



Press Release

For Immediate Release
April 25, 2018
Contact: Laura Paule
(415) 288-0530
info@cciarts.org
www.cciarts.org

Center for Cultural Innovation and Indiana University-Purdue University, Indianapolis Designated an NEA Research Lab to Better Understand How Artists Fare across Non-Arts Sectors and in New Economies

San Francisco – The Center for Cultural Innovation (CCI), in partnership with Indiana University, Bloomington and Indiana University-Purdue University, Indianapolis, has been selected as an NEA Research Lab by the National Endowment of the Arts (NEA). Out of 44 national applications, four labs were chosen to conduct research programs investigating the value and impact of the arts in both arts and non-arts sectors. Along with the three other distinguished awardees—George Mason University; University of California, San Francisco; and Vanderbilt University Medical Center—CCI and its partners will work with the NEA to fulfill the goals of the lab.

The NEA Research Labs is a competitive national program focused on generating new knowledge about the arts via trans-disciplinary teams of researchers grounded in the social and behavioral sciences and based at universities. The program endeavors to yield empirical insights about the arts for the benefit of arts and non-arts sectors. CCI-Indiana University-Purdue University, Indianapolis will receive \$150,000 in support of their research and to disseminate findings publicly.

“We are excited to support research conducted by such distinguished experts in trans-disciplinary fields whose outcomes may garner distinctive benefits not just for the arts community, but also sectors such as healthcare, education, and business or management,” said Sunil Iyengar, Director of the [Office of Research & Analysis](#) at the NEA.

CCI will be working with [Joanna Woronkowitz](#), assistant professor at Indiana University, Bloomington, and [Douglas Noonan](#), professor and Faculty Advisory Council member at the Indiana University Public Policy Institute to create the Arts Entrepreneurship and Innovation (AEI) Lab. The AEI Lab will conduct multiple studies to examine the impact of artists on non-arts industries/occupations, artists and new economies (e.g., by comparing crowd-funded arts projects with non-arts projects), digital media growth, and arts sector growth related to the broader economy.

CCI President and CEO Angie Kim said “We are thrilled to be working again with the NEA since the ‘Creativity Connects’ report, which CCI published with the NEA in 2016 to explore the most current trends and conditions affecting artists throughout the United States.

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With the AEI Lab we will look more acutely into the connections between the arts and non-arts sectors pertaining to economic and societal innovations. CCI is especially eager to be working with Doug Noonan and Joanna Woronkowicz, both leading researchers of the state of the arts and practicing artists.”

“We are enthusiastic about the research partnership with CCI and the NEA, really addressing pertinent questions about the impact of the arts: What is the artist's role in civic innovation?; What leadership role do artists play in emerging ‘platform’ and ‘gig’ economies?; Where does innovation and economic growth occur in the digital media sector?; and Which arts sectors are linked to broader societal innovation, as reflected by U.S. economic and job growth?” said Doug Noonan.

The AEI Lab will produce five empirical research papers and will convene arts leaders with members of the research community to share the Lab's research findings and plans for future work.

About the Center for Cultural Innovation (CCI)

The Center for Cultural Innovation was founded in 2001 as a California 501(c) (3) nonprofit corporation. Its mission is to promote knowledge-sharing, networking, and financial independence for individual artists and creative entrepreneurs by providing business training, grants, and incubating innovative projects that create new program knowledge, tools, and practices for artists in the field. For more information, please visit www.cciarts.org.

About Indiana University-Purdue University, Indianapolis (IUPUI)

IUPUI, a partnership between Indiana and Purdue universities, is Indiana’s urban research and academic health sciences campus. IUPUI’s mission is to advance the state of Indiana and the intellectual growth of its citizens to the highest levels nationally and internationally through research and creative activity, teaching and learning, and civic engagement. For more information, please visit www.iupui.edu.

About the National Endowment for the Arts (NEA)

Established by Congress in 1965, the NEA is the independent federal agency whose funding and support gives Americans the opportunity to participate in the arts, exercise their imaginations, and develop their creative capacities. Through partnerships with state arts agencies, local leaders, other federal agencies, and the philanthropic sector, the NEA supports arts learning, affirms and celebrates America’s rich and diverse cultural heritage, and extends its work to promote equal access to the arts in every community across America. For more information, please visit www.arts.gov.

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