

# /ICASC

The International Centre of Art for Social Change



# ICASC / ART / DIALOGUE / ACTION

Simon Fraser University is seeking partnerships with corporate and private donors to establish the International Centre of Art for Social Change (ICASC), the first of its kind in North America. A \$3 million endowment is required to support a unique integrated program of community engagement, academic research and training, professional development and international networking – all aimed at advancing best practices in the emerging field of art and social change.

## WHY ART AND SOCIAL CHANGE?

An increasing number of artists throughout the world are working in community settings and facilitating positive and profound social change. Whether through exposure to the arts or the actual process of art-making, these artists are engaging diverse populations in imaginative and creative expression, helping to develop insight, social cohesion, changed behaviour – and hope for participants. Whether the work explores issues of racism, facilitates conflict-resolution, educates about HIV/AIDS, empowers women to assert their human rights, builds resiliency in youth-at-risk, empowers marginalized communities, celebrates local histories or simply provides new opportunities for expression and dialogue, art processes are being used effectively to expand and deepen knowledge, insight and engagement. This arts-based process is also finding its way into education, industry and government. As society aims to tackle complex and sometimes overwhelming

local and global issues, individuals are recognizing the need for new, out-of-the-box approaches to problem-solving and effective strategies that engage both the head and the heart. Art practice can be central in helping people find new ways to see the world and in developing models and practices that integrate and celebrate imaginative thinking.

## THE ROLE OF ICASC

The International Centre of Art for Social Change was conceived by choreographer and producer Judith Marcuse as a way to develop a global community in the field of art for social change. Practitioners and scholars, both in Canada and abroad, express a strongly-felt need for focused, professional training, national and international networking, professional development and substantial research and archival work. Emerging and experienced artists/practitioners have few opportunities to access concentrated, integrated learning and capacity-building in the field. Scholars speak of the need to ground their work in practice and community. There are innovative and transformative art and social change initiatives around the world, but almost no infrastructure to support discipline-wide collaboration and knowledge-building.

ICASC will be the first university centre in North America to integrate university programming, community engagement in art and social change, academic research and training, as well as professional development and international networking. ICASC will be a global nexus for collaboration among scholars, activists and artists to research, teach and share best practices.

## THREE MAIN AREAS OF OPERATION:

- 1 A three-semester diploma / certificate program**  
The core curriculum will include dialogue and facilitation techniques, community outreach practices, project management and practicum work with arts-for-social-change organizations throughout the world as well as discipline-specific training (theatre, dance, music, writing, and visual, digital and media arts).
- 2 Professional development and outreach program**  
For professionals already working in the field and the general public, ICASC will provide continuing education units, workshops, networking sessions, symposia, conferences, lectures and dialogues, film showings and knowledge-exchange.
- 3 Research and resources**  
ICASC will develop and maintain a library and database of resources including descriptions of international art-for-social-change organizations, analyses of specific projects, calendars of international meetings and symposia, and listings of funding sources. The centre will fund a wide range of research projects involving students, established scholars and others

## A PARTNERSHIP FOR SUCCESS

ICASC is a dynamic partnership between Judith Marcuse Projects and Simon Fraser University's Faculty of Education and Continuing Studies.

Judith Marcuse, LL.D. (Hon.) has more than 30 years of Canadian and international experience in art for social change. During the last several years, this award-winning choreographer organized a ground-breaking international symposium in 2004, an international festival under the auspices of UNESCO during the Vancouver World Urban forum in 2006 and led a team that completed a rigorous in-depth survey of 50 art-in-community organizations around the world.

Simon Fraser University is ideally placed to house the International Centre of Art for Social Change. Since its founding, SFU has been committed to research and education for practical ways to promote social justice around the world.

At SFU, the Faculty of Education has an innovative track record in art education for social change. Continuing Studies is a leader in the teaching and practice of the disciplines of dialogue and community engagement. The Faculty of Education and ICASC will be engaged in core curriculum and scholarly work in the field of art for social change. Continuing Studies and ICASC will be engaged in building arts professionals' capacity to use art as a powerful medium for promoting cross-cultural understanding and for building more resilient communities. This work will be complemented by liaison with professionals in other sectors – health, justice, business, the environment, economic development and others – in order to deliver ICASC programming intended to educate other professionals about the power of this approach to serve their agendas.





“IT’S THROUGH THE ARTS THAT WE SEE EACH OTHER. IT’S NOT POSSIBLE TO SEGMENT CULTURE OUT. IT IS CORE.”

– MILTON WONG, CHANCELLOR EMERITUS OF SFU, PHILANTHROPIST, SUPPORTER OF THE ARTS

### ARTS IN ACTION

In Canada and around the world, the arts are opening up new possibilities in people’s lives, building stronger communities, solving problems with innovative solutions and creating engagement and hope.

#### THE FIREFLY PROJECT

The Firefly Project, in the Philippines, encourages the use of bicycles in cities and villages across the country. Participants from each community create fanciful costumes and stories while learning about the environmental cost of mopeds and cars. An annual costume/bicycle parade in Manila celebrates the natural world and introduces the public to ideas for environmental sustainability.

#### VIDYA

In Ahmedabad, India, VIDYA, a women’s human and economic rights organization, based in and run by people in the slums of the city, holds music, theatre and counselling workshops. They also educate and create dialogue about these issues with open air performances in market areas using a stage created by opening out the side of their roving truck.

#### ICE PROJECT

The five-year Canadian ICE Project explored issues that can lead to teen suicide. The content from theatre and dance workshops with hundreds of youth were translated into a large-scale live touring production and film for network television. The project had potent impact on participants and audiences; the producers were deluged with letters and emails of thanks for creating profound dialogue and even preventing several young people from attempting to take their own lives.



## ENHANCE THE PARTNERSHIP

Simon Fraser University is fundraising to establish a program endowment of \$3 million in order to provide sustainable support of the International Centre of Art for Social Change. Community leaders and ordinary citizens, artists, students and researchers around the world make extraordinary contributions to art and social change every day. This program endowment will enable the International Centre of Art for Social Change to build a global community that that will advance best practices in this emerging area and train the next generation of practitioners and scholars.

**FOR A LEADERSHIP GIFT OF \$1 MILLION OR GREATER TO ESTABLISH THE ENDOWMENT, SIMON FRASER UNIVERSITY WILL MATCH THE INCOME GENERATED BY THE ENDOWMENT GIFT EACH YEAR IN PERPETUITY, AND WILL PROVIDE NAMING RECOGNITION OF THE CENTRE.**

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A partnership of:

## JUDITH MARCUSE PROJECTS

