

VISUAL ARTS / CRAFTS / JEWELRY / FASHION WORKGROUP

Definition of Visual Arts/ Crafts/ Jewelry/ Fashion Segment

How do you define Visual Arts/ Crafts/ Jewelry/ Fashion?

Studio Arts are academic, Crafts are utilitarian...hard to separate fashion from art. Communication factor is the main separation from fashion and arts. Encompassing all forms of 2-D and 3-D creative expression serving as the umbrella of a broad realm of various forms called visual art. A tangible good; something you can buy or sell...the experience of being able to feel it.

Competitive Strengths of Visual Arts/ Crafts/ Jewelry/ Fashion Segment

What are the competitive strengths of the Visual Arts/ Crafts/ Jewelry/ Fashion segment?

- Creative and emotional environment
- Strong sense of history in place
- Diversity; folk culture
- Natural beauty and climate
- Attractiveness of NOLA as an artistic location...property is cheap
- Critical mass of artists
- Competitive edge of NOLA
- Weakness is we don't educate about the arts
- Funding is not statewide
- Tractor pull mentality
- Ability of the artists to draw inspiration from the historical, natural, and cultural resources
 - The distinctive style of LA visual arts...almost a directed style b/c lots of instructors lived here all their lives
 - Can't escape the food, music, and the art of LA
 - Arts almost grow naturally here

Competition

Who or where is the competition?

Shopping malls; educating public on difference between mass-produced vs. hand-crafted. European art antiques. State, tourism, marketing should market the rest of the arts to the rest of the state and not necessarily just NOLA. Pop culture. In LA, competing festivals that take people elsewhere...but we can coordinate things statewide. Outside LA, we don't have a theme for our art. Ex. NY is the Big Apple. Areas in USA that have established reputations for excellence in the VA. Visual Arts are competing with non-arts venues (ex. Sports, casinos, recreation) in our state. "Grow the pie" of total arts presence in the state...if there was less individual/ region

Workgroup Notes

competition in the within our state, we could collaborate rather than isolate the monies. Compete globally.

Barriers

Are there barriers to growing and strengthening the Visual Arts/ Crafts/ Jewelry/ Fashion segment?

Lack of education and marketing. Art is a job and artists' time is valuable. Documentation on indigenous cultures. Too complex of a grant process. Lack of local, economic base. Lack of promotional material. Do not have statewide coordination of art events like we do with music and food events. State doesn't recognize the arts as an economic engine of the state...how much money the arts bring in for the state. Apathy within the general public awareness...great events that no one attends. Targeting of audiences is wrong...focus on art fairs nationally. We want to specifically target a market that has an invested interest in arts. Resistance that exists in some state agencies and governments with artistic projects. Climate is not always artist-friendly. Artists tend to be self-barricading. Lack of statewide information and interaction.

Infrastructure For Economic Capitalization

How would you assess the Infrastructure for Economically Capitalizing on the Visual Arts/ Crafts/ Jewelry/ Fashion segment?

Not enough venues. Art venues should be closer together and more frequent. Much more support for music industry. More clustering...strength in numbers. Artists have to shop outside the state for their supplies (ex. Trade shows, Internet). Lack of respect for the VA process and artists. A campaign for nature photography. Also an infrastructure for boardwalks, hotels, etc. We have a great natural beauty. Have a LA market based on Kentucky Craft Market. LA Artworks is a great new thing and needs to happen often...a good living and working space. Opportunity in Lafayette is the artist can fund promotions through nonprofit, private events. There is a lack of intermediary support in having available resources within our state. Lack of knowledge/ awareness on how to get information for support systems. No network or collaboration among Visual Artists. Recommend developing a workforce in practical training. Work pool that could be helpful in basics of business...practical how-to on running a business for visual arts.

Infrastructure Regarding the Workforce

How would you assess the Infrastructure Regarding the Workforce in the Visual Arts/ Crafts/ Jewelry/ Fashion segment?

Primary and Secondary is inadequate...but higher ed is adequate. Educational aspect that's missing is art appreciation in general. State is able to attract talented individuals from outside. Needs to be a viable industry in Region 7. No Child Left Behind Act is killing the arts education...losing career connection and skill development. Lot of graduates are leaving the state...no incentive to stay here. Redirect funding stream to schools for the VA; nonprofits to aid that; and help make individual artists profitable.

KEY POINTS:

- Lack of serious respect for visual arts and creativity
- LA artists have strength in diversity / lack of respect for diversity
- Need for education, communication, and marketing
- Need for education of the general public for art education / art history
- VA is a growth industry with the proven ability to attract talented artists
- Artists need to also take responsibility to create networks and dialogues between artists
- Create career opportunities throughout the state
- State needs to recognize and measure economic impact of visual arts to entire state, and set a goal to grow
- Educate
- Unify
- Promote
- Distinctive visual “look” to LA arts
- Need to promote collaborative cultural community mindset
- Re-value artists as “driving the economic engine” and well paid for work

OPPORTUNITIES AND STRATEGIES FOR GROWING THE SEGMENT:

- More artists need to collaborate both with each other and business community
- More business community interaction with artist incubators
- More fully utilize resources available re: arts councils, state agencies, etc.
- Fully fund and staff LA Craft Marketing Program based on KY Craft Marketing Program
- Create connection between LA cities to allow local artists to get exposure in other parts of LA and the rest of U.S.
- Capitalize on the state’s natural beauty and provide access (i.e., boardwalks) and accommodations for nature photographers and artists to visit, create, and appreciate remote and underutilized areas (i.e., Venice, Cameron, etc.) capturing eco-tourists, etc. Funding: Atchafalaya Basin Foundation
- Bring film industry in visual arts fold
- Give other type corporations tax incentives to buy LA art
- Ensure that artists in LA will always be able to find affordable housing—i.e., property values in New Orleans are going through the roof
- Build a network of artists and arts organizations to create a collaborative network to promote visual arts as an economic industry
- State organizations and artists website managed by DOA that provides more funding opportunities, resources, call for artists, and networking with cultural institutions and advanced education opportunities
- Develop a state organization (LAVA, LA Association for Visual Artists) to promote and sell artists’ work regionally and nationally through cooperative galleries, advertising, fairs, trade shows, tourist centers, and retail stores within and outside Louisiana
- Group health insurance
- Promotion on a national level at the highest standard possible
- State of the art web site that is a virtual information bank on visual arts just like the ones for music and food
- Facilitate access to money resources, grants, and opportunities for the visual artists