

IA2020

IA2020 is an collaborative initiative among the **Iowa Department of Cultural Affairs, Iowa Arts Council, Iowa Great Places** and **Arts Midwest** to redefine the role of the arts in six unique Iowa communities representing a cross section of the diversity of the state. **IA2020** is a two year comprehensive project beginning in 2010 that will take each of the six communities through a process that will include extensive initial self-assessment and site visits by facilitator and artist, Robert Bluestone and Iowa Cultural Affairs and Great Places staff. This unique planning process based on the principles of **21st Century Value Based Presenting** (see below) will result in a half week residency with Robert Bluestone in 2011 in each community.

The goal of **IA2020** is to build a core group of presenting organizations in Iowa with a clear vision of how to proceed in these uncertain times with a clarity of purpose and a revitalized mission in their communities that will make the arts and creativity part of the fabric of people's everyday lives. Each organization will become a vital part of generating a deeper and more authentic sense of community and a prosperity that encompasses a larger sense of what it means to be truly alive and part of the greater family of Iowa and these United States. **IA2020** will engender a vision of prosperity establishing a common language of creativity through the arts to help

us individually and as communities to see our full potential. The goal is to open our eyes and hearts to what it means to be truly creative: seeing possibility and creative potential where it does not seem to exist and bringing that possibility to life in all areas of human endeavor.

21st Century Value Based Presenting

In the 21st century presenters (and artists) will succeed and thrive in their communities by being able to make the case to all constituent groups about the value of the arts. That means that the following things must be done:

- Understanding who is in the community on a deeper and more authentic level
- Learning the language of each group and being able to justify why the arts are important on their terms in their language
- Making time and energy organizationally to build bridges in the community

This is a time of unprecedented opportunity for arts organizations in Iowa's diverse communities. We have the chance to capture the moment, redefine and reframe what the role of the arts can do to become the engine of creativity and build prosperous and vital communities that by 2020 will be:

- Owning the power of the arts to be a mighty engine of creativity; far more than just entertainment
- Supporting the business community by helping to:
 - Attract new businesses, shoppers and tourists to town by establishing a creative and cultural corridor

- that generates vitality, energy and a positive message about the community
- Keeping established businesses from moving out or closing
 - Attract and retaining more professionals in the medical, educational, and creative industries
 - Pushups for the imagination of Iowa's youth by:
 - Giving Iowa's children the opportunity and inspiration to use the arts to become engaged members of the community
 - Programs already underway in Iowa like the Latchkey Project, giving Iowa's kids an after school environment that is creative and safe and will give them an alternative to drugs in those critical after school hours when drug experimentation is most likely to take place
 - Building bridges and alliances in the community among all constituent groups including:
 - Schools and school boards; hospitals; the community of faith; the city council; service groups; libraries; banks; veterans groups; businesses; law enforcement

The goal of **IA2020** is simple: Bringing new tools to each of the selected arts presenting organizations in order to use the power of the arts and creativity in all areas of human endeavor. This will allow them to emerge in this next decade as vital and relevant partners in the success of their communities and Iowa.

About the Facilitator

Classical guitarist Robert Bluestone builds connections in communities with extensive residencies and intimate recitals. Bluestone gives workshops and keynotes throughout the country for banks, healthcare organizations, corporations, presenters, artists and arts board members on creativity and success in the 21st Century, career development, residencies, and strengthening organizations and their boards. Recent keynotes and workshops include the Federal Reserve Bank of Kansas City; the National Governor's Association in Jackson Hole; in Taos for the New Mexico Community Bankers Conference; in Aspen for the Colorado Community Bankers Conference; in Rochester at the Mayo Clinic' Cancer Care Conference; Chicago for the Society for the Arts in Healthcare's annual conference; Indianapolis, St. Paul and Cleveland for the Midwest Arts Conference; New York City for the International Society for the Performing Arts, Kansas City for the Plains Presenters; in Lincoln for the Nebraska Hospice and Palliative Care Annual Conference; Chicago for the Planetree Healthcare Conference; in Newark, for the Ohio Arts Presenters Network; Rochester for the Minnesota Presenters Network; in Laughlin for the Arizona Presenters, Des Moines for the Iowa Arts Conference; Fort Worth for the Texas Touring Arts Conference 'Cultural Connections V'; in San Jose for the Western Arts Alliance Booking Conference; Louisville and Memphis for the Southern Arts Federation; and in Pittsburgh, Harrisburg, and Philadelphia for Pennsylvania Performing Arts on Tour. Most Recently, Bluestone did a series of keynotes representing Arts Midwest on *21st Century Value Based Presenting* for statewide consortiums in Iowa, Ohio, and Michigan.

Bluestone has received the Mayor of Santa Fe's Award for Artistic Excellence and in 2001 received the Betty Connors Award for outstanding service to the Western Arts Alliance and performing arts in the West. Robert Bluestone was the creator and project director for Voices of American Performance, an oral history of the field of touring and presenting. Bluestone was project consultant for NECAP (the Nebraska Community Arts

Project) for the Mid-America Arts Alliance and the Nebraska Arts Council.

Together with his wife, Rebecca Bluestone, an internationally



recognized fiber artist, they tour their collaborative exhibition, residency, and multimedia performance called **WOVEN HARMONY**.

When not touring, Robert and Rebecca live in a quiet canyon in Santa Fe. They love to walk with their dogs, Buster, Luke and Mickey. Robert loves to cook all the fine things Rebecca grows in her garden. Bluestone received a gold medal in table tennis in the 2009 New Mexico Senior Olympics and two gold medals in the 2010 Phoenix 'Best of the West' Open.

For more information please go to www.bluestonespeakers.com.

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