



National Arts Policy Roundtable

2009 FINAL REPORT EXECUTIVE SUMMARY

The Role of the Arts in Strengthening and Inspiring the 21st Century Global Community



The Topic

Almost a decade into the 21st Century, favorable conditions have developed to create the momentum for a serious, interdisciplinary conversation on the role of the arts in strengthening and inspiring vibrant global communities. It is against that backdrop that thirty six national and international public and private sector leaders took part in the 2009 Americans for the Arts National Arts Policy Roundtable convened at the Redford Center at the Sundance Resort and Preserve in Utah on September 24-26, to discuss *The Role of the Arts in Strengthening and Inspiring the 21st Century Global Community*.

In envisioning a greater role for the arts in cultural diplomacy and engagement, participants acknowledged the multiple roles the arts can play in strengthening cultural relations globally:

- Cultural interaction in its broadest sense profoundly influences—both negatively and positively—the world’s political and economic systems; the arts can be a positive force in tipping those interactions toward the positive.
- The arts act as powerful catalysts for opening new dialogue, building bridges to better understanding, and providing the creative, common ground from which new ideas and relationships are sown.
- Though states and corporations and individuals are often economically and politically entwined with one another, problems erupt when we are not as culturally interconnected as we need to be. The need for deepening cross cultural and transnational understandings is great.

“...we believe in the unique ability of the arts to open new dialogues—often in places where common ground has been hard to find. We believe the voice of the artist can stimulate ideas and create new opportunities for expression that lead to a deeper understanding of our global connectivity. We believe this because we have seen the transformative power of the arts firsthand.”

-Robert Redford and Robert Lynch

Because of the power of the arts to transcend differences and communicate across cultures, participants agreed on the need to assert a more visible and active role for the arts in improving the relations between the United States and the world. Five areas emerged from the participants’ discussions which represent opportunities for improving public and private sector cooperation and action:

- (1) Leadership and Strategic Partnerships;
- (2) Messaging and Casemaking;
- (3) Resources;
- (4) Technology; and
- (5) Public Policy.



Opening day at the 2009 National Arts Policy Roundtable
[Photo by Fred Hayes]

2009 Recommendations

1. Leadership and Strategic Partnerships

- A. Advocate for “champions” within the Administration to voice the importance of the arts in global exchange and diplomacy across agencies
- B. Encourage public officials, private sector, and community leaders as well as members of the military and the diplomatic corps to consider how the arts could inform and enhance their international education and personnel training programs
- C. Encourage public officials, private sector, and community leaders to connect their current international cultural, educational and economic development initiatives with arts resources and expertise
- D. Support and initiate partnerships between the arts and those in the public, private, nonprofit and education sectors who are already engaged in global exchange and relationship development



The Americans for the Arts National Arts Policy Roundtable was established in 2006 on the premise that issues important to the arts are also important to society. The Roundtable is co-convened annually at the Sundance Preserve by Robert L. Lynch, president and CEO of Americans for the Arts and Robert Redford, founder of the Redford Center. It provides a high level forum for leaders to discuss issues critical to the advancement of American culture, and recommend the public policies, private sector practices and research that are necessary to successfully move from thought to action.

2. Messaging and Casemaking

- A. Create an awareness campaign grounded in research and targeted at decision makers that emphasizes the role of the arts as a vehicle for building trust in international communities and preventing conflict before it starts
- B. Encourage cultural organizations, artists and the public and private sector to identify, measure, track, and report evidence of meaningful cultural, economic, social and public attitude outcomes as a result of international arts exchange programs and initiatives

3. Resources

- A. Promote enhanced funding for international cultural exchange within the budgets of the Department of State, the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services, and other key agencies
- B. Encourage new investments in international cultural exchange through such mechanisms as state trade development funds, micro-financing, and social networking revenue strategies

4. Technology

- A. Encourage use of social networking and other online multi-media tools to enhance international connections, disseminate best practices, and encourage grassroots advocacy
- B. Provide training for arts and cultural organizations in the use of new technology strategies to enhance their ability to communicate and disseminate their program impacts

5. Public Policy

- A. Support legislative reform of visa processes which decrease opportunities for cultural engagement with foreign artists, scholars and administrators on U.S. soil
- B. Promote and communicate the existing sources of public sector support for cultural exchange

2009 Roundtable Participants

- Roland Augustine, president, Art Dealers Association of America
- Nolen V. Bivens, Brigadier General, U.S. Army (ret)
- Lee Bycel, executive director, The Redford Center
- Susan M. Coliton, vice president, Paul G. Allen Family Foundation
- Joseph C. Dilg, managing partner, Vinson & Elkins, L.L.P.
- Barbara Dyer, president and CEO, The Hitachi Foundation
- James E. Farmer, vice president of GMAC (retired); consultant and former member, President's Committee on the Arts and Humanities
- J. Patrick George, VP of international development, Realogy Corporation
- Marian Godfrey, chair, National Arts Policy Roundtable; senior director, Cultural Initiatives, The Pew Charitable Trusts
- Marian Goodman, Marian Goodman Gallery
- Rachel Goslins, executive director, President's Committee on the Arts and the Humanities
- Edward P. Henry, president and CEO, Doris Duke Charitable Foundation
- Frank Hodsoll, former chair, The National Endowment for the Arts; President & CEO, Resource Center for Cultural Engagement
- Bill Ivey, former chair, The National Endowment for the Arts; Director Curb Center for Arts, Enterprise, and Public Policy, Vanderbilt University
- The Honorable Patty Judge, Lt. Governor, IA
- Richard Koshalek, director, Hirshhorn Museum and Sculpture Garden
- Deborah Landesman, Community Consulting Consortium
- The Honorable Barbara Lawton, Lt. Governor, WI
- Terry Lewis, International Music Products Association (NAMM)
- Margo Lion, Margo Lion Ltd.; co-chairman, President's Committee on the Arts and the Humanities
- Mary Luehrsen, executive director, The NAMM Foundation
- Robert L. Lynch, president and CEO, Americans for the Arts
- Patrick Madden, president & CEO, Sister Cities International
- Sharon Memis, director, British Council USA
- Julie Muraco, managing partner, Praeditis Group LLC
- Paula Parviainen, counsellor / Culture, Ministry for Foreign Affairs of Finland, Department for Communications and Culture Unit for Public Diplomacy
- Jorge Perez, chairman & CEO, The Related Group of Florida
- Robert Redford, founder, Redford Center
- Tom Schmitt, CEO, Schmitt Music; chairman of the Board, NAMM - International Music Products Association
- Marsha Semmel, deputy director for Museums and Director for Strategic Partnerships, Institute of Museum and Library Services
- Virginia Shore, director and chief curator, Art in Embassies Program, US Department of State
- Jana Sigars-Malina, of counsel, Sandler, Travis & Rosenberg, P.A.
- Nancy Stephens, Rosenthal Family Foundation
- Ty Stiklorius, director, JL Ventures; Manager/Partner, The Artists Organization
- Isao Tsujimoto, director general, Japan Foundation New York
- Jeff Wall, Artist