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**Contact: Liz Dreyer, National Programs Manager, EmcArts.
Phone: (212) 362.8541 x27 Email: LDreyer@EmcArts.org**

Three leading arts organizations will explore curriculum and service support for young people, different approaches to artist/patron engagement and artists as management through the *Innovation Lab for the Performing Arts*

Proposals for Round 8 participation will be accepted through December 4, 2012

October 22, 2012—**DanceWave, Geva Theatre Center and the International Contemporary Ensemble** have been selected to participate in Round 7 of the *Innovation Lab for the Performing Arts*, an intensive training and immersion program that supports prototyping of innovations at nonprofit theater, dance, jazz and presenting organizations. Designed and managed by EmcArts, the *Innovation Lab* is funded by a generous \$1.6 million grant from the Doris Duke Charitable Foundation (DDCF).

Round 8 of the *Innovation Lab for the Performing Arts* will open its Request for Proposals on **October 15. Information may be found in the RFP at www.EmcArts.org** Questions about eligibility and submitting a proposal should be directed to **Liz Dreyer, EmcArts National Programs Manager, at (212) 362-8541 x 27.**

EmcArts is currently conducting research on how best to support innovation and adaptive change among service organizations and other arts development agencies. We expect to develop a first Lab cohort designed especially for service organizations in early 2013.

Round 7 Grantees – Project Descriptions

Dancewave (Brooklyn, NY): *Relevancy and Retention in the Dancewave Companies*

The Dancewave Companies are rigorous pre-professional performance ensembles that perform original works by renowned and emerging choreographers, bringing high quality artistic advancement to NYC teens. Dancewave has always operated under the tenet that top-quality artists and performance opportunities are powerful catalysts for artistic advancement in teens. Dancewave is now confronted with the reality that for many of the students, specifically for those receiving financial assistance, they are missing an important part of the equation. What then will lead to a positive outcome for all Dancewave Company members and the greater community?

Dancewave proposes an innovative, structured curriculum that values both high artistic development AND supportive services capable of decreasing delinquent behaviors and increasing engagement in at-risk members.

Geva Theatre Center (Rochester, NY): *Putting the Patron and the Artist at the Center*

Geva Theatre Center seeks to change the way they make art and do business through a significant cultural shift and distinct break from past practices to a new identity as an artist- and patron-centered organization. The outcomes of this innovation project will cut across artistic, literary, production, marketing, development, and box office activities.

Forging a new bond between patrons and artists through engagement, relationship building and artist-patron centered programming will create both deeper appreciation of and greater support of the artist's voice; thus allowing a more balanced repertory of important plays and musicals and diversification of revenue. Realigning their messaging and programming—including an artist residency program—to center on artists and patrons will personalize the Geva brand in a sharper way and enhance community service. Welcoming a closer artist/patron connection will expand the emotional investment of the audience, leading to higher and more stable financial investment and loyalty.

International Contemporary Ensemble (ICE) (Brooklyn, NY): A New Model for Capacity Building



ICE is completely rethinking the way in which artistic and operational roles in arts organizations are transformed, shared, executed and sustained. The approach envisioned puts the artist at the center of not only artistic but operational, decisions, and is based on ICE's evolution to date.

ICE desires to dissolve the line between artists and management entirely at this critical juncture of growth, the ensemble's 10th Anniversary Season in 2012-13. The goal that drives this opportunity is the creation of a truly modular, artist-driven organization that will not just function efficiently but thrive creatively, and will enjoy continued growth in its programs, projects and artistic evolution in its second decade of work in New York.

Richard Evans, President of EmcArts, comments on the work to date of the *Innovation Lab for the Performing Arts*:

“When the Lab was initiated in 2008, it was a unique and timely response to the rapid and unprecedented change being experienced in the operating environment for the arts. Over the last four years, it has proven its value to the arts field, and fostered the design and testing of significant innovations that otherwise would likely not have reached the public. As in earlier Rounds, the participants in Round 7 of the Lab are a widely varied group of leading organizations – demonstrating again that the Lab is of relevance to organizations of different sizes, types and backgrounds. We are grateful for the staunch support of the Doris Duke Charitable Foundation, and for the expertise of our many selection panelists, who have helped ensure the continuing development and vitality of the *Innovation Lab*.”

Selection for Round 7

Organizations are selected to participate in the *Innovation Lab* via a competitive national RFP process. EmcArts received 27 applications to the Lab for Round 7. Applications were reviewed and applicants selected by an expert panel, selected and convened by EmcArts.



About the Innovation Lab for the Performing Arts

Originally launched in 2008 with a DDCF grant of \$1.5 million, EmcArts' *Innovation Lab* helps teams from nonprofit theater, dance, jazz and presenting organizations design and prototype new ideas and launch real-life projects that address major challenges facing arts and cultural organizations. Participants take part in a 12-month immersion program featuring an extended framework of individual coaching and group facilitation, guided by field research and led by EmcArts' expert facilitators. Ultimately, the Lab gives arts organizations the time and space they need away from the regular workplace to plan, engage, participate and learn how to innovate effectively. Participating organizations also receive much-needed risk capital to underwrite experimentation.

To date, 23 organizations have participated in the *Innovation Lab*, representing a range of disciplines and launching a variety of innovative initiatives in community engagement, uses of technology, collaborative programming and strategic alliances/mergers, among others. Past participants by Round are:

MAPP International Productions (NY); Roadside Theater/Appalshop (KY); The Civilians (NY); STREB Lab for Action Mechanics (NY); HERE Arts Center (NY); Yerba Buena Center for the Arts (CA); Children's Theatre Company (MN); Oregon Shakespeare Festival (OR); Bill T. Jones/Arnie Zane Dance Company, with Dance Theater Workshop (NY); University Music Society, Ann Arbor (MI); Center of Creative Arts – COCA (MO); Liz Lerman Dance Exchange (MD); Denver Center Theatre Company (CO); Woolly Mammoth Theatre Company (D.C.); The Wooster Group (NY); Dad's Garage Theatre Company (GA); The Flynn Center for the Performing Arts (VT); The Pearl Theatre Company (NY); Springboard for the Arts (MN); Adventure Stage Chicago (IL); The Apollo Theater Foundation (NY); The Kennedy Center for the Performing Arts (Washington, D.C.); and New Dramatists (NY).

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About EmcArts

Recognized as the leading not-for-profit provider of innovation services to the arts sector nationwide, EmcArts (www.EmcArts.org) serves as an intermediary for arts funders, and as a re-granting agency and service organization for the arts field around innovation. Our innovation programs support the development and implementation of mission-centered new strategies by arts organizations of all sizes. The programs range from directly incubating specific innovation projects to introductory programs that enable new thinking and build a culture of innovation across local arts communities. EmcArts is a 501(c)(3) organization.

About DDCF

The mission of the Doris Duke Charitable Foundation (www.ddcf.org) is to improve the quality of people's lives through grants supporting the performing arts, environmental conservation, medical research, and the prevention of child abuse, and through preservation of the cultural and environmental legacy of Doris Duke's properties.