

DIVISION OF
Humanities and Fine Arts

College of Letters and Science ❖ University of California ❖ Santa Barbara, CA 93106 ❖ 805-893-4327

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Dear Friends of the Arts and Humanities:

I am very pleased to announce an exciting development for the Division of Humanities and Fine Arts, UC Santa Barbara, and the Santa Barbara arts community. UCSB has been selected as the new home of the *University of California Institute for Research in the Arts* (UCIRA). This multi-campus institute is the only state-wide organization representing the arts on the ten campuses of the UC system.

Begun as a visiting artists program over fifty years ago, the institute now awards grants to UC arts faculty and students and sponsors innovative arts projects and multidisciplinary collaborations, including exhibitions, performances, symposia, and outreach efforts. Previously based at UC Irvine, UCIRA recently began a system-wide "University of California Arts Initiative." In September, the UC Office of the President announced a system-wide competition to host the UC arts institute. It welcomed proposals that presented a new vision for an expanded institute that not only supported innovative work of UC artists but also promoted the arts. Other UC campuses competing to run UCIRA included UC Berkeley and UCLA.

My office assembled a team of faculty, led by Professors Kim Yasuda and Dick Hebdige. We submitted an ambitious proposal that envisioned an expanded institute that would support the work of UC artists, encourage new forms of collaboration across our campuses, and raise the profile of the arts in the UC system and in the state as a whole. Based at the Interdisciplinary Humanities Center at UCSB, UCIRA would coordinate new visiting artist programs, internships, conferences and workshops, as well as partnerships with public and private arts institutions. We called upon UCIRA to serve as an advocate for the arts across the state--to be the University of California's Embassy for the Arts.

UCSB's proposal presented the many collaborative projects that have been undertaken on our campus with the Arts and Lectures Program and the University Art Museum, as well as with local arts and cultural institutions, as models that could be emulated throughout the state. In awarding the institute to UC Santa Barbara, the selection committee stated that "the UCSB proposal has the strongest evidence of community support, from arts and arts-supportive programs on and off campus."

The selection committee also wrote: "The UCSB proposal imaginatively envisions a series of initiatives that promises to benefit in a very significant way research in the arts at UC Santa Barbara and throughout the system. At the same time the program of research support is well grounded in the arts disciplines, is well connected to curricular programs, and offers interesting international connections with the Education Abroad Program."



Co-Directors Dick Hebdige and Kim Yasuda.

Professor Yasuda, former chair of the Department of Art, is an artist working in sculpture and site-specific installations, including major public art projects. She has held fellowships from the National Endowment for the Arts and exhibited in such venues as the Ansel Adams Center, the Smithsonian Institution, the Whitney Museum of Art, the Japanese American National Museum in Los Angeles, and the New Museum of Contemporary Art in New York.

Professor Hebdige, who teaches in the Art and Film Studies departments, is the Director of the Interdisciplinary Humanities Center. A cultural critic who has published books about contemporary music, art, and design, he has published essays in catalogs for major exhibitions at the Whitney Museum of Art, the Boston Institute of Contemporary Art, the L.A. Museum of Contemporary Art and other museums. He was Dean of Critical Studies and Director of the MFA Writing Program at the California Institute of the Arts before coming to UCSB.

This is an exciting opportunity for our campus. The resources supplied by the Office of the President, as well as additional support committed by Chancellor Henry Yang and other offices at UCSB, will allow the institute to have a promising new beginning. We hope to generate more resources from foundations, corporations, and individuals so we can realize our vision for both campus and state-wide programs. We look forward to working with our many friends and partners both in Santa Barbara and throughout the state to create new paradigms of artistic collaboration; expanded partnerships among UC faculty, students, museums, and other arts institutions; community arts projects; and visiting artist programs. Drawing upon our campus traditions of interdisciplinary collaboration diversity, outreach, and public engagement, we hope to make UCSB a crossroads for arts research and education.

We will seek your help in making the case to policy makers and legislators that the arts make a crucial contribution to California's economy and culture. We know that the arts are crucial to education; they make children better students and they provide them with the creative and critical skills, and the imagination and visual literacy, that are needed in today's workforce. The cultural life of California is also vital to the general quality of life in the state, and California's exportation of art and culture has an impact on the entire country. We believe that the arts can help the University of California as a whole make the case to the public that the university enriches the culture of the state not only for its students but for all of its citizens.

Under the leadership of Co-Directors Dick Hebdige and Kim Yasuda, a UC system-wide advisory committee, and a national advisory board, UCIRA will set up shop at the IHC this summer. We will report to you on the institute's projects and activities as it enters this new chapter in its history. I am confident that the UC Institute for Research in the Arts will thrive in the artistic and intellectual landscape of UC Santa Barbara, which always has been a fertile ground for innovation, interdisciplinary collaboration, and creativity.

Thank you for your interest and support.

With best wishes,



David Marshall
Dean of Humanities and Fine Arts
University of California, Santa Barbara

The Division of Humanities and Fine Arts includes Music, Drama, Dance, Art, History of Art and Architecture, Film Studies, and Media Arts and Technology. Together, Music, Drama, Dance, Art, and MATP themselves have about 100 faculty. If UCSB had a separate School of the Arts, it would have about as many affiliated faculty as the College of Engineering. The same percentage of UCSB undergraduates major in the visual and performing arts as major in Engineering. UCSB arts faculty work closely with the Arts and Lectures Program, the University Art Museum, the Center for Film, Television, and New Media, and the Digital Cultures Project. They also collaborate with the Santa Barbara Museum of Art, the Creative Arts Forum, the Music Academy of the West, and the Ensemble Theatre, and other arts and cultural institutions in Santa Barbara.



A recent report issued by the California Arts Council showed that nonprofit arts groups in California add \$5.4 billion to the state's economy; support more than 160,000 jobs; generate nearly \$300 million in state and local taxes; and are the equivalent of 10,000 small businesses. California is described as the nation's leader with more arts-related businesses and more people employed in the creative industries than in any other state.