



ArtPEACE

People Engaging Around Creative Efforts
October 1, 2008 – May 30, 2009

ArtPEACE is an eight-month campaign for Long Beach's Creative Community to create positive change through their Art. **ArtPEACE** offers a creative approach to network adult Creatives and emerging youth Creatives through a mentoring process to celebrate the rich diversity of Long Beach. **ArtPEACE** will provide an artistic outlet for young people to express their perspectives on peace as well as their visions and dreams. It will also provide them with training and incentives to pursue careers in the creative arts. The Creative Community will participate with young people in a series of mentoring and art-making workshops focused on video art, public art, musical / performance arts, and visual arts leading to a series of **ArtPEACE** viewings, installations, performances and exhibits. The guiding principles will include *Respect, Harmony, Unity* and *Cultural appreciation and understanding*; all centered around the **ArtPEACE** theme.

ARTPEACE OBJECTIVES

The **ArtPEACE** project will:

- Utilize the Arts for positive expression
- Communicate messages of peace, unity, respect and harmony
- Promote inter-cultural exchanges
- Build meaningful relationships between adults and youth

ARTPEACE KEY COMPONENTS

ArtPEACE includes the following key components:

- The **ArtPEACE** Experience: Creativity
- **ArtPEACE** Dialogue and Education
- **ArtPEACE** Celebration
- **ArtPEACE** Documentation

❖ **The ArtPEACE Experience: Creativity**

Through partnerships with creative groups and individuals, public, private and community based organizations, a series of mentoring and art-making workshops will be held for young people to develop works of art that promote the message of peace through art. **ArtPEACE** will develop a creative and juried framework for young people to work with adult Creatives to develop **ArtPEACEs**. **ArtPEACE** judges will include celebrities, established artists and community leaders. **ArtPEACEs** will be created in four mediums:

Video ArtPEACEs

Participants will develop a 30- to 60-second video **ArtPEACE**. Selected works will be used as public service announcements on Charter Communications Channel 3 and other cable channels.

Public ArtPEACEs

Participants will design temporary and permanent public **ArtPEACEs**. Selected designer(s) will work with established artists to develop the **ArtPEACEs** for installation in public places in the city.

Visual ArtPEACEs

Participants will draw, paint, sculpt, photograph and/or construct **ArtPEACEs** by hand, computer or other means. Selected works will be exhibited at a local art gallery alongside works created by established Long Beach artists and recognized at a reception in their honor. At least one piece will be selected to develop an **ArtPEACE** poster.

Musical/Performance ArtPEACEs

Participants will perform five-minute original or existing musical, spoken or theatrical works alone or in groups. Winning performers will be featured in a professional stage performance featuring works centered on the **ArtPEACE** theme.

✧ **ArtPEACE Dialogue and Education**

- Beginning in October, **ArtPEACE** will begin a dialogue in the community about the power of art in promoting peace in individuals, families, neighborhoods, and the greater community and beyond.
- In partnership with the City of Long Beach Human Dignity Program, inter-group dialogue opportunities will be presented to the community to discuss issues of respect, cultural understanding and appreciation. These projects will include creative aspects that utilize artistic expression of thought.
- **ArtPEACE** will link educational resources on the subjects of positive conflict resolution and will feature the teachings of Dr. Martin Luther King, Jr., Mahatma Gandhi and other positive social movement leaders.

✧ **ArtPEACE Celebration**

The **ArtPEACE** campaign will climax with a live multi-media community celebration at the Unity Festival in May, 2009. The event will honor **ArtPEACE** participants and weave together live **ArtPEACE** performances and other components from the eight month-long campaign.

✧ **ArtPEACE Documentation**

Youth and adult participants will be followed and interviewed throughout the **ArtPEACE** campaign to document their experiences and perceptions of the project. The film will explore the impact of **ArtPEACE**, its learning outcomes, ways it inspired others, and how it ultimately helped to increase the peace. Neighborhood reactions to the public art installations will also be included.

A documentary will follow the step-by-step unfolding of the **ArtPEACE** vision, the implementation of the vision through the interaction between youth and their creative mentors, the resulting **ArtPEACEs** and the effect of **ArtPEACE** on everyone who experienced it. The final product will air on various media platforms including Cable and the Internet.

ARTPEACE COMMUNITY COLLABORATIONS

ArtPEACE will partner with private, public, and community-based organizations to produce community, cultural and educational events that promote respect, harmony, unity, cultural appreciation and understanding. Partners will be encouraged to work with youth and incorporate facets of **ArtPEACE** into their events, as well as to serve as mentors and sponsors of the **ArtPEACE** experience.

CO-CHAIRS

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10 THINGS YOU CAN DO DURING ArtPEACE

- 1 Mentor Young Creatives.** If you're an active artist, mentor young *Creatives* in the development of original ArtPEACEs. *(i.e., Long Beach Artists could teach young artists to create large scale mosaics as Public Art).*
- 2 Mentor Creatives via an Organization.** Are you part of an established arts organization? Your organization can collaborate with young artists to develop works under the theme of ArtPEACE. *(i.e., the local Symphony could perform a musical piece with an ArtPEACE theme while including youth trained in the symphony's existing program, or develop a new youth program around the ArtPEACE theme).*
- 3 Host ArtPEACE.** Host some aspect of ArtPEACE by providing a facility in which to mentor young *Creatives* or by providing exhibition space, performance space or a wall for public art. *(i.e., A gallery or museum could host an exhibit of ArtPEACE works developed through Creative mentoring).*
- 4 Partner.** Partner with ArtPEACE by incorporating an ArtPEACE theme into your planned event, which will be included in the ArtPEACE Promotional Calendar. *(i.e., The Long Beach Unity Festival will incorporate ArtPEACE creative performances into their 2009 program).*
- 5 Sponsor.** Sponsor some aspect of the ArtPEACE experience in order to further the efforts of mentors and mentoring organizations in creating works of art by young artists. *(i.e., You could provide materials for creating a public art installation or you could provide a venue to display the work).*
- 6 Promote.** Promote ArtPEACE events and activities within existing media and arts promotion venues...and create new promotional opportunities. *Let's make some noise for the Arts Community! (i.e., You could provide a link to ArtPEACE events on your website and/or create creative ArtPEACE promotions).*
- 7 Volunteer.** ArtPEACE is a grassroots effort requiring broad support and all-inclusive participation to have a meaningful impact. Tell us how you want to make a difference. *(i.e., Provide support at an ArtPEACE event, recruit youth and artists to participate, you name it!)*
- 8 Participate.** ArtPEACE is going to happen in every community in Long Beach– including yours. ArtPEACE in public spaces requires your participation. *(i.e., Create one of 1,000 ArtPEACE pinwheels for a public art display on the beach).*
- 9 Raise Support.** All youth involved in The ArtPEACE Experience will do so at no cost to them, and without public financing. We invite creative thought and action to raising funds to promote Art and Peace for our youth in Long Beach. *(We welcome your thoughts!)*
- 10 Donate.** If you don't have the time, but still want to make an impact, please make a donation to support the ArtPEACE Experience. Want to support a specific aspect of ArtPEACE? No problem, just do it! *(i.e., Donate art supplies, snacks for kids, whatever you feel moved to contribute).*

If you want to explore other possibilities, give us a call at (562)430-8637. We're open to creative ideas!

ArtPEACE Interest & Action Form

TO: Antonio Ruiz / Fax: 562.433.6428
Email: *thecreativitynetwork@gmail.com*

RE: ArtPEACE # Pages: _____ Today's Date: _____

FROM:

Name: _____

Organization: _____

Complete Address: _____

Phone: _____ Fax: _____

Email: _____

YES, PLEASE INCLUDE US IN ArtPEACE!
I/we would like to be involved as (*check all that apply*):

A Planning Committee Member

[You will be expected to attend at least 2 monthly planning meetings leading up to ArtPEACE. We will contact you with more info. Please identify your area of interest]

- Programming Committee:** Responsible for developing content and budgets for the Creative and Education and Dialogue Events
- Creative Mentoring Committee:** Responsible for mentoring youth in four creative categories: visual, video, performance and public art
- Community Outreach and Partnerships Committee:** Responsible for identifying Sponsoring organizations and Community Partners
- Fundraising and Development Committee:** Responsible for working with Sponsors and Partners to identify and solicit funds
- Event Coordination Committee:** Responsible for logistics and volunteer coordination for events
- Publicity and Promotion Committee:** Responsible for developing traditional media and viral strategies for promotion and publicity

A Creative Mentor

[If you would like to be considered for a mentor position working with young people, please indicate your creative area of interest: _____]

Volunteer

[These positions are for individual events. Please indicate your area of expertise or interest: _____]

An ArtPEACE Event Partner

[Your event will be listed on our citywide ArtPEACE Calendar. Please provide event information below and check all categories that apply to the event.]

Event Planned: _____

Place to be held (include address): _____

Time and Dates: _____

Contact Person (if different from above): _____

Phone & Email (if different from above): _____

- | | | |
|---------------------------------------|---|---------------------------------------|
| <input type="radio"/> Community Event | <input type="radio"/> Exhibit | <input type="radio"/> Workshop |
| <input type="radio"/> Educational | <input type="radio"/> Museum / Art Gallery | <input type="radio"/> Performing Arts |
| <input type="radio"/> Just For Kids | <input type="radio"/> Cultural Event | <input type="radio"/> Entertainment |
| <input type="radio"/> Family Event | <input type="radio"/> Senior Adults | <input type="radio"/> Social Occasion |
| <input type="radio"/> Visual Arts | <input type="radio"/> Other (describe): _____ | |

Below, briefly describe how your event coincides with ArtPEACE. Use back if needed. *All events will be approved by Co-Chairs prior to posting on Calendar.*