2014-15 Arts Outreach season was 37,000 people.

85 Campus Arts Cards

In 2014, the Arts Institute sponsored 85 Campus Arts Cards, which allow students, faculty and staff to attend one performance per discipline each academic year.

64 Freshmen


$84,500

On May 15, 2014, the Arts Institute awarded five faculty members and three graduate students a total of $84,500.

$1.17 Million

The 2013 report from the Greater Madison Convention and Visitors Bureau determined the economic impact of the Wisconsin Film Festival was $1.17 million.

112 Guest artists brought to campus

150 Arts Institute faculty & staff affiliates

1,078 Arts Institute social media posts
Supporting Creative Endeavors and Research
Awards in the Creative Arts

Each spring the Arts Institute recognizes students’ and faculty achievements and professional service along with providing support for future creative endeavors and research. With the assistance of the Steering Committee and the Awards Selection Committee, 21 outstanding students and faculty were recognized on the evening of May 13, 2015. In addition to the Arts Institute’s $84,500 research support to faculty and students, the evening celebrated the recipients of many other prestigious campus honors including those from the Graduate School, Chazen Museum of Art and the Memorial Union.

For information on the Awards in the Creative Arts, please contact:
Kate Hewson | Assistant Director for Academic Programs | 608-263-9290 | kate.hewson@wisc.edu

Watch the 2015 Awards in the Creative Arts Video at http://youtu.be/9epxabQQ3K8

“The Arts Awards allow the UW Arts Institute to recognize and reward the best art being created by UW-Madison faculty, staff and students. When I present the Joyce J. and Gerald A. Bartell Award in the Arts in my parents’ name, I am proud to be part of the tradition of excellence in the arts at the University of Wisconsin-Madison.”

– Dr. Thomas H. Bartell, son of Joyce J. and Gerald A. Bartell
STUDENT ACHIEVEMENT

David and Edith Sinaiko Frank Graduate Fellowship for a Woman in the Arts:
Emily Adams, Design Studies Department
Suzanne Torres, Art Department

Lyman S.V. Judson and Ellen Mackechnie Judson Student Award:
Felice Amato, Art Department
Christa Lewandowski, Department of Theatre and Drama

Esther Hougen Taylor Graduate Fellowship:
Angela Johnson, Art Department

Chazen Prize to an Outstanding MFA Student:
Rory Erler Wakemup, Art Department

The Studio’s Creative Arts Research-Based Award:
Luke Valmadrid, School of Music & Department of Chemistry

The Studio’s Creative Arts Service-Based Award:
Mariam Coker, School of Social Work

Porter Butts Creative Arts Award:
Kelsey Burnham, Art Department & Department of Art History
Hari Jost, Department of Communication Arts & Department of Gender and Women’s Studies
Hannah Muehlbauer, School of Music

FACULTY RESEARCH

Arts Institute Creative Arts Award:
Associate Professor Mark Hetzler, School of Music

Emily Mead Baldwin Award in the Creative Arts:
Associate Professor Mary Hark, Design Studies Department
Professor Judith Claire Mitchell, English Department

Kellett Mid-Career Award:
Professor Caroline Levine, English Department
Professor Pamela Potter, School of Music

H.I. Romnes Faculty Fellowship:
Associate Professor Chris Walker, Dance Department

Vilas Associate Award:
Associate Professor Kate Corby, Dance Department
Associate Professor Mary Hark, Design Studies Department

Vilas Research Professorship:
Professor Li Chiao-Ping, Dance Department
Professor Tom Loeser, Art Department

WARF Named Professorship, CR Skip Johnson Professor of Art:
Professor Tom Loeser, Art Department

FACULTY OUTREACH

Joyce J. & Gerald A. Bartell Award in the Arts:
Associate Professor Kate Corby, Dance Department

Edna Wiechers Arts in Wisconsin Award:
Assistant Professor Lynda Barry, Art Department & Wisconsin Institute for Discovery
New Arts Venture Challenge

In collaboration with Professor Stephanie Jutt and the Bolz Center of Arts Administration, the Arts Institute offered a special Arts Enterprise course in 2009 through the Interdisciplinary Arts Residency Program. Since that time the Arts Enterprise Initiative has blossomed into an ongoing partnership between the Arts Institute, the Wisconsin School of Business and the Division of Continuing Studies.

The Arts Enterprise Initiative aims to empower artists of all ages and disciplines to fuel and inspire the culture of our community, the state of Wisconsin and beyond. Arts Enterprise courses provide today’s artists with the skills necessary to take leadership in the creative economy. The initiative includes:

- An Arts Enterprise campus student organization
- Cross-listed courses in Arts Enterprise: Art as Business as Art and Board Leadership, offered through the Bolz Center for Arts Administration and the Division of Continuing Studies
- The New Arts Venture Challenge

The UW–Madison New Arts Venture Challenge is a campus-wide student competition to encourage new thinking and innovative ideas. Individuals or teams of up to three develop and submit proposals for an arts event, exhibition, series, commercial venture or other artistic project. This year, five student proposals were invited to participate in the final round, where local, regional and national entrepreneurs evaluated proposals on both a written plan and an oral presentation. Jurors also provide feedback and mentorship throughout the process to support entrants in launching their new entrepreneurial ventures. Judging for the final round was open to the public and took place on May 1, 2015 in the Plenary Room of the Wisconsin School of Business’s Grainger Hall on the UW–Madison campus.

2015 WINNERS

1st Prize Finalist ($2,000)
Alexander Buehler
Designing and manufacturing saxophone mouthpieces using 3D printing technology

2nd Prize Finalists ($500)
Taylor Scott, Hiwot Adilow, and Nathan France
Launching a recording project by the Bellhops, featuring over 20 blues and hip hop artists

Sarah Woldt and Kathryn Weenig
Building a digital network for Wisconsin artists and appreciators of the arts

José Vergara, Megan Kennedy, and Samantha Link
Showcasing the creative work produced by the men who participate in the Oakhill Prison Humanities Project

Samantha Dunn, Felipe Gutierrez, and Nicholas Kjorlie
Designing an interactive 3D exhibit to show people how the brain processes information

2015 New Arts Venture Challenge Winners
Photo: Aliza Rand
Engaging Students
Interdisciplinary Arts Residency Program

Funded by the Cluster Hiring Initiative, the Arts Institute's Interdisciplinary Arts Residency Program brings innovative, world-class artists to campus for semester-long residencies sponsored by two or more departments. While in residence, artists teach an interdisciplinary course, present public events and participate in community outreach. The program gives students exposure to working artists, provides course credit and strengthens programmatic ties among individual departments, programs and other campus and community arts entities.

The 2014-2015 academic year marked the sixteenth year of the Interdisciplinary Arts Residency Program. Since the fall of 1999, the program has offered 30 semester-length residencies, each comprised of courses and public events, as well as two short residencies and three special topics courses.

“[I learned] how the ‘real’ art/writing world works, what the professional world views as good design, how to communicate effectively...and lastly, really what it means to tell a photo narrative, not just present a photo essay.”

– Senior, BFA/Molecular Biology (Soth/Zellar)
ALEC SOTH

Alec Soth is a photographer born and based in Minneapolis, Minnesota. He describes his own photography as a process of “wandering around finding things” and as a “document of performance.” His photographs have been featured in numerous solo and group exhibitions, including the 2004 Whitney and São Paulo Biennials. In 2008, a large survey exhibition of Soth’s work was exhibited at Jeu de Paume in Paris and Fotomuseum Winterthur in Switzerland. In 2010, the Walker Art Center produced a large survey exhibition of Soth’s work entitled From Here To There. Soth is the recipient of numerous fellowships and awards, including the Guggenheim Fellowship (2013).

BRAD ZELLAR

Brad Zellar is an American author and journalist whose writing is often accompanied by photographs including those of Alec Soth. His book Conductors of the Moving World was named in TIME’s “Best of 2011: The Photobooks We Loved,” and the recipient of the 2012 Photography for Design Professional Award from D & AD (British Design & Art Direction). He has received awards from the Society of Professional Journalists, The American Association of Alternative Newsweeklies and the Minnesota Magazine Publishers Association, as well as a grant from the Minnesota State Arts Board.

Residency Activity

While in residence, Soth and Zellar co-taught a three-credit course entitled “Truth, Lies, Memory and Imagination: The Photograph as Story.” The seminar investigated the myriad possibilities of combining photographs and text to tell stories. The class concluded with a public storytelling event in which the students presented their work, “Slide(Show) and Tell: An Evening of Visual Storytelling.” During their residency, Soth and Zellar hosted a series of public talks by eminent colleagues in their field and gave a number of their own presentations.
LAURA ANDERSON BARBATA

Transdisciplinary social artist Laura Anderson Barbata (member of the National System of Artists, Mexico) creates public art performances that speak to special issues through blending art, dance, music and design. She has created projects with indigenous peoples in Mexico and South America. Her work is included in various private and public collections, among them the Metropolitan Museum of Art in New York City, the Museo de Arte Moderno in Mexico City and Landesbank Baden-Württemberg in Stuttgart.

Residency Activity

While in residence at UW–Madison, Barbata taught a three-credit course called “Community Arts Practice,” which served as an incubator for a public procession at the end of the semester called STRUT!. Through the Weekly Wednesday Community Conversations that met for the first 10 weeks of the semester, students met and interacted with a wide variety of community groups and learned to serve as liaisons with them. Students also contributed to STRUT! through artistic creations of their own, such as puppetry or other costume making activities.

For more information on the Interdisciplinary Arts Residency Program, please contact:
Emily Lewis | Interdisciplinary Arts Residency Coordinator | 608-890-2196 | emily.lewis@wisc.edu

Watch the Highlights from the Laura Anderson Barbata Spring 2015 Interdisciplinary Arts Residence at https://youtu.be/CTd19Ws7LZg

Watch the Highlights from STRUT! May 2, 2015 at https://youtu.be/LPyucNAvlr0

The Arts Institute generously supported the goals of the project and provided the infrastructure to realize them by providing extraordinary experienced people and resources that could take care of the complex production logistics. This allowed for me to concentrate on the artistic and meaningful intentions of the work.

– Laura Anderson Barbata
FINANCIAL SUMMARY
Interdisciplinary Arts Residency Program 2015

<table>
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<tr>
<th>INTERDISCIPLINARY ARTS RESIDENCY PROGRAM</th>
<th>ACTUAL 2015</th>
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</thead>
<tbody>
<tr>
<td>Alec Soth &amp; Brad Zellar Residency</td>
<td>$73,379.00</td>
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<tr>
<td>Laura Anderson Barbata Planning</td>
<td>$1,916.00</td>
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<tr>
<td>Laura Anderson Barbata Residency</td>
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<td>Juan de Marcos González Planning</td>
<td>$2,193.00</td>
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<td><strong>TOTAL</strong></td>
<td><strong>$155,018.00</strong></td>
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FALL 2014
Alec Soth & Brad Zellar

Soth and Zellar’s residency was hosted by the Art Department and cosponsored by the Department of Art History, the Creative Writing Program in the Department of English, the School of Journalism and Mass Communication, the Center for Visual Cultures, the Center for the Humanities and the Madison Museum of Contemporary Art.

Photos: LEFT: Soth and Zellar “(Slide) Show and Tell” event | Photo: Aliza Rand; RIGHT: Barbata public workshop | Photo: Bryce Richter

SPRING 2015
Laura Anderson Barbata

Barbata’s residency was hosted by the Design Studies Department in the School of Human Ecology and cosponsored by the Art Department, the Dance Department, the Department of Theatre and Drama, the Latin American, Caribbean, and Iberian Studies Program (LACIS) and the Ruth Davis Design Gallery. Major community partners included the Madison Children’s Museum, the Lussier Community Education Center, the Overture Center for the Arts and Wild Rumpus Circus.
The Studio: Creative Arts and Design Residential Learning Community

The Studio is a residential learning community located in Sellery Hall for incoming freshman with expressed interest in the arts, co-sponsored by the Division of University Housing and the Arts Institute.

The Studio offers residents access to newly renovated art and performance spaces as well as programming directed towards their interests in a range of arts and design disciplines. Students take advantage of opportunities to use their artistic skills to serve the community as a whole through projects, collaborations and exhibitions.

Forty of the 64 floor residents participated in a one-credit community seminar course taught by John Hitchcock and Marina Kelly. This course introduced students to a variety of disciplines and resources on and off campus, engaged them in discussions with faculty and provided a supportive environment in which to explore a multiplicity of creative fields.

For more information on the Studio Creative Arts and Design Learning Community, please contact:
John Hitchcock | Director | 608-262-0349 | jhitchcock@education.wisc.edu
Marina Kelly | Coordinator | 608-265-4212 | marina.kelly@housing.wisc.edu

An end-of-the-year survey taken by residents produced the following results:

- 91% indicated that they made friends and found social opportunities
- 94% of respondents said that their experience in The Studio contributed to their understanding of people of other racial & ethnic backgrounds
- 97% stated that they had attended an art exhibit, play, dance, music, theater or other performance
- 94% said they had friendly, supportive relationships with faculty & staff members

Watch The Studio: Creative Arts and Design Residential Learning Community at http://youtu.be/ZGkf3t2_FEQ

Studio residents and special guests | Photos by Aliza Rand and courtesy of The Studio

“The Studio allows you to broaden your horizons, experiment with new art forms and collaborate with other amazing artists on the floor.”

– 2014-15 Studio resident
The Wisconsin Idea at Work
Established in 1979, the Arts Outreach Program brings the talents of UW-Madison faculty and student musicians to schools and community audiences throughout Wisconsin. The program organized 32 events in the 2014-15 year from Tomah to Milwaukee and Ashland to Monroe and many places in between.

Arts Outreach Program goals:

- To provide cultural service to Wisconsin through public events;
- To make educational services through music clinics, master classes and lecture demonstrations at schools available statewide;
- To introduce students to opportunities in the arts at the University of Wisconsin-Madison; and
- To promote ongoing contact with UW alumni, supporters and friends to foster positive university relations.

Although UW student ensembles are often included in the calendar of events, the central focus of the program is to provide outreach and coordination services for the three School of Music faculty ensembles for educational events and concert performances (Pro Arte String Quartet, Wisconsin Brass Quintet and Wingra Woodwind Quintet). The program is in contact with 600 secondary music teachers and 175 community concert presenters in Wisconsin.

For more information on the School of Music Faculty Resident Ensembles please contact:
Susan Cook, Director of the School of Music | 608-263-1900 | director@music.wisc.edu

Watch Highlights from the Arts Outreach Program at https://youtu.be/4Vnt02Yqv2I

“...Spectacular! ... they go above and beyond and surpass expectation. The kids all came out of their sessions excited ... it was a perfect clinic, energizing my students...”

- Middleton High School

ENSEMBLES

- **Pro Arte Quartet**
  David Perry and Suzanne Beia, violin; Sally Chisholm, viola; Parry Karp, cello

- **Wingra Woodwind Quintet**
  Stephanie Jutt, flute; Linda Bartley, clarinet; Kostas Tiliakos, oboe; Marc Vallon, bassoon; Linda Kimball, horn

- **Wisconsin Brass Quintet**
  Tom Curry, tuba; Mark Hetzler, trombone; Daniel Grabois, horn; John Aley and Jessica Jensen, trumpet

Photos: TOP: Arts Outreach high school workshop | Photo: Aaron Granat; BOTTOM: Faculty ensemble members | Photo: Katrin Talbot
Wisconsin Film Festival

The Arts Institute, in partnership with the UW–Madison Department of Communication Arts, held the 17th annual Wisconsin Film Festival on April 9-16, 2015.

The Wisconsin Film Festival was started in 1999 by graduate students in the Film Studies Program and has grown into the largest campus-based film festival in the United States. The fundamental purpose of the Festival is to celebrate the cinematic arts with motion pictures that demonstrate artistic accomplishment and technical achievement. The Wisconsin Film Festival is the embodiment of the Wisconsin Idea—extending knowledge beyond classroom walls to enhance the lives of those across the State with its commitment to public screenings of films that would otherwise go unseen in our region.

FEATURED SERIES

- Capitol Cinema
- New German Cinema
- Films de Femmes: Emerging French Women Directors
- Futures: Debut Films from the Vanguard
- Wisconsin’s Own
- Orson Welles: A Centennial Celebration
- Remembering the Great War
- Big Screens, Little Folks
- New International Documentaries
- New International Cinema
- Restorations and Rediscoveries

“I was able to attend at least one movie on seven of the eight days. I was very impressed with everything, from attendance and audience response to the selection of movies, and the clockwork precision with which everything seemed to run. I especially enjoyed the relevant guests that were invited to speak and introduce films and host the discussions after the films.”

-Kurt Friederichs, Steep & Brew (longtime festival sponsor)
## THE NUMBERS

Wisconsin Film Festival | UW–Madison Arts Institute

### EXPENSES

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<tr>
<th>Category</th>
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<td>Box Office and Ticketing</td>
<td>$24,212.50</td>
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<td>Events</td>
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<td>Film Programming</td>
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<td>Guest Travel and Hospitality</td>
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<td>Tech</td>
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<td>Venues</td>
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<td>Volunteers and Logistics</td>
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### REVENUE/INCOME

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<td>Real Butter Donations</td>
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<td>Film Submissions</td>
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<td>Merchandise</td>
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<td>Ticket Sales</td>
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<td><strong>TOTAL REVENUE/INCOME</strong></td>
<td><strong>$319,310.00</strong></td>
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*Income includes $100,000 in in-kind support from University and Community Sources*
158 Films + 200 Volunteers + 70 Film Industry Guests

26,500 Audience

AWARDS

Steep & Brew Audience Awards

- **Documentary**
  *Capturing Grace* directed by David Iverson

- **Narrative**
  *Marie’s Story (Marie Heurtin)* directed by Jean-Pierre Améris

- **Restoration/Rediscovery**
  *Five Corners* directed by Tony Bill

Wisconsin’s Own Golden Badger Awards

- **Feature Documentary**
  *Clarence* directed by Kristin Catalano

- **Short Documentary**
  *Little America* directed by Kurt Raether

- **Short Narrative**
  *The Searcher* directed by Joe Shaffer

VENUES

Chazen Museum’s Auditorium (Campus)

Cinematheque in Vilas Hall (Campus)

Union South’s Marquee Theater (Campus)

Sundance Cinemas [3 screens]

Madison Museum of Contemporary Art

Overture Center for the Arts—Capitol Theater

For more information on the Wisconsin Film Festival, please contact:
Ben Reiser | Wisconsin Film Festival Program Coordinator | 608-262-6578 | ben.reiser@wisc.edu

Watch the 2015 Wisconsin Film Festival Video at https://youtu.be/aXf02RwAUGY

Photos: Opposite Page: LEFT: Volunteers; RIGHT: 2015 Golden Badger Award winners | Photos: Aliza Rand
Madison Early Music Festival

New to the Arts Institute, the Madison Early Music Festival (MEMF) was created in 1999 to provide an opportunity for musicians, scholars, teachers, students and music enthusiasts to study Medieval, Renaissance and Baroque music in its social, cultural and political contexts, and to present concerts by acclaimed artists who specialize in historically inspired performance of early music.

The Madison Early Music Festival celebrated Slavic Discoveries: Early Music from Eastern Europe from July 11-18, 2015. In addition to a 7-event Festival Concert Series, lectures and workshops provided participants with opportunities to learn and practice instrumental and vocal skills, become familiar with historical performance practices and repertoire, learn about the featured music through the lenses of history and culture and perform with other participants and faculty artists.

The 2015 Festival was made possible through a collaboration with campus partners UW-Madison Arts Institute, UW-Madison School of Music and the Center for Russia, East Europe, and Central Asia (CREECA) and was funded in part by grants from the Anonymous Fund, Dane Arts and the Evjue Foundation.

Additional support for the 2015 Madison Early Music Festival was provided by the William J. Wartmann Endowment for the Madison Early Music Festival, the Jane Graff Bequest for the Madison Early Music Festival and Friends of the Madison Early Music Festival.

For more information on the Madison Early Music Festival, please contact:
Sarah Marty | Madison Early Music Festival Program Coordinator | 608-263-2790 | sarah.marty@wisc.edu

Watch Highlights of the 2015 Madison Early Music Festival at https://youtu.be/bFXBn3UduAw
### THE NUMBERS

**Madison Early Music Festival | UW–Madison Arts Institute**

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<td>Equipment/Facility Rental</td>
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<td>Promotions</td>
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<td>Receptions/Social Events</td>
<td>$ 2,447.00</td>
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<td>Wisconsin Union Fees</td>
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<td>15% Earned Income DCS/AI</td>
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<td>Credit Card Fees/Sales Tax</td>
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<td>Fundraisers (Friends)</td>
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<td>Miscellaneous Income (SO)</td>
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<td>Net Artist CD &amp; Merchandise Sales</td>
<td>$ 790.00</td>
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<td>Donated Income – UW Foundation</td>
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<td>UW Foundation Endowment</td>
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</tr>
<tr>
<td>Housing</td>
<td>$ 11,820.00</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE/INCOME</strong></td>
<td>$ 126,678.00</td>
</tr>
</tbody>
</table>

Photos, pages 22 & 23: Madison Early Music Festival students and faculty | Photos: Aliza Rand
Interdisciplinary Arts Residencies hosted by the UW-Madison Arts Institute have served as incubators for many ongoing campus initiatives.
Wisconsin Film Festival audience
Photos: Aliza Rand

Serving our Community
EXECUTIVE COMMITTEE

The Executive Committee is composed of all Arts Institute tenured faculty affiliate members.

2014-15 Executive Committee membership:

Sandra Adell | Department Afro-American Studies
Jennifer Angus | Design Studies Department
Ann Archbold | Department of Theatre and Drama (sabbatical)
Chelcy Bowles | Division of Continuing Studies
Patricia Boyette | Department of Theatre and Drama
Kelley Conway | Department of Communication Arts – Film
Susan Cook | School of Music
Kate Corby | Dance Department
Thomas Dale | Department of Art History (sabbatical)
Teryl Dobbs | School of Music
Jim Escalante | Art Department
Shuxing Fan | Department of Theatre and Drama
Aris Georgiades | Art Department
Lisa Gralnick | Art Department (sabbatical)
Erica Halverson | Department of Curriculum & Instruction (sabbatical)
John Hitchcock | Art Department
Lea Jacobs | Department of Communication Arts - Film | The Graduate School
Janet Jensen | School of Music
Amaud Johnson | Department of English | Wisconsin Institute for Creative Writing
Jessica Johnson | School of Music
Stephanie Jutt | School of Music
Carolyn Kallenborn | Design Studies Department
Joseph Koykkar | Dance Department
Li Chiao-Ping | Dance Department
Tom Loeser | Art Department (sabbatical)
Jon McKenzie | Department of English
Dennis Miller | Art Department
JJ Murphy | Department of Communication
Arts – Film
Mark Nelson | Design Studies Department
Roberto Rengel | Design Studies Department
Douglas Rosenberg | Art Department
Paul Sacaridiz | Art Department
Norma Saldivar | Arts Institute | Department of Theatre and Drama
John Schaffer | School of Music
Elaine Scheer | Art Department
Gail Simpson | Art Department (sabbatical)
Patrick Sims | Department of Theatre and Drama
John Chappell Stowe | School of Music
Jeanne Swack | School of Music
Uri Vardi | School of Music
Chris Walker | Dance Department
Jin-Wen Yu | Dance Department

STEERING COMMITTEE

The Steering Committee is a subcommittee to the Executive Committee and a consultative body to the Executive Director, providing recommendations on budget and personnel.

2014-15 Steering Committee membership:

Ann Archbold | Department of Theatre and Drama
Patricia Boyette | Department of Theatre and Drama
Kelley Conway | Department of Communication Arts
Susan Cook | School of Music
Amaud Johnson | Department of English | Wisconsin Institute for Creative Writing
Q. Gene Phillips | Department of Art History
Roberto Rengel | Design Studies Department
Paul Sacaridiz | Art Department
Jin-Wen Yu | Dance Department
ADMINISTRATIVE PLANNING COUNCIL

The Administrative Planning Council is also a consultative body to the Executive Director, but members are not necessarily members of the Executive Committee. Together the Steering Committee and the Administrative Planning Council are responsible for long-range planning, outreach activities and other issues important to the Arts Institute.

2014-15 Administrative Planning Council membership:

Patricia Boyette | University Theatre
JJ Murphy | Cinematheque
Willie Ney | Office of Multicultural Arts Initiatives
Russell Panczenko | Chazen Museum of Art
Ralph Russo | Wisconsin Union Theater & Galleries
Sherry Wagner-Henry | Bolz Center for Arts Administration

ACADEMIC AFFAIRS COMMITTEE

The Academic Affairs Committee consists of faculty and staff affiliates and addresses issues of teaching and learning, curriculum development and approval and student services. The Committee also oversees the Interdisciplinary Arts Residency Program.

2014-2015 Academic Affairs Committee membership:

Sandra Adell | Department of Afro-American Studies
Felice Amato | Art Department (graduate student rep)
Patricia Boyette | Department of Theatre and Drama
Julie Ganser | Art Department
Barb Gerloff | School of Education Deans’ Office
Daniel Grabois | School of Music
Kate Hewson | Arts Institute (ex officio)
Hinano Ishii | School of Music (undergraduate student rep)
Karen McShane-Hellenbrand | Dance Department
Dennis Miller | Art Department
Norma Saldivar | Arts Institute (ex officio)
John Schaffer | School of Music
James Stauffer | Department of Theatre and Drama
Sherry Wagner-Henry | Wisconsin School of Business
Chris Walker | Dance Department

Julie Underwood, Norma Saldivar, Soyeon Shim, Sarah Mangelsdorf | Photo: Aliza Rand
Faculty & Staff Affiliates

FACULTY
AFFILIATES

Faisal Abdu'Allah
Sandra Adell
Jennifer Angus
Ann Archbold
Matthew Bakkom
Tino Balio
Lynda Barry
Maria Belodubrovskaya
Chelcy Bowles
Patricia Boyette
Mary Brennan
Javier Calderon
Jill Casid
Sally Chisholm
Peggy Choy
Michael Connors
Kelley Conway
Susan Cook
Kate Corby
Thomas Dale
Guillermina De Ferrari
Teryl Dobbs
Wei Dong
Henry Drewal
Jim Escalante
Shuxing Fan
Sarah FitzSimons
David Furumoto
Aris Georgiades
Beverly Gordon
Daniel Grabois
Lisa Gralnick
Erica Halverson
Mary Hark
Andrea Harris
Donald Hausch
Paola Hernandez
Mark Hetzler
Stephen Hilyard
John Hitchcock
Lea Jacobs
Janet Jensen
Amaud Johnson
Jessica Johnson
Stephanie Jutt
Carolyn Kallenborn
Vance Kepley
Joseph Koykkar
Helen Lee
Li Chiao-Ping
Yuhang Li
Dan Lisowski
Tom Loeser
Jon McKenzie
Judith Mitchell
Meghan Mitchell
Nancy Mladenoff
JJ Murphy
Mark Nelson
David Perry
Michael Peterson
Kevin Ponto
Roberto Rengel
Douglas Rosenberg
Paul Sacaridiz
Norma Saldivar
John Schaffer
Elaine Scheer
Diane Sheehan
Gail Simpson
Patrick Sims
Ahna Skop
John Stowe
Jeanne Swack
Marc Vallon
Manon van de Water
Uri Vardi
Chris Walker
Ron Wallace
Johannes Wallmann
Jin-Wen Yu

Susan Dibbell
Esty Dinur
Bruce Ehlinger
Jay Ekleberry
Kathy Esposito
Bridget Fraser
Julie Ganser
Traci Gaydos
Barb Gerloff
Heather Good
Jim Greco
Erik Gunneson
Amy Guthier
Mark Guthier
Ted Harks
Jim Healy
Claude Heintz
Jamie Henke-Paustian
Mary Hoefferle
K.T. Hornung
Teddy Kaul
Mike King
Lyn Korenic
Anne Lambert
Barb Mahling
Wendy Margolis
Sarah Marty
Karen McShane-Hellenbrand
Melinda Menard
Willie Ney
Tim O’Neill
Paula Panczenko
Liese Pfeifer
Kirstin Pires
Ralph Russo
Henry Sapoznik
Robin Schmoldt
Alaura Seidl
Peter Sengstock
Jim Stauffer
Michael Trevis
James Vannes
Rob Wagner
Sherry Wagner-Henry
Brenda Weiss
Claire Weissenfluh
Tom Yoshikami

STAFF
AFFILIATES

Anne Aley
Lyle Anderson
Susannah Brooks
Rebecca Buckman
Courtney Byelich
Lori Carey
Jeanette Casey
Jessica Courtier

University of Wisconsin–Madison Arts Institute Annual Report
Arts Institute Staff

**Office of the Director**
- **Norma Saldivar** | Interim Executive Director
- **Sarah Chapeau** | Executive Assistant to the Director
- **Chelsea Lauing** | Director of Development
- **Zack Robbins** | Corporate Relations Director
- **Alan Carr** | Project Assistant

**Academic Programs**
- **Kate Hewson** | Assistant Director of Academic Programs
- **Jay Burlingham** | Project Assistant

**Administration**
- **Staci Francis** | Associate Director of Administration
- **Lisa Spierer** | Assistant Director for Media and Technology

**Outreach Programs**
- **Ben Reiser** | Wisconsin Film Festival Program Coordinator
- **Sarah Marty** | Madison Early Music Festival Program Coordinator

**External Relations & Arts on Campus Services**
- **Christina Martin-Wright** | Associate Director for External Relations
- **Allen Ebert** | Arts Resource Coordinator
- **Heather Owens** | Audience Development & Communications Specialist
- **Kate Lochner** | Digital Marketing Specialist
- **Leah Kavallaris** | Graphic Designer
- **Aaron Granat** | Videographer
- **Aliza Rand** | Photographer
- **Mallory Murphy** | Director of Patron Relations

**The Studio – Creative Arts & Design Residential Learning Community**
- **John Hitchcock** | The Studio Faculty Director
- **Marina Kelly** | The Studio Program Coordinator
Arts Institute Partners & Memberships

CAMPUS PARTNERS

African Languages & Literature | African Studies Program | Afro-American Studies | Asian American Studies | Anonymous Committee | Center for East Asian Studies | Center for European Studies | Center for Humanities | Center for Russia, East Europe & Central Asia | Department of German | Disability Studies Initiative | Dutch Program | Latin American, Caribbean & Iberian Studies Program | Division of Diversity, Equity & Educational Achievement | Office of University Relations | Office of Corporate Relations | Middle East Studies Program | Office of the Provost | Morgridge Institute for Research | Mosse/Weinstein Center for Jewish Studies | Nelson Institute for Environmental Studies | Russian Flagship Program | School of Medicine & Public Health | School of Nursing | University Bookstore | University Communications | University Club | UW Foundation & Alumni Association | Wisconsin Alumni Research Foundation | Wisconsin Institutes for Discovery | Wisconsin International Outreach Consortium | Wisconsin Union

CORPORATE PARTNERS & SPONSORS

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MEDIA PARTNERS


PROMOTIONAL & COMMUNITY PARTNERS


INSTITUTIONAL MEMBERSHIPS

Alliance for the Arts in Research Universities (a2ru) | International Conference of Fine Arts Deans (ICFAD) | Network of Academic Corporate Relations Officers (NACRO)
2014 Fall Arts Summit

The **Summit**, held in the DeLuca Forum in the Discovery Building, introduced Arts institute Affiliates to our upcoming restructuring and changes as a division. The Summit provided a platform for the Affiliates to connect and collaborate on various ideas and initiatives and identify opportunities for artistic and academic synergy through participation in the newly restructured Arts Institute.

**PRESENTERS**

- Laura Heisler, Wisconsin Science Festival
- Janet Branchaw, WISCIENCE
- Joan Jorgensen, School of Veterinary Medicine
- Karin Wolf, City of Madison
- Laurie Fellenz, Madison Metropolitan School District
- Patrick Sims, Division of Diversity, Equity & Educational Achievement
- Guido Podestá, International Division
- Lori DiPrete-Brown, UW-Madison Global Health Institute
- Dan Lisowski and Kevin Ponto, Entertainment Technology Initiative
- Sherry Wagner-Henry and Diane Ragsdale, Arts Business Initiative

For more information on future activities for Affiliates, please contact:
Kate Hewson | Assistant Director for Academic Programs | 608-263-9290 | kate.hewson@wisc.edu

Fall Arts Summit group activity | Photo: Christine Fisher
Arts on Campus

SERVICES

In the summer of 2014, campus invested in increasing Arts Institute External Relations staff capacity with the goal of providing more available support and services for all of the Arts on Campus. Four new full-time employees are complemented by contract staff on an as-needed basis. This powerful team advocates for and promotes all manner of arts activities of UW–Madison students, faculty, staff and guest artists from around the world by providing communication and marketing services to arts departments and programs.

The External Relations staff provides a variety of services such as communications, event planning and patron services. Working in conjunction with campus communications and visitors’ services, External Relations supports relationships between campus arts presenters and their community patrons. Arts Institute External Relations also partners with the Wisconsin Union and Campus Transportation Services to support the Arts on Campus website, Arts on Campus Ticketing and Parking. On behalf of campus arts, the Arts Institute has developed relationships with local and state media organizations to ensure local and state-wide media coverage of campus arts activities.

<table>
<thead>
<tr>
<th>Services offered:</th>
</tr>
</thead>
<tbody>
<tr>
<td>▶ Box Office and CRM management and support</td>
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<tr>
<td>▶ E-communications</td>
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<tr>
<td>▶ Press release services</td>
</tr>
<tr>
<td>▶ Design support</td>
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<tr>
<td>▶ Outreach strategic planning</td>
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<tr>
<td>▶ Social media promotion</td>
</tr>
<tr>
<td>▶ Event management consultation</td>
</tr>
<tr>
<td>▶ Videography and photo documentation and archiving</td>
</tr>
<tr>
<td>▶ Securing event space</td>
</tr>
</tbody>
</table>

For more information on External Relations services, please contact: Christina Martin-Wright | Associate Director for External Relations | 608-890-4561 | christina.martinwright@wisc.edu

“This was the largest event that we have done to date. There is clearly a lot of energy and enthusiasm in arts!”

– ACE—Advocacy Consortium for Entrepreneurs
During the 2014-2015 academic year, we served a broad range of campus partners including:

**Advocacy Consortium for Entrepreneurs**  
Arts as an Economic Engine Event

**Art Department**  
Art & Scholarship A.W. Mellon Workshop  
Martha Wilson: Staging the Self & The Lifeworks of Tehching Hsieh  
MFA Open Studios

**Center for Visual Cultures**  
Raynier Novo Lecture, Guest Artist Talk

**Dance Department**  
Performing Ourselves- Dance Outreach Program

**Division of Continuing Studies**  
Glicerio González Abreu Course & University Summer Forum- Chinese Feng Shui Culture and Brush Painting

**Madison Performance Philosophy Collection**  
Mad Theory 2

**Office of Multicultural Arts Initiatives**  
Line Breaks, First Wave events

**School of Human Ecology**  
PULSE! Fashion Show

**School of Human Ecology/Theater & Drama**  
ALICE

**School of Music**  
Crumb Festival & Mike Anderson Photo Exhibit  
Performing the Jewish Archive

**Tandem Press**  
Friday Night Jazz Series

**University Athletics**  
Buckingham Awards

In conjunction with the start of the 2014 academic year, the Arts Institute launched a robust email communications campaign featuring weekly notices.

Every third Thursday of the month, an e-newsletter is sent to a comprehensive list. The newsletter contains a main article, typically about an Arts Institute event or program, and a sidebar with items including: Mark Your Calendars, In the News, Open Calls and Arts Card Corner.

Every first, second and last Thursday of the month, an e-blast is sent to targeted lists. The blasts focus on a singular topic, usually an upcoming event.

**Recipient Lists Include:**

- Arts alumni - 6,200
- Freshmen - 4,889
- Sophomores - 6,131
- Juniors - 7,351
- Seniors - 10,039
- Grad students - 8,874
- Faculty/staff - 26,889
- Madison Early Music Festival – 970
- Wisconsin Film Festival - 27,886

*For more information on External Relations services, please contact:*  
Christina Martin-Wright | Associate Director for External Relations | 608-890-4561 | christina.martinwright@wisc.edu
Conversations

ARTS AND ENTREPRENEURSHIP

Many UW-Madison graduates follow established paths into jobs, through career fairs and field-specific mentorships. But artists often blaze their own trails and create new jobs and companies. Last year the Arts Institute staff worked with the Wisconsin Alumni Research Foundation (WARF), Wisconsin Institutes for Discovery (WID), the Advocacy Consortium for Entrepreneurs, Tandem Press, Games+Learning+Society (GLS), several local companies (e.g., Raven Software, CODAworx, Human Head Studios) and local artists (e.g., Christopher Taylor and Lisa Frank) to plan, promote and carry out engaging panel discussions. Panelists shared their experience and answered audience questions at the WARF “Entrepreneurons” and other symposia series.

BRIDGING TO THE PROFESSIONS

One of the Arts Institute’s goals is to help prepare innovative young artists to go out into the world and have real, positive impacts on the people they work with, the companies they work for, their communities and society as a whole. In the fall of 2014 the Arts Institute brought together a group of business leaders, faculty and staff to brainstorm and come up with new ideas about how to connect UW-Madison arts programs with area businesses. Participants included leaders from IBM, the Capital Newspapers, Inc., Wisconsin Public Television, Murfie.com and others. We also brought several filmmakers, actors and artists from Hollywood and the video game industry to explain how they developed their talent and broke into the entertainment industry.

For more information on special events and corporate relations, contact:
Zack Robbins | Corporate Relations Director | 608-628-7344 | zack.robbins@wisc.edu

Photos: LEFT: Discovery Building installation; RIGHT: Photos courtesy of Jordu Schell
“We experienced tangible results immediately [from the Communicating Science training]! We attended a regional conference within 2 days ... their new knowledge helped [my students] to 1) prepare and present their own data and 2) critically think about the way others’ data were presented to them and how they would improve it (even presentations by National Academy of Science members!).”

– Joan Jorgensen

New Initiatives: Communicating Science

This year the Arts Institute embarked on a dynamic initiative with colleagues from across the sciences and health professions to bring the Communicating Science movement to the UW–Madison campus. Communicating Science training is a way for scientists and health professionals to communicate more effectively with each other, lay audiences, government officials, media and others outside their own discipline. Scientists and health professionals learn to utilize theater improvisation and journalism techniques to better convey their messages and research.

The Arts Institute led a working group with members from across the sciences to develop workshops including day long plenaries, improvisation sessions and writing workshops.

The working group continues to meet requests for workshops and classes now being offered through the Division of Continuing Studies.

For more information on the Communicating Science Initiative, contact:
Norma Saldivar | Executive Director | 608-890-3314 | norma.saldivar@wisc.edu
Zack Robbins | Corporate Relations Director | 608-628-7344 | zack.robbins@wisc.edu

TRAINING SESSIONS

October 15-16, 2014
Two day training by Alan Alda Center for Communicating Science faculty, followed by Wisconsin Science Festival panel on Communicating Science | Discovery Building

March 30, 2015
Full-day Communicating Science training by UW–Madison faculty | Discovery Building

Working Group

► Janet Branchaw, WISCIENCE
► Dominique Brossard, Life Sciences Communication – College of Agricultural and Life Sciences
► Jessica Courtier, Division of Continuing Studies
► Laura Heisler, Morgridge Institute of Research & WARF
► Joan Jorgensen, School of Veterinary Medicine
► Norma Saldivar, Arts Institute
► Amy (Smith) Zelenski, School of Medicine and Public Health
The **Occupy Discovery Project** was a collaboration with campus and local students, teachers, artists and other members of the public led by Faisal Abdu’Allah, Associate Professor of Art and former Arts Institute Interdisciplinary Artist in Residence. Inspired to action by the Tony Robinson tragedy, Abdu’Allah photographed participants in pop-up booths across the UW campus and also gathered direct online submissions from contributors. Each participant included a short personal handwritten statement in their photograph. As part of the growing partnership between the Wisconsin Institutes of Discovery and the Arts Institute, Professor Abdu’Allah mounted and displayed the hundreds of images as a pop-up art exhibit on May 11, 2015 in the Discovery Building Town Center. This project was generously supported by the Division of Diversity, Equity & Educational Achievement.

**For more information on WID Town Hall/Arts Institute Art Exhibitions contact:**
Kate Hewson | Assistant Director for Academic Programs | 608-263-9290 | kate.hewson@wisc.edu
Supporting the Wisconsin Idea
2015 Donors

The Arts Institute appreciates the support of the many donors that make our programs and initiatives possible. To support excellence in arts teaching, research, and public service, please contact Chelsea Lauing, Arts Institute Director of Development at the University of Wisconsin Foundation at chelsea.lauing@supportuw.org.

$50–$499

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Evan Schultz

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Reynold Peterson
Nick Petros
Neal Plotkin
Sheryl Popuch
Robin Sahner
Dianne Sattinger
Rolliana Scheckler, in memory of Jean M. Humphrey

Stephen Schlein
Schneider Electric/Square D Foundation
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Ellen Schwartz
Aaron Sheehan
Reeves Smith
Elsbeth Solomon
Glenn Steffen
Patricia Anne Stejskal, in memory of Jean M. Humphrey
Ralph Stockhausen
Sharon Tiffany
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Robert Tuttle
Rebecca Forbes Wank
Patricia Weiler
Max Yount

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Peter and Jill Lundberg
Lyman L. Lyons
Kathleen Massoth
Nelson Institute’s Center for Culture, History and Environment – Tales from Planet Earth
The Polish Heritage Club
Savannah College of Art and Design
The Arts Institute also received $100,000 in generous in-kind support from Campus and Community Sources.