



The arts and the public purpose

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- The report of American Assembly – 3 points
 - The arts include whole spectrum of artistic activities (from Sunday schools to blockbuster movies)
 - All parts of arts sector are independent
 - The arts serve public purposes so all people can benefit from them

The arts in american life

- The arts in USA celebrate and preserve national legacy and through them Americans examine their national unity and preserve it
- Types of art:
 - Not-for-profit arts
 - Commercial
 - Citizen arts (unincorporated)

Concept of american assembly:

- Arts sector is fully functioning, flexible sector institutionalized within our society
- Arts as a public sector is as important and is equal to other public sectors such as health, science etc.

Public purpose of the arts

- The arts can and do meet the needs of the nation and its citizens.
- Public purposes are not static → they change and evolve and can be reinterpreted over time.

4 public mandates that are addressed by the arts

1. The arts help to define what it is to be an American:
 - By building a sense of the nation's identity
 - By reinforcing the reality of American pluralism
 - By advancing democratic values at home
 - By advancing democratic values and peace abroad

2. The arts contribute to quality of life and economic growth:

- By making American communities more livable and prosperous
- By increasing nation's prosperity domestically
- By increasing nation's prosperity globally

3. The arts help to form an educated and aware citizenry:

- By promoting understanding in this diverse society
- By developing competencies in school and at work
- By advancing freedom of inquiry and an open exchange of ideas and values

4. The arts enhance individual life:

- By encouraging individual creativity, spirit and potential
- By providing release , relaxation and entertainment

The arts sector- size and financing

- Arts sector is enormous
- Consumers spend on arts, entertainment and communication cca. \$180 mld
- Investments into arts are risky, only very few make profit.
- Without contributions and grants most of the arts wont survive
- At least 40% of artists have bachelor or higher degree, but in average they earn \$24000

How to increase art sector's capability to achieve public purpose??

- Increase collaboration across the parts of the arts sector
- Greater attention to financing the sector and secure funding
- Improve means of distribution , provide access to all Americans to a full range of the arts at reasonable cost
- Improved educational programs in the arts
- Improved collaboration among arts sector associations and professionals in supporting the public purpose of the arts sector.



**THANK YOU FOR YOUR
ATTENTION**