2015 a2ru Emerging Creatives Summit hosted by Virginia Commonwealth University

PULSE
CREATIVE COLLABORATIONS FOR CITIES IN FLUX

JANUARY 28-31

ARTS.VCU.EDU/A2RU
Virginia Commonwealth University School of the Arts and the Alliance for the Arts in Research Universities (a2ru) are pleased to welcome you to the second annual a2ru Emerging Creatives Student Summit!

PULSE: Creative Collaborations for Cities in Flux brings together over 100 students from across the country who want to explore creative transdisciplinary collaboration as a means to help create the city of the future. By some estimates, in 2030, 81% of the world population will live in cities. This future outlook begs a series of questions that are of paramount interest to a wide range of modern day thinkers as it will impact future generations.

This summit is so much more than a typical conference. Along with hearing from a range of experts, scholars and makers, students will join teams to develop innovative project ideas that have the potential to alter urban life in the coming decades. Teams may choose to address housing, infrastructure, sustainability, social issues, economies, politics, energy, accessibility, security, design, healthcare, education, culture, and other urban issues in local or global contexts. Students will also learn best practices when it comes to working with municipal leaders to actualize ideas, projects, and programs, and will build a network of cross-country collaborators. We hope everyone can return to their home campuses with a sense of momentum and the tools to sustain and expand the ideas and projects begun here.

We’d like to thank our many VCU and a2ru colleagues and staff members who have worked so hard to make this summit possible. We hope the next few days are filled with dialogue, ideas, and enthusiasm for the city of tomorrow.

Sincerely,

Dr. Laurie Baefsky
EXECUTIVE DIRECTOR, a2ru
Dr. Sarah B. Cunningham
EXECUTIVE DIRECTOR OF RESEARCH, VCU SCHOOL OF THE ARTS

Joseph Seipel
DEAN, VCU SCHOOL OF THE ARTS

Dr. Michael Rao,
President, VCU

Ed Grier,
Dean, VCU School of Business

Dr. Laurie Baefsky,
Executive Director, a2ru

Joe Seipel,
Dean, VCU School of the Arts

Dr. Laurie Baefsky,
Executive Director, a2ru

CONFERENCE SCHEDULE

WEDNESDAY, JANUARY 28, 2015
THEME: DISRUPTIVE THINKING

2:00–4:30PM Registration

DOUBLETREE HOTEL

5:45PM Depart DoubleTree, walk to VCU School of Business

6:00–6:30PM Welcoming remarks

SCHOOL OF BUSINESS AUDITORIUM
Ed Grier, Dean, VCU School of Business
Dr. Michael Rao, President, VCU
Joe Seipel, Dean, VCU School of the Arts
Dr. Laurie Baefsky, Executive Director, a2ru

6:30–8:00PM Dinner

SCHOOL OF BUSINESS ATRIUM

8:00PM Depart School of Business, walk to VCU Brandcenter

8:00PM Mix and mingle in interdisciplinary groups

BRANDCENTER

8:00PM Mix and mingle [Administrators]

DOUBLETREE HOTEL LOUNGE
### THURSDAY, JANUARY 29, 2015
**THEMES: IDEATION AND THE CITY**

- **8:00AM**
  - Breakfast
  - **DOUBLETREE HOTEL**

- **9:00AM**
  - Depart DoubleTree Hotel by bus for The Depot

- **9:30AM**
  - Welcome, warm-up, and orientation
  - Joe Seipel, Dean, VCU School of the Arts
  - Andrea Alvarez, VCU School of the Arts
  - Lauren Fretz Thompson, a2ru
  - Susan M. Schuld, VCU Theatre
  - **THE DEPOT**

- **10:00AM**
  - Panel: *Future City*
  - Introduction: Sarah Cunningham, VCU School of the Arts
  - Jamie Bennett, Artplace America
  - David Evan Harris, Institute for the Future
  - Pashon Murray, Detroit Dirt
  - Ralph Remington, Director/Playwright
  - Maria Rosario Jackson, UCLA
  - **THE DEPOT**

- **11:30AM**
  - Lunch
  - **THE DEPOT**

- **12:00PM**
  - Tumml Bootcamp & Idea Storm
  - **THE DEPOT**

- **2:00–3:30PM**
  - Panel: *Cities and Universities* [Administrators]
  - Jamie Bennett, Artplace America
  - Russell Willis Taylor
  - Maria Rosario Jackson, UCLA
  - Dr. Robert Palazzo, University of Alabama at Birmingham
  - **DEPOT GALLERY RAW SPACE**

- **2:00–3:30PM**
  - Student project development time
  - **THE DEPOT**

- **3:45PM**
  - Buses begin departing The Depot for VMFA

- **4:00PM**
  - Arrive at VMFA

- **4:00–5:00PM**
  - Mellon Research Project update [Administrators]
  - **VMFA**

### THURSDAY CONT.

- **4:00–5:00PM**
  - Students visit the museum on your own

- **5:00–7:00PM**
  - VMFA Welcome
  - Jem Cohen: *Sensing the City through Film*
  - Screening and Conversation with Stephen Vitiello
  - **VMFA THEATRE**

- **7:15PM**
  - Students depart VMFA for DoubleTree Hotel
  - Administrators depart for The Depot

- **7:30PM**
  - Student pizza dinner
  - **DOUBLETREE HOTEL**

- **9:30PM**
  - Administrators depart The Depot for DoubleTree Hotel

### FRIDAY, JANUARY 30, 2015
**THEME: IDEAS INTO ACTION**

- **8:00AM**
  - Breakfast
  - **DOUBLETREE HOTEL**

- **8:30AM**
  - Creative Collaborations Campus Tour
  - [Optional Tour for Administrators]
  - **MIDDLE OF BROAD STUDIO & SIMULATION CENTER**

- **9:00AM**
  - Depart for The Depot
  - [For students and administrators not on campus tour]

- **9:30AM**
  - Welcome, warm-up, and orientation
  - Lauren Fretz Thompson, a2ru
  - Susan M. Schuld, VCU Theatre
  - **THE DEPOT**

- **9:45AM**
  - Student project development

- **10:30AM**
  - Richmond City Leaders Panel
  - **THE DEPOT**

- **10:30AM**
  - Mellon Research Project update [Administrators]
  - **VMFA**

- **12:00PM**
  - Lunch
12:30–3:30PM
Presentation finalization
Visuals submitted by 2:00PM
THE DEPOT

1:30–3:30PM
Student Initiatives: From Your Point of View
[Administrators]
DEPOT GALLERY RAW SPACE

3:45PM
Depart for Grace Street Theater

4:00PM
Group
GRACE STREET THEATER

7:15PM
Depart Grace Street for closing dinner

7:30PM
Closing dinner reception
THE OLD CITY BAR

9:30PM
Bus departs for The DoubleTree Hotel

SATURDAY, JANUARY 31, 2015
THEME: GO! DO IT!

8:00AM
Breakfast
DOUBLETREE HOTEL

9:15AM
The Next Leap: Supporting Great Ideas
• Sarah Cunningham, VCU School of the Arts
• David Holland, VCU School of the Arts
DOUBLETREE HOTEL

10:30AM
Closing remarks
• Laurie Baefsky, a2ru
• Sarah Cunningham, VCU School of the Arts
DOUBLETREE HOTEL

11:00AM
Conference ends

JAMIE BENNETT
EXECUTIVE DIRECTOR, ARTPLACE AMERICA
Bennett is the Executive Director of ArtPlace America. Previously, he served as Chief of Staff at the National Endowment for the Arts and Chief of Staff at the New York City Department of Cultural Affairs. He has also provided strategic counsel at the Agnes Gund Foundation; served as Chief of Staff to the President of Columbia University; and worked in fundraising at arts and educational institutions. His past nonprofit affiliations have included the Board of Directors of Art21 and the HERE Arts Center. Bennett received his BA from Columbia College, NY.

JEM COHEN
ARTIST AND FILMMAKER
Cohen is a New York City-based American filmmaker, especially known for his observational portraits of urban landscapes, blending of media formats (16mm, Super 8, video) and collaborations with music artists. He also makes multi-channel installations and still photographs. He is the recipient of the Independent Spirit Award for feature filmmaking and has received grants from the Guggenheim, Creative Capital, Rockefeller and other organizations. Cohen graduated from Wesleyan University in 1984, with a concentration in film and photography.

DR. SARAH CUNNINGHAM
EXECUTIVE DIRECTOR OF RESEARCH, VCU SCHOOL OF THE ARTS
Dr. Cunningham currently serves as Executive Director of Research at Virginia Commonwealth University School of the Arts. Cunningham formerly held the post of Director of Arts Education for the National Endowment for the Arts, founding the NEA Education Leaders Institute to develop arts education policy and strategy in 29 states. Cunningham serves as a U.S. representative to the Council of Europe’s Compendium of Cultural Policies and Trends in Europe and on the boards of the National Guild for Community Arts Education, the Strategic National Arts Alumni Survey (SNAAP), and the Alliance for Arts in Research Universities (a2ru). Cunningham received her PhD and MA in philosophy from Vanderbilt University.
DAVID EVAN HARRIS  
SOCIAL CHANGE AGENT,  
INSTITUTE FOR THE FUTURE  
Harris serves as IFTF’s social change agent and member of the Ten-Year Forecast and Governance Futures Lab core teams. He works to bring a critical social activist perspective to IFTF’s work. His research across programs focuses on poverty and inequality, development, geopolitics, political economy, social movements, and new media technology. A cross-disciplinary mediamaker, David founded the Global Lives Project, a growing video library of life experience. Harris holds a BA in the political economy of development and environment, with a minor in forest science, from UC Berkeley and an MS in sociology from the University of São Paulo.

DAVID HOLLAND  
DIRECTOR OF GRANT COORDINATION AND ENTREPRENEURSHIP, VCU SCHOOL OF THE ARTS  
Holland serves as Director of Grant Coordination and Entrepreneurship at VCU School of the Arts, where he manages research development activities and collaborates with administrators on the development of a new curriculum in creative entrepreneurship. Formerly, his career spanned global strategy consulting, foundation management, and fund development, with a focus on arts and culture, creative industries, and innovation. Holland is a Salzburg Global Fellow and a Fellow of the Royal Society of Arts. He holds a BA from Amherst College, and MA degrees from the University of London, SOAS.

DR. MARIA ROSARIO JACKSON  
URBAN PLANNING AND POLICY SPECIALIST  
Dr. Jackson is an expert in the fields of urban planning, comprehensive community revitalization and arts and culture. She is senior advisor to the Kresge Foundation’s arts and culture program, and teaches in the arts management program at Claremont Graduate University. Jackson was director of the Culture, Creativity and Communities Program at the Urban Institute for 18 years. There, she led research on measuring cultural vitality and the role of arts and culture in community revitalization. Jackson earned a PhD in urban planning from UCLA and an MPA from the University of Southern California.

JULIE LEIN  
CO-FOUNDER AND PRESIDENT, TUMML  
Lein is the co-founder and President of Tumml, a non-profit urban ventures accelerator whose mission is to empower entrepreneurs to solve urban problems. Tumml was named “The Next Urban Innovation” by Dr. Michael Porter’s Initiative for a Competitive Inner City, and Lein has spoken about her work at conferences around the country. Lein and the Tumml cohort companies have been featured in several publications, including Forbes, CSpan, VentureBeat, Entrepreneur magazine, and Silicon Valley Business Journal. She has an MBA from MIT Sloan and a BA from Stanford.

PASHON MURRAY  
FOUNDER, DETROIT DIRT & MIT MEDIA LAB FELLOW  
Murray co-founded Detroit Dirt, a local composting and biomass collection company that specializes in providing compost and biomass solutions to help revitalize Detroit. In 2012, she launched Sustainable Integrations (SI), a non-profit that combats environmental deterioration through learning, educating, leading, and serving the public with programs and services on sustainable land utilization, ecosystem remediation, renewable energy practices, and improved waste management. In 2014, Newsweek named Murray as one of 13 Disruptive Women, and she was named as a Director’s Fellow of the MIT Media Lab.

DR. ROBERT E. PALAZZO  
DEAN, COLLEGE OF ARTS AND SCIENCES, UNIVERSITY OF ALABAMA AT BIRMINGHAM  
Dr. Palazzo is an accomplished scholar and academic leader. He received his BS and PhD degrees from Wayne State University in Detroit, Michigan. He has held research, academic, and administrative appointments at University of Virginia, University of Kansas, Rensselaer Polytechnic Institute, and the New York State Department of Health. An active contributor to his field, Palazzo is a member of the Scientific Advisory Board for Scientific American magazine and is a member of the Board of Directors for The Alliance for Science and Technology Research in America (ASTRA).
THANK YOU

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1. **DoubleTree Hotel**  
   301 W. Franklin Street  
   Richmond, VA 23220

2. **VCU School of Business**  
   301 West Main Street  
   Richmond, VA 23284

3. **VCU BrandCenter**  
   103 S. Jefferson St  
   Richmond, VA 23284

4. **The Depot**  
   814 W. Broad Street  
   Richmond, VA 23284

5. **Grace Street Theater**  
   934 W. Grace Street  
   Richmond, VA 23220

**VMFA**  
Virginia Museum of Fine Arts  
200 N. Boulevard  
Richmond, VA 23220