



IGNITE SEMINAR

total 180 min

Registration and reception	30 min
Greetings and introductions	10 min
Creative placemaking and strategic art-branding: How the arts can empower artists, companies, and communities in a dynamic new fashion. <i>Carl Raschke, University of Denver; co-ordinator, the global art & ideas nexus</i>	20 min
The new "Vienna secession": How arts advocates can boost 'Return On Cultural Capital' and take community arts development to a whole new level. <i>Sonja Dolzer and Renate Polzer, principals, the BURN-IN gallery and think tank, Vienna, Austria.</i>	30 min
Break	10 min
Responses and conversation with key participants	30 min
Art-intervention SPEED CREATIVITY via Écriture automatique	40 min
Announcement of follow-up opportunities	10 min

burn-in.at

SEMINAR OUTCOMES

- 1 Learn more in-depth about **strategic art-branding and creative placemaking**, hot new-trends endorsed and promoted by the National Endowment for the Arts as well as the US Council of Mayors.
- 2 If you're an **artist**, you will discover how you can become empowered as part of a larger movement to transform your community - and other communities - through the arts. You will also learn about the importance of working in art collaboratives to promote your work while giving it not just increased visibility, but strong "brand presence".
- 3 If you're a **businessperson**, you will be find out how and why art is not just for decorating your walls but also for improving your market position and your bottom line.
- 4 If you're a **community leader**, you will come away with an understanding of how a thriving arts scene is something much bigger and better than the usual art festivals and designated art districts, which may attract people but not necessarily mobilize artists or build a future for your neighborhood or city.



invitation

ART-Branding | CreARTive Placemaking

“Art as a trademark. *BURN-IN navigates companies and artists on a fascinating art-branding voyage and spins the red thread between marketing, architecture and art, creating a unique, sustainable corporate identity“.*

Die Macher, Central Europe’s foremost business magazine

*“If you always do what you have always done, then you will always get what you have always gotten.
If you want to have something different, you have to do something different!
And if what you do does not bring you further, then do something completely different,
instead of more of the same wrong things!”*

„We shape the world in which we think we live.“

Paul Watzlawick



ART-BRANDING & CREATIVE PLACEMAKING

with Vienna’s acclaimed BURN-IN gallery and think tank with the support of the Austrian Consulate

a distinctive one-time seminar for

Artists
Arts Advocates
Entrepreneurs
Business Executives
Community Leaders

Monday, Nov. 9, 2015, 7:00 - 9:30 PM | **University of Denver**
Anderson Academic Commons 290, **Denver**, CO 80208
Registration and reception 6:30-7:00 PM

Friday, Nov. 13, 2015, 7:00 - 09:30 PM | **The Edge 166 Artspace**
2425 W. Parker Rd., **Carrollton**, TX 75010
Registration and reception 6:30-7:00 PM

Saturday, Nov. 14, 2015, 1:30 - 04:00 PM | **The Nault Midtown Fine Art Gallery**
816 N Walker Ave, **Oklahoma City**, OK 73102
Registration and reception 1:00-1:30 PM

RSVP by Nov. 1: gallery166@verizon.net

BACKGROUND

Calling on artists to enhance the presence, profile and performance of businesses is nothing new. Nor is promoting the arts as an economic as well as a cultural driver for communities.

According to a study by the National Endowment for the Arts and the US Conference of Mayors, the arts account for approximately one-fifth nowadays of all economic growth and activity.

But how can it actually work with measurable success for individual artists as well as for the greater community along with specific businesses?

Now for the first time you can learn directly from the people who have turned both art-branding and creative placemaking into an unquestionable success story in Europe, and who are visiting selected US cities this fall to share their insights, offer training and develop long-term strategic partnerships.

For more information please visit burn-in.at/ignite.