



Building Communities, Not Audiences: The Future of the Arts in the United States

By Doug Borwick

ArtsEngaged. Paperback. Book Condition: New. Paperback. 370 pages. Dimensions: 9.0in. x 6.0in. x 0.9in. Building Communities, Not Audiences: The Future of the Arts in the U. S , written and edited by Doug Borwick, holds that established arts organizations, for practical and moral reasons, need to be more deeply connected to their communities. It serves as an essential primer for any member of the arts community—artist, administrator, board member, patron, or friend—who is interested in the future of the arts in the U. S. It also provides new ways of looking at the arts as a powerful force for building better communities and improving lives. It is from community that the arts developed and it is in serving communities that the arts will thrive . . . Communities do not exist to serve the arts; the arts exist to serve communities. Building Communities, Not Audiences identifies the factors that serve to isolate established arts organizations from their communities, points out the trends that loom as imminent threats to the long-term viability of the artistic status quo, and presents principles and mechanisms whereby arts organizations can significantly extend their reach into the community, supporting enhanced sustainability. Included are case studies and examples...



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