

Art Around the Lakes

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the art
america



The purpose of this paper is to demonstrate the need for interactive arts in our community; to discuss the implementation of an experiential arts festival in Warsaw, Indiana, in conjunction with the 2013 Northern Indiana Lakes Festival, involving visual art, an art show, and interactive art for all ages; and to outline suggestions for future growth of the arts component of the Lakes Festival.

PRESENTATION OF THE PROBLEM

What would our community look like without art? Silent auditoriums, colorless parks, lackluster building façades. Our festivals would be drab, our children would lack inspiration and our community would dry up.

We believe that all individuals regardless of age, income or ability should have access to the area's cultural life and to opportunities for meaningful experiences in the arts. The arts are often considered at the periphery of discussions on community development or community revitalization; worse yet, they are sometimes not considered at all. We would like to help provide for the need for the arts in our community by doing the following:

- Raise awareness of the arts
- Provide community members with the information they need to participate in, support and enjoy the arts already in our community
- Dispel the notion that only the artistically “gifted” can participate in the arts
- Provide opportunities for community members to engage with the arts, regardless of ability, age, income, or any other potentially deterring factor

Communities across the United States are beginning to recognize the value of integrating the arts into their community development efforts. Community development based on the arts is now emerging as a viable approach, and is increasingly recognized as a catalyzing force. Considerations for communities include the need to be flexible and creative in program implementation, as well as forming a strong base of support for the arts.

People involved in making something beautiful today are less likely to turn to acts of violence and destruction tomorrow. Involvement in the arts allows people from all backgrounds to cooperate and do something creative with their talents and their time. Engagement in community arts activities is said to contribute to personal and social development, help people feel better and healthier, and allow them to develop new skills and knowledge. Personal benefits include improved communication, planning, and organizing skills. Social benefits include enhanced connections and networking, as well as a sense of identity and belonging.¹

For a summary table of these community benefits, see Appendix A.

PROPOSED SOLUTION

The purpose of *Art Around the Lakes* is to implement an experiential arts festival in Warsaw, Indiana, in conjunction with the 2013 Northern Indiana Lakes Festival, involving visual art, an art

¹ The benefits explored in this section of the paper are discussed fully in a paper from Princeton University Center for Arts and Cultural Policy Studies *How the Arts Impact Communities: An Introduction to the Literature on Arts Impact Studies*, prepared by Joshua Guetzkow for the Taking Measure of Culture Conference, June 2002.

show, and interactive art for all ages. *Art Around the Lakes* is designed to provide arts resources to our community and demonstrate that the arts are for everyone.

Our goal is to add an arts component to the 2013 Lakes Festival, and to provide detailed resources to allow for future growth of the arts component. *Art Around the Lakes* lays a firm foundation for the years to come that can be enhanced and expanded upon by others that share our passion for the arts.

In working with the Northern Indiana Lakes Festival, we have learned that attendees at the festival have expressed by survey that they would prefer more, free, interactive activities at the festival². This supports findings from the Americans for the Arts' *Arts and Economic Prosperity IV Study*, stating that a festival attendee who is able to experience the arts as part of attending the festival will be more engaged, more likely to stay longer, more likely to return the following year, and will share their experience with others to encourage them to attend in future.

As the Northern Indiana Lakes Festival seeks to become the premier festival for Kosciusko County, the addition of an arts component not only meets their goals for the continued growth of the festival, but also allows community members and tourists alike the opportunity to engage with the arts and local artists. By reaching the entire county through the Lakes Festival's county-wide marketing, the impact of the arts will be felt not just in Warsaw, but will reach all of those in our county interested in the variety of benefits the lakes and streams bring to Kosciusko County.

PLAN IMPLEMENTATION

Working in conjunction with the 2013 Northern Indiana Lakes Festival, we have devised the following action steps which will be implemented in June 2013. None of these events have a fee associated with them to festival attendees, meaning participation is not limited by financial ability. Our team is actively seeking funding to supplement the costs of these offerings.

- Friday, June 7, 2013: First Friday, Downtown, Warsaw, **Information Booth**. We will present an information booth for local artists and arts organizations to provide information to the community on how to get involved in local arts. From dance to music to painting, we will provide performance schedules, class schedules and other information that will allow community residents to involve themselves in the arts regardless of experience, age, or economic status.
- Saturday, June 8, 2013: Center Lake Park, Warsaw
 - **Information Booth** (see above)
 - **Art Display and Demonstrations** - featuring work of local artists from grade school to professionals, and demonstrations from local professionals of different art forms, located in the Center Lake Pavilion; this display will showcase a portion of

² See Appendix B for a summary of the pertinent Northern Indiana Lakes Survey Results

the honorable mention artists and the 12 winners of the Kosciusko Lakes and Streams Wonderful Water Student Art Contest

- **Community Canvas** - a work of art contributed to by any Festival Attendee so inclined to leave his or her mark. This piece can in the future be auctioned off to provide funding for future arts activities at the Lakes Festival
- **Water Color Bubble Art** - an interactive art for artists of all ages
- **Fish Painting Art** - tying together the educational aspects of the Lakes and Streams Festival, artists of all ages can make paintings of various fish species using a modernized version of an ancient Chinese technique
- **Instrument Petting Zoo** - from children considering joining a school band program to adults who never had the chance, attendees will be able to touch, play and experience musical instruments with the guidance of local music teachers

EVENT IMPACT

As discussed in the first part of this paper, the impact on community members when arts are widely available and encouraged are manifold. In addition to these personal and community benefits, we would like to point out some additional benefits to adding an arts component to the Northern Indiana Lakes Festival.

- Economic impact on Warsaw and Winona Lake. When festival attendees, either local or tourists, participate in festivals, they tend to spend around \$25 per person on things like food, hotels and retail, in addition to any festival admission fees³. Providing added value to an event increases the number of attendees and therefore the number of dollars spent in our community.
- Growth and sustainability of the Northern Indiana Lakes Festival. By adding activities that increase the draw and appeal of the Lakes Festival, *the Arts Around the Lake* will encourage growth and sustainability, including increased attendance and higher levels of participation.
- Sense of community identity - as Kosciusko County comes to know and love the Northern Indiana Lakes Festival as a showcase of all our community has to offer, expressions of our residents as artists will play a vital role in building community identity.
- An environment where we can interact with neighbors and community members we might not ever meet, building a platform for increased diversity and understanding.

³ Americans for the Arts' *Arts and Economic Prosperity IV Study* www.americansforthearts.com

PLAN FOR THE FUTURE

The key to any successful program is to have a solid plan for the future, in order to assure that the project can grow and flourish in spite of changing key players. The final role of this paper and project is to provide the Northern Indiana Lakes Festival with the resources they need to not only continue the interactive arts component in the future but with resources and ideas to help it grow.

We look to future festivals as an artist approaches a blank canvas. In 2013, we have provided the background, a solid foundation on which future leaders can add color, images and lines that will build a long-lasting tradition of arts engagement in our community. We invite future festival patrons to participate in the arts beyond viewing or hearing, by providing opportunities for them to showcase their work in an art show, interact with professionals and instructors, try out a mini-dance-lesson, pick up a paintbrush, purchase art, taste art, and to allow them to experience the joy of creating art without fear of judgment or failure.

Suggested future additions to the arts component include:

- Live performances featuring
 - Live orchestra or symphonic band
 - Local dance studios
 - Local singer/songwriters
 - Local rock bands
 - Local choruses
- Interactive art
 - Sandcastle/Sand art
 - Sand art
 - Water glass music
 - Soda bottle music
 - Sidewalk chalk
- Community Art Projects
 - Lakes Photography Collage
 - Escher-style Big Fish Tessellation
 - Kandinsky-style *Farbstudie* tiles
- Visual Art
 - Installation art
 - Sculpture garden
- Contests
 - Poetry
 - Essays
 - Short stories
 - Juried Art Show

The applications of art are limitless, even while focusing on the themes of lakes, water, and their surrounding ecosystems. Appendix C contains a detailed list of possible participants, contact information, and an expanded activities list and website links to art project instructions.

CONCLUSION

Art Around the Lakes is proud to be part of a county-wide project celebrating all the benefits of the lakes and streams within Kosciusko County. By bringing a hands-on, achievable project to the Festival on June 8th, 2013, *Art Around the Lakes* is excited to see the impact on festival attendees, Lakes and Streams leadership, and the future of the festival. The sustainability of this project makes it well worth investing additional time and resources to benefit the community through economic impact, heightened community identity and improved mental and social health of community members.

Art Around the Lakes looks forward to seeing community members, regardless of age, income, or ability, participating in the arts, connecting with local artists, and enjoying a variety of forms of self-expression.

RESOURCES

Guetzkow, Joshua, *How the Arts Impact Communities: An Introduction to the Literature on Arts Impact Studies*. Taking Measure of Culture Conference. Princeton University Center for Arts and Cultural Policy Studies. 2002

Arts and Economic Prosperity IV Study. Americans for the Arts. Available at www.americansforthearts.com

COVER ART

Colorful Fish. Acrylic on paper. Patricia Januszkiewicz. Available through FineArtAmerica.com

APPENDIX A

Table 1: Mechanisms of Arts Impact

From *How the Arts Impact Communities: An Introduction to the Literature on Arts Impact Studies*

	Individual			Community		
	Material/Health	Cognitive/Psych	Interpersonal	Economic	Cultural	Social
Direct Involvement	<p>Builds inter-personal ties and promotes volunteering, which improves health</p> <p>Increases opportunities for self-expression and enjoyment</p> <p>Reduces delinquency in high-risk youth</p>	<p>Increases sense of individual efficacy and self-esteem</p> <p>Improves individual's sense of belonging or attachment to a community</p> <p>Improves human capital: skills and creative abilities</p>	<p>Builds individual social networks</p> <p>Enhances ability to work with others and communicate ideas</p>	<p>Wages paid to employees</p>	<p>Increase sense of collective identity and efficacy</p>	<p>Builds social capital by getting people involved, by connecting organizations to each other and by giving participants experience in organization and working with local governments and nonprofits</p>
Audience Participation	<p>Increases opportunities for enjoyment</p> <p>Relieves stress</p>	<p>Increases cultural capital</p> <p>Enhances visuo-spatial reasoning (i.e. Mozart Effect)</p> <p>Improves school performance</p>	<p>Increases tolerance of others</p>	<p>People (esp. tourists/visitors) spend money on attending the arts and on local businesses. Further, local spending by these arts venues and patronized businesses has indirect multiplier effects</p>	<p>Builds community identity and pride</p> <p>Leads to positive community norms, such as diversity, tolerance and free expression</p>	<p>People come together who might not otherwise come into contact with each other</p>
Presence of Artists and Arts Organizations and Institutions	<p>Increases individual opportunity and propensity to be involved in the arts</p>			<p>Increases propensity of community members to participate in the arts</p> <p>Increases attractiveness of area to tourists, businesses, people (esp. high-skill workers) and investments</p> <p>Fosters a "creative milieu" that spurs economic growth in creative industries</p> <p>Greater likelihood of revitalization</p>	<p>Improves community image and status</p>	<p>Promotes neighborhood cultural diversity</p> <p>Reduces neighborhood crime and delinquency</p>

*This grid further develops a typology proposed by Kevin McCarthy (2002).

APPENDIX B

Northern Indiana Lakes Festival 2012 Survey Results

These survey results are distilled to only questions directly related to providing additional activities and entertainment at the festival. These answers were survey-taker generated, and not influenced by suggestions or multiple choice.

Total Survey Respondents: 76

Question 9: What did you particularly like about the Northern Indiana Lakes Festival?

Total responses: 65

- Kids' activities: 5 (8%)
- Fun atmosphere: 8 (12%)
- Games: 4 (6%)
- Family Activities: 2 (3%)

Total Applicable Responses: 23 (35%)

Question 10: What would you like to see added, removed or done differently at the Festival next year?

Total responses: 27

- More activities: 4 (15%)
- More Entertainment/Music: 2 (7%)
- Crafts: 1 (4%)

Total Applicable Responses: 7 (26%)

APPENDIX C

Resources for the Future

Please note this appendix is not meant to be exhaustive, but instead to provide a list of suggestions to be implemented over the coming years. As Art Around the Lakes grows and more individuals become involved, creativity will spur additional ideas and contacts not provided on this list.

- Live performances featuring
 - Symphony of the Lakes
 - info@symphonyofthelakes.com
 - 574-267-1888
 - Lake Area Community Band
 - LACB@LACBand.com
 - Deb Colliers Dance Studio
 - 574-267-7005
 - LeeAnn Stewart Dance Studio
 - 574-658-9875
 - Astound Dance Academy (Alexandra Husk)
 - 574.267.6101
 - alex@adawarsaw.com
 - Megan King, singer/songwriter
 - 574-377-4716
 - Ivory West, singer/songwriter
 - 574-527-5281
 - rod.west@yahoo.com
 - Christmas City Chorus (Marianne Sallee)
 - Columbo819@aol.com
 - 765-251-3252
 - Chain O' Lakes Barbershop Chorus
 - Charles Disbrow @ 260-723-441
 - ZambraMusic (classical, jazz or popular)
 - Daniel or Amanda Zambrano 260-416-9033 or 260-444-9950
 - Eric Squires, singer/songwriter
 - 260-609-4062
 - Plaxton and the Void (local band)
 - Joel Squires 574-527-5196
 - Storytelling
 - George Schricker, 574-936-3896, gsheartmind0@gmail.com
 - www.storytellingarts.org
- Interactive art

- Sandcastle/Sand art
 - www.sandcastledays.com - festival in South Padre Island, Texas, that would provide a great framework for growing a Sandcastle/sand art festival
- Sand bottle art
 - http://www.ehow.com/how_6756415_make-sand-art-bottles.html
- Water glass/crystal music
 - http://www.ehow.com/how_5551980_play-music-crystal-glasses.html
- Soda bottle music
 - <http://tlc.howstuffworks.com/family/music-activities-for-kids5.htm>
- Sidewalk chalk
- Fingerpainting
- Suminigashi (Japanese water painting)
 - <http://www.webdesignerdepot.com/2011/03/the-art-of-painting-in-water/>
- Community Art Projects
 - Lakes Photography Collage - an original idea from this KLA group - allow attendees to take a photo with disposable cameras at 25 cents a photo. Have the photos developed, and put on a digital disc, create a slide show to display on community websites
 - Escher-style Big Fish Tessellation
 - www.themandalalady.com/projects/AveImagination2009.php
 - Tessellations are large images made of up of small, interlocking images. Each member of the community contributes one small fish, and they are slowly added to a large board, forming one large fish
 - Kandinsky-style *Farbstudie* tiles
 - <http://questartists.blogspot.com/2011/02/community-art-project.html>
 - With the right selections of paint colors, imitations of the *Farbstudie* by Kandinsky are reminiscent of lake topography maps. Allow each individual to paint one Kandinsky-esque tile, compiling them into a large piece that can be installed in a community building, put on display at the library, or on the side of a building.
 - Community Canvas - start with a blank canvas, paint and paint brushes. Allow community members to add something to the canvas.
- Visual Art
 - Installation art
 - http://en.wikipedia.org/wiki/Installation_art
 - Work with local artists to develop an installation piece for either indoors or outdoors that touches on one of the issues Lakes and Streams deals with - the piece can be both entertaining and educational. Artist contacts below.
 - Sculpture garden

- With two gardens available in Center Park, and the park in Winona Lake contacting local sculpture artists will resulting in a walk-through, outdoor art exhibit
 - Expand the art show to include additional artists. Work with
 - The Creative Fish, Kathy Boyts
 - Grace College School of Art, Kim Rieff, Chair, 574-372-5100 ext. 6021
 - Lakeland Art Association, Krystal Poe, 574-594-9950
 - Jennifer Ortega, Ortega Gallery and Studios 574-306-2482
 - Film Festival, including a call for short film submissions
 - Performance Art http://en.wikipedia.org/wiki/Performance_art
 - Performance Painting
 - Mark Eckel, Splat Experiences, 574-253-2021
- Contests – Amanda Zambrano is happy to provide advice on creating and managing these contests in the future. 260-444-9950
 - Poetry
 - Essays
 - Short stories
 - Juried Art Show
 - Photography
 - Sand art

For additional ideas and suggestions, consider looking at the following Art Festival websites:

- Festival of the Arts, Grand Rapids, MI, <http://www.festivalgr.org/>
- Ann Arbor Street Art Fair, Ann Arbor, MI, <http://www.artfair.org/>
- Bayou City Art Festival, Houston, TX, <http://www.bayoucityartfestival.com> (be sure to visit the Creative Zone page)