

## The objectives for investing in Arts and Culture

### *Introduction*

The Boeing Company invests in participation in the arts because the arts are an economic engine in our communities, help produce a creative and disciplined workforce, and because they nurture the imagination and self-reflection required to solve complex personal and community issues. Art seeks to discover and present a new way of seeing the world, whether the world of ideas or the physical world. Sculpture, for example, constantly challenges our view of physical form – of the materials used to create it and the environment around it. Conceptual art, on the other hand, is concerned with the structure of our ideas and thoughts. This constant striving for creating something new can never be accomplished by the artist solely but also requires work by an audience and, thus, the artist and the spectator both employ imagination and discipline while participating in the arts.

### *Economic Development*

That the arts are an economic engine in our communities, both by providing jobs and by attracting business to communities, is well-documented. Arts organizations, in fact, are largely small businesses. They employ artists, marketing professionals, graphic designers, and numerous other types of professionals. The Japanese performance collective *dumb type* has ensemble members who are visual artists, dancers, sound designers, architects, and engineers. The London Symphony employs thousands of professionals. And, small businesses are extremely important engines in communities: they provide jobs, are generous benefactors, and purchase necessary products and services from other local businesses. Arts organizations also spur business in their surrounding areas. They routinely attract out-of-town visitors who rent hotel rooms when travelling to see a blockbuster exhibition; diners who eat at nearby restaurants before or after the ballet; people who take trains, taxis, and, on very special occasions, even limos to a musical. Knowing that the arts have the power to revitalize neighborhoods through economic development, the City of Dallas has recently invested millions of dollars in creating an arts district, attracting jobs for architects and construction workers in the near term and restaurant owners and artists in the long run. The Louvre draws countless tourists to Paris who spend thousands of dollars on their visits.

### *Workforce*

While providing jobs and other forms of economic development to cities and neighborhoods, the arts also contribute to producing a workforce that is both creative and disciplined. That the arts nurture creativity is well understood. As stated above, art seeks to find new ways of seeing the world and this, in itself, requires imagination.

However, less discussed is the fact that the arts also require discipline and it is this combination of creativity and discipline that the workforce needs. In countries such as China, the government is developing educational activities that nurture creativity in school children. In the United States, discipline seems to be the focus. In every case, the person with both is the best job candidate. In writing a play, a playwright typically will have studied art history as it relates to the play's form and content and will carefully write numerous drafts of the script while fine tuning it, all the while paying attention to very small details that all add up to make a large impression. Conversely, in producing that play, a troupe of actors and a director will work long hours over an extended period of time to carefully create the intended effect on and audience. In turn, an audience member will concentrate, listen deeply, search for visual or aural clues, create an understanding of the play's theme, and then decide whether or not he or she agrees. Finally, longitudinal studies have shown that arts education is the most effective form of recreational after school activities in helping young people develop critical thinking skills and discipline that, in turn, lead to an increase in academic performance.

### *Solving Complex Issues*

That the arts are an economic engine and help produce a creative and disciplined workforce are important to cities and business. However, the more personal effects of the arts on artists and audiences are perhaps even more important. First, art provides an opportunity for artists and audiences to be critical of themselves because the medium is usually non-threatening. We know that productive civic dialogue requires one to put oneself in another's shoes, so to speak. When directly confronted with an unattractive image of ourselves, it is not surprising for us to flee a conversation. Recognizing those qualities in a character on stage often helps us to recognize them in ourselves, however. In ancient Greece, drama was at the center of civic dialogue. The writer created plays for the immediate community to use as an impetus and focal point for debate. Today, the U.S. military uses drama as a tool for soldiers to work through their thoughts and feelings about combat.

While we can see ourselves in art and use it to reflect the issues that we confront in our own lives, the creation of art is often used as a civic exercise. From Spain to South Korea, the rooms where art is made are often used as neutral ground where immigrant and native-born children meet to discover what they have in common and create paintings, music, and plays together. In the U.K., art making has been a tool for getting young people to express their ideas about environmental sustainability. The Barenboim-Said Orchestra is a youth orchestra that brings young people of Israeli and Arabic backgrounds together to study and perform music. Together, they tour the globe and participate in local discussions about art and its power to help bridge differences. The Sojourn Theatre Company in Portland, Oregon brings together rural and urban communities to create scripts together. And, the Liz Lerman Dance Company convenes scientists and people of faith to discuss questions, such as "How do we know what we know about the origins of the world?" that have recently divided these communities.

## Boeing Global Corporate Citizenship

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Finally, in a world where people work long hours and rarely have the time for rejuvenation, the arts provide space for exploration, self-expression, relaxation, and beauty.

Boeing's investments are focused on increasing participation in the arts. People participate in the arts as artists, arts administrators, audience members, or volunteers (whether ticket takers or board members). Our investments might help an organization build or diversify its audience, diversify an organization's presentation of art, strengthen the skills of its administrators, build an effective board, or attract other important volunteers.