

BOLZCENTER FOR ARTS ADMINISTRATION

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CONTACT: Andrew Taylor, Director, (608) 263-4161, ataylor@bus.wisc.edu

**Two Public Lectures Address the Challenge of Managing the Arts
Friday, November 2, 2001 in Grainger Hall
(9:00 – 10:30 am and 1:00 – 2:30 pm)**

Directly relevant to Madison's \$100-million Overture Project, J. Mark Schuster and Susan S. Farr explore the public/private balance of nonprofit arts leadership.

MADISON, WI - The Bolz Center for Arts Administration is pleased to announce two public lectures on the challenge of managing the nonprofit arts. Under the theme of "Balancing Act: The Public/Private Art of Arts Administration," the sessions have direct relevance to Madison's \$100-million Overture Project, and to the future shape and status of the arts in America.

The two lectures are free and open to the public. Both will be held in Room 1100 Grainger Hall, Morgridge Auditorium, at 975 University Avenue, in Madison. More information is available from the Bolz Center offices (608.263.4161, email: bolz@bus.wisc.edu) or online at: <http://www.bolzcenter.org/>

9:00 - 10:30 am

"Neither Public nor Private:

The Challenge of Hybrid Organizational Forms"

J. Mark Schuster, Visiting Professor of Cultural Policy University of Chicago
(on leave from MIT)

Recent trends in arts administration and in cultural policy more generally have evidenced a tendency to combine privateness and publicness together in the same organization. This hybridization is occurring at the level of the individual organization as well as at the level of arts funding agencies. What are the challenges to arts administration? This noted researcher and author on cultural policy will explore the issues and their implications.

1:00 - 2:30 pm

"Balancing Act: Launching a New Arts Complex"

Susan S. Farr, Executive Director

Clarice Smith Performing Arts Center, Maryland

With striking similarities to Madison's Overture Project, the new 318,000-square-foot 'arts village' on the University of Maryland College Park campus celebrated its dedication in September 2001. Noted arts leader Susie Farr, former Executive Director of the Association of Performing Arts Presenters, draws on her industry perspective and her direct experience to explore the juggling required to launch a new cultural facility.

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About the Speakers

J. Mark Schuster

Visiting Professor of Cultural Policy

University of Chicago (on leave from MIT)

J. Mark Schuster is a noted author, researcher, and educator specializing in the analysis of government policies and programs with respect to the arts, culture, and environmental design. He is the author of numerous books, articles, and reports on cultural policy including an international comparative study for the National Endowment for the Arts, a study of taxpayers and arts policy for New York University Press, and an assessment of support models for the arts for the American Council for the Arts. Schuster is a founding member of the Association for Cultural Economics and is co-editor of the *Journal of Cultural Economics*. He also serves on the editorial board of the *International Journal of Cultural Policy*.

Susan S. Farr

Executive Director

Clarice Smith Performing Arts Center / University of Maryland - College Park

Susan Farr is a nationally recognized leader in the performing arts field. In fall 2000, she was named executive director of the Clarice Smith Performing Arts Center at Maryland, a new multiveneue, multipurpose 'arts village' recently dedicated on the University of Maryland College Park campus. Occupying 318,000 square feet and situated on a 17-acre site, the Center is designed to serve the music, theatre, and dance divisions of the University, as well as serving audiences and communities in the county. Facilities include 6 performances spaces, a performing arts library, a Grand Pavilion, 30 classrooms, lecture halls, and seminar rooms, 50 practice and rehearsal rooms, 100 faculty/staff offices, and a cafe. Its dedication was held in September 2001.

Prior to her appointment to the Smith Center, Ms. Farr served for 13 years as executive director of the Association of Performing Arts Presenters, a national service organization for performing arts presenters, centers, festivals, managers, and other organizations engaged in presentation of the live performing arts.

About the Bolz Center for Arts Administration

For more than three decades, the Bolz Center for Arts Administration has supported the creation and presentation of the arts in the United States by recruiting, educating, and training administrators with strong management skills, an understanding of current issues in the field, and high ethical standards. A graduate degree program and research center within the University of Wisconsin-Madison School of Business, the Bolz Center also hosts local, national, and online forums that foster, capture, and convey a dynamic understanding of the business of art.

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