

Art & Music

Art and technology click into place

With the constant advances in information sharing taking place today through social networking, and the emergence of interactive technologies like smartphones, iPads and QR codes, the world is moving faster than ever before. Technology is transforming every aspect of our lives and the economy.

For individuals to stay in touch with how our world is changing, it is vital that new technologies are fully integrated into learning experiences at school, work and home.

But that's much harder to do for those that don't have access to them in the first place, or to somewhere in their neighborhood like a community or cultural center where they can tap into the potential for education, communication and self-expression these new technologies offer.

As mainstream communities become more connected, underserved populations are at risk of being left behind in the digital revolution. Deutsche Bank is addressing this challenge in New York City through its Arts & Enterprise grant program.

Bridging the gap

Deutsche Bank has long believed the cultural sector can be a powerful avenue for low- and moderate-income communities to engage with rapid changes in society.

Arts & Enterprise was launched in 2002 to support cultural organizations that use the

arts to drive neighborhood revitalization and economic development. Since then, more than \$8 million has been granted to over 40 arts and community organizations in New York.

Arts & Enterprise grants have helped creative venues expand and grow, increased the visibility of neighborhoods as cultural destinations, led to new employment and entrepreneurial opportunities for residents, and provided stability during periods of financial difficulty.

Now the focus is on technology, with the aim of growing arts and culture organizations into dynamic centers of technological creativity, innovation and education. Following a request for proposals in 2011, grants have been made to 14 place-based projects that utilize emerging technologies.

New frontiers

Alessandra DiGiusto, Chief Administrative Officer of Deutsche Bank Americas Foundation, sees technology as a natural next step for the program.

"We have always adjusted our strategy to meet the emerging needs of the local community. The rise of new technologies is an opportunity for cultural institutions to engage audiences and address pressing social issues like digital disenfranchisement by giving the underserved a voice."

The expectation is that through the

Here and now

The progress of the Arts & Enterprise program shows an organization very much in touch with the times. Each round of funding has addressed the most pressing areas of need within arts organizations and the communities they are part of.

Revitalization
Funded strategies to achieve economic and cultural revitalization

Art and Employment
Supported the development and training of people from low-income backgrounds for careers in the arts

New Spaces
Assisted organizations with new facilities to extend programming into new areas and audiences

Art Stabilization
Provided support to previous grant recipients to maintain services during the worst of the economic downturn

Technology
Grants have been awarded to use emerging technologies to increase engagement and create more vibrant institutions

experience of using digital technology as a tool for creativity and exploration, individuals will be better prepared for educational advancement and the workplace.

Showing the strategic thinking that has kept Deutsche Bank at the forefront of community development, DiGiusto points out that new technologies are not just an invitation to learn for local residents.

They also offer a route for cultural institutions to renew and develop their business models to maintain their relevance in the new digital era. Deutsche Bank aims to nurture this thinking with its grantmaking.

"We invited proposals for emerging technology projects as a way of encouraging cultural institutions to keep expanding the boundaries of what they do. To help others deal with change, they need to keep changing too," DiGiusto says.

Deutsche Bank has been quick to integrate emerging technologies into its business. DiGiusto sees potential for the sharing of this expertise beyond the bank to help cultural institutions make the best use of the new technology in their field.

"We have people in our Group Technology & Operations division who are really excited by the prospect of working with cultural institutions to provide people in the community with the digital skills they need in today's world."

Going the distance

The very first round of Arts & Enterprise funding in 2002, under the banner of Art and Revitalization, provided grants for place-based strategies.

That focus on local neighborhoods and communities has been the thread connecting each subsequent round of funding provided by the program.

Deutsche Bank's commitment to the place-based approach has helped establish this strategy as a field of practice in the nonprofit community.

It takes time for neighborhoods to translate the potential of their cultural assets into tangible benefits like increased revenues for local businesses, improved education, employment and social cohesion.

This is especially true when a difficult economic environment means funding for nonprofit arts groups is at risk, particularly for those off the radar of the city's philanthropic community.

Yet as recent history shows, a vibrant creative sector can be the trigger for the transformation of a neighborhood from no-go area to destination.

Committed long-term social investors like Deutsche Bank, therefore, have a critical role to play in assisting these neighborhoods to benefit from the stimulus that a thriving, and expanding, cultural sector can provide. ■

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Deutsche Bank Americas Foundation



Bronx

1 Bronx Museum of the Arts

The museum will create a technology hub for visitors and develop a technology-led outreach program for local middle schools.

2 Bronx River Art Center

"Virtual/Monumental" invites local people to turn their personal histories into local monuments, walking tours and graphic novels.

3 New York Botanical Garden

See bottom page 6.

Brooklyn

4 651 ARTS

Working with *BOMB Magazine*, high school students will use new media technology to report on and review arts performances.

5 Brooklyn Children's Museum

See bottom page 7.

6 Brooklyn Museum

During the museum's "GO" open studio project, mobile technology will encourage community participation.

7 Weeksville Heritage Center

New apps will offer augmented reality views and contextualize the history of this pre-Civil War independent African-American community.

Harlem

8 Cooper-Hewitt National Design Museum (at 111 Central Park North)

The "Digital Curator" project at the new education hub lets students try out being curators and involves them in the ongoing digitization of the museum's collection.

9 Museum for African Art

The grant will be used for technology platforms to engage youth in social justice issues, using the museum's exclusive access to the archives of Nelson Mandela. The museum will move into its new building on 5th Ave and East 110th St later this year.

Lower Manhattan

10 Lower East Side Tenement Museum

"Shop Life" will recreate the lives and businesses of 19th century immigrant entrepreneurs.

11 Museum of Chinese in the Americas

The "Mapping our Heritage" project will offer new ways for staff and visitors to access the museum's oral histories.

12 Rhizome at the New Museum

See left.

Queens

13 Queens Museum of Art

See left.

Staten Island

14 Staten Island Museum

Brandon Ballengee's commissioned piece, "Love Motel for Insects," and innovative technologies will enhance exhibits.

Touching ground

Deutsche Bank was an early champion in connecting the arts and community revitalization. Ten years on, our commitment is as strong as ever

Granted

Deutsche Bank has provided Arts & Enterprise grants to 14 cultural institutions to pursue technology-led engagement strategies



Explore Monet's garden from wherever you are Courtesy: New York Botanical Garden

3 New York Botanical Garden

The mobile application "NYBG in Bloom" will provide a range of interactive experiences while exploring the intersections between nature, science and art. In partnership with the Metropolitan Museum of Art and its "Monet's Garden" exhibition, visitors will be able to scan living flowers and see a corresponding painting from the Met, and take Impressionist-style photos. Next will be the use of augmented reality technology to provide information on botany.

nybg.org



Kid Curator
Courtesy: Brooklyn Children's Museum

5 Brooklyn Children's Museum

The "Kid Curator" exhibition design tool will empower children to curate their own digital exhibits using artwork they have created and found and images from the Brooklyn Children's Museum's collections. The installation of a Digital Media Center at the Museum's Crown Heights location will provide learning technologies for children to create an online sharing community. Global access to exhibits will be enabled through a web-based portal and mobile application.

brooklynkids.org

12 Rhizome at the New Museum

Rhizome is a web-based nonprofit sponsoring the creation, presentation and preservation of art that uses new technologies in significant ways. The Commissions Program provides grants for the creation of artworks using web and mobile platforms, performance, video, installation or sound art. Its next commissions will address social issues and promote economic advancement through community participation. They will be presented in a series of public programs.

rhizome.org

13 Queens Museum of Art

The museum will use its Panorama of the City of New York gallery and partnership with the Queens Library to further advance its arts and digital literacy programming for adult immigrants. Students will utilize interactive technologies to create work based on their individual experiences that can be accessed through QR codes embedded in the Panorama and tablets that will share related resources from the Queens Library in multiple languages.

queensmuseum.org



Detail from Damon Rich, *Cities Destroyed for Cash, 2009*
Courtesy: Queens Museum of Art