



**CASE STUDIES**  
**ARTS FOR SOCIAL IMPACT**

**PREPARED FOR BRAVO**  
**GREATER DES MOINES**

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***To make visible***

***To widen perspectives***

***To magnify resources***

***To find connections***



# This happened before...



## **THE AIDS QUILT** **CLEVE JONES**

*We've seen the arts facilitate a substantial shift in national perspectives towards our better judgment and becoming a smoother-working society.*

In 1985 most who died of AIDS-related complications were unable to even have a burial due to the stigma felt by their families and refusals by funeral homes to handle their bodies. Today we live surrounded by the proof that even deeply held beliefs, when they are incongruous with human well-being and empathy, can improve. The creation of something monumental and beautiful, especially in combination with political recognition and a demonstration of wide civic embrace, allows culture to demonstrate its power to heal.

Cleve Jones conceived of the NAMES Memorial Quilt as a monument for those at risk of being forgotten and left behind by the AIDS crisis as it emerged and was met with intolerance and misunderstanding in the 80s. It has been exhibited multiple times at the National Mall and elsewhere, now containing 94,000 names, each on collaboratively made artistic quilt panels.

[National AIDS Memorial website](#)



**BREATHING LIGHTS**  
**ADAM FRELIN | BLOOMBERG**  
**PHILANTHROPY 2016**

*Disrupting a region's acceptance of blight a normal condition, Breathing Lights brought beauty to three cities.*

Through a collaborative effort, the cities of Albany, Schenectady and Troy, NY transformed over 200 vacant buildings across the NY capital region into an art installation by placing pulsing light panels in the windows. The goal of Breathing Lights was to spark conversation about the issues of vacancy and urban revitalization among residents and policymakers.

Artist Adam Frelin, architect Barbara Nelson, and more than 90 public and private sector partners, came together to bring the installation and a series of related public programming to life, culminating in a regional summit on vacant homes and abandoned buildings for local residents, prospective buyers and investors, and policymakers.

[Project Website](#)



**DE TU PUÑO Y LETRA**  
**QUITO, ECUADOR, 2014–2015**  
**SUZANNE LACY | ROCKEFELLER**  
**FOUNDATION**

*An archive of 10,000 letters from women who suffered domestic violence made visible a plea for action in a system that was failing. Suzanne Lacy worked with cross-sector partnerships to enact real healing and produced a work that contributed to a broad social movement, a change in social perspectives and a reduction in violence.*

350 men participated in deeply impactful workshops on masculinity and violence. Each man “adopted” a letter from an unknown woman from the archives, interrogated his understandings of family violence with other men, and, through the vehicle of the performance, each made his support public.

[Project Video AND Description](#)

In Ecuador, an estimated 6 out of 10 women are victims of violence and only 10% escape violent partners. Quito, Ecuador was selected to participate in the Rockefeller Foundation’s 100 Resilient Cities program and this project resulted.

Also of note by Ms Lacy, [3 Weeks in January/May.](#)



**PICTURED: FIRST, DO NO HARM**

## **THE CLINIC**

### **TARA RYNDERS**

*The Clinic involves art-based workshops and performances that raise awareness and fight the epidemic of compassion fatigue and nursing burnout to help caregivers rediscover the inherent joy found in caring for another human being.*

*This mission is based on the central theme that ALL human beings deserve to be seen, heard and cared for, without discrimination. In doing this we are looking closely at health disparities,*

*racism, and implicit bias as central themes in this work, in order to come alongside healthcare workers in dismantling health disparities and racism in the workplace.*

- **90 minute immersive performances in the hospital repeatedly sold out.**
- **Bedside performances.**
- **Ongoing workshops with nursing staff.**
- **Implementation of interventions for resiliency.**
- **Creation of multiple peer-reviewed frameworks and interventions for resilience in healthcare workers**

*In First, Do No Harm participants were paired with a stranger to attend a clinic visit. Wearing gowns and tending to paperwork, they learned together about their diagnosis and prescriptions, experiencing dance and theatrical performances throughout their night.*



**PICTURED: A NURSE RESILIENCY  
WORKSHOP ACTIVITY**

Recognized by numerous health agencies and arts agencies for its excellence, The Clinic is successful because it is holistic and integrated. The Clinic includes immersive live performances, dance, theater, enacted hospital-wide planning and visioning, and art-based workshops and interventions for healthcare providers.

[Project Video and Description](#)



## CONFLICT KITCHEN

**JON RUBIN, DAWN WELESKI,  
BRETT YASKO**

*Conflict Kitchen is a restaurant that serves cuisine from countries with which the United States is in conflict. Each Conflict Kitchen iteration is augmented by events, performances, publications, and discussions that seek to expand the engagement the public has with the culture, politics, and issues at stake within the focus region. The restaurant rotates identities in relation to current geopolitical events.*

Our current Haudenosaunee version introduces our customers to the food, culture, and politics of the Haudenosaunee Confederacy. Also known as the Iroquois

Confederacy, the Haudenosaunee is a league of six Indigenous nations located primarily in upstate New York with historic ties to Western Pennsylvania. Operating seven days a week in the middle of the city, Conflict Kitchen uses the social relations of food and economic exchange to engage the general public in discussions about countries, cultures, and people that they might know little about outside of the polarizing rhetoric of governmental politics and the narrow lens of media headlines. In addition, the restaurant creates a constantly changing site for ethnic diversity in the post-industrial city of Pittsburgh, as it has presented the only Iranian, Afghan, Venezuelan, North Korean, Haudenosaunee and Palestinian restaurants the city has ever seen.



[Project website and current menu](#)





## 1000 OPINIONS JULIA VOGL

This hyperbolic bar chart and color field painting reflect the public's opinion of where they would allocate a spare million of public spending. 100 people in 10 different communities were surveyed, asking them to prioritize one area from the London Greater Authority Budget list. *Each day of the show banners were lowered or raised to reflect a different community's results.*

[1000 Opinions on Julia's website](#)





## **TRAFFIC MIMES** **ANTANAS MOCKUS**

Faced with a notoriously corrupt traffic police force, sky-high traffic fatality rates, and chaos on the roads, Bogotá mayor Antanas Mockus took bold and audacious action: he disbanded the corrupt cops and offered to retrain and rehire them... as mimes.

Using popular education techniques, 420 traffic mimes fanned out through the city, mocking lawbreakers, applauding courteous drivers, and dramatizing the frustrations and challenges of citizens moving through traffic. The result: a 50 percent drop in traffic fatalities, reduced traffic gridlock, and a marked shift in the traffic culture of the city.

Mockus also reduced homicides by 70% during his first term as mayor of Bogotá with unusual methods. His approach centered on building trust between citizens and systems as a make-or-break priority.

[The Harvard Gazette  
Documentary Video](#)



### **GOAL STATEMENT**

Demonstrate the arts use as tools, integral to the lives of all people and essential to a healthy and equitable community.

*Bravo seeks to pilot a project/initiative that builds regional recognition that the arts can lead and advance civic goals in our region.*

### **MARKERS OF SUCCESS**

- Project offers highly compelling visual aspects
- Stakeholders gain understanding during research and execution phases
- Project accomplishes intended impact
- Meaningful evaluation is established and recorded