

CENTER FOR THE ARTS



The
CAMPAIGN
for VIRGINIA TECH
Invent the Future

 Virginia Tech



“As a university, we must always strive to educate the whole person. The study of the arts is compelling because it enables us to sort and select, to analyze and interpret sense data that structure experience in ways that educate us as rational thinkers and moral actors. We owe the student more than a preparation for life at work; we owe him or her the opportunity and means to educate themselves beyond work and after work. To that end, a new home for the fine and performing arts will culturally enrich the lives of our students, and the entire university community as well.”

— PRESIDENT CHARLES W. STEGER

CENTER FOR THE ARTS

ONE OF THE MOST IMPORTANT MEASURES OF ANY SOCIETY IS THE QUALITY AND ABUNDANCE OF ITS ARTISTIC ENDEAVORS. FROM ANCIENT CAVE DRAWINGS TO CYBER-ANIMATION, DRUMMING CIRCLES TO DIGITAL SYMPHONIES, ARTISTIC EXPRESSION IS AN INTEGRAL PART OF HOW A SOCIETY COMMUNICATES ITS DEEPEST VALUES, ITS MOST CHERISHED RITUALS, AND OFTEN, ITS MOST CHALLENGING ISSUES.

Civic and business leaders understand that the creative enterprises of any region are also crucial to its economic growth and quality of life. In a global economy, cities and regions establish and maintain their competitive advantage by attracting and retaining talent and innovation. Art and culture are important components of this economic engine, elements that make a particular place, like Southwest Virginia, appealing to new businesses and residents. Over time, a community that invests in the arts is a community whose diverse resources support progress and ensure a rich and secure future.

Within a university, creativity is not merely the domain of the arts. It is the key hallmark in entrepreneurship and innovation in all academic fields. The same impetus to create found in the artist's studio is also found in the scientist's lab; the seed of imagination that brings to life an artistic vision inspires scientists to discover a technical truth. The university is the place to foster collaborative exploration, research, and critical thinking skills — all leading to new ideas. If universities are to successfully educate future leaders across all disciplines, the arts must be integrated into each student's education. Universities across the nation understand this and are embracing the opportunity to enrich learning environments by giving equal attention to both realms of creativity: arts and the sciences.

EDUCATING THE WHOLE PERSON

Historically, Virginia Tech has been a leader of innovation in science and technology. Increasingly, we have come to recognize that, like scientific exploration, the arts awaken our desire to understand the world. Today, we have an opportunity to explore the intersection of art and science, not merely to meet our constituents' expectations of a comprehensive university, but to anticipate the future of both artistic endeavors and changing trends in education. Because there is a growing demand globally for professionals who can synthesize information across disciplines, we have the obligation, now more than ever, to educate the whole person.

“The social functions of art, as well as artful representations of culture, history, nature, and technology, can produce shared meanings...that promote social cohesion, economic growth, and political stability.”

— TIMOTHY W. LUKE, UNIVERSITY DISTINGUISHED PROFESSOR





SARAH KOSS

Senior with a triple major in studio art, biology, and psychology

Sarah Koss believes art is an important part of her life. She relies on the sanctuary of her studio to enrich her education here at Virginia Tech. Her work has been featured in the *Brush Mountain Review*, the university's literary magazine, and *Silhouette*, the university's literary and art publication.

But Koss is more than just a talented artist. She's also a talented scientist. With a triple major in studio art, biology, and psychology, Koss plans to pursue a combined M.D./Ph.D. program in the field of neuropathology. She enjoys the interplay of her artistic pursuits with her non-art classes. She feels so strongly about the importance of the arts in education that she founded the student club Panoptic Paradigm, which encourages activities in both science and arts.

President Charles W. Steger recognized this obligation in his inaugural address when he committed to increasing the presence of the arts on campus. His sentiment echoes those of former Virginia Tech presidents who recognized the need for an emphasis on the arts to create a comprehensive university and who initiated early discussions about a performing arts center. Today we find ourselves uniquely poised to capitalize on this tradition and to fulfill a plan that will shape the future of the arts at Virginia Tech.

“Many arts genres have begun moving toward an integration of technology within traditional studio education. Creative technologies are an important part of music, theatre, and visual arts education, and they prepare students for a work force that is increasingly more dependent on an understanding of technology. They provide new ways for artists to realize their respective visions and offer a new way to interpret our changing world.”

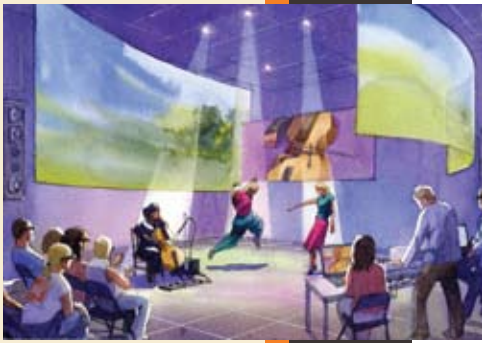
— DANE L. WEBSTER, HEAD OF CREATIVE TECHNOLOGIES

CURRENT VIRGINIA TECH STRENGTHS

The Arts Initiative is the plan for how the university will increase the visibility of the arts on campus by leveraging the strengths of existing arts programming and by exploring new possibilities between the arts and technology. Our School of the Arts houses nationally ranked departments and our faculty members have garnered national awards for their research. Every day, our talented teachers challenge their students, building character and fostering new ideas, and they take their ideas out into the community through regular visits to area schools and service as members of community groups. Students in the arts graduate with a strong understanding of theory and practice in their respective fields, and they go on to successful careers and are productive citizens. Further, our programs are expanding to include collaborations in creative technologies that bridge traditional performance and visual arts programs with emerging technologies, like computer animation. The Arts Initiative builds on these strengths to foster a cross-disciplinary environment for teaching and research in all disciplines.

This initiative will also reinforce the university’s regional and national reputation as a catalyst in community arts education. Our dynamic partnership with the Art Museum of Western Virginia in Roanoke will enrich the offerings of both institutions through curatorial and educational programs in creative technologies. This partnership will also provide an ongoing digital art exhibition that draws on the expertise of Virginia Tech faculty members, and distance learning programs designed to foster analytical thinking in elementary and secondary school children.





Over the years, Virginia Tech has provided facilities that unite the campus with the town, including performance and teaching spaces in Squires Student Center, Henderson Hall, and the Armory Art Gallery. Other spaces include a mezzanine level in the Armory for digital labs and classrooms, a Black Box Experimental Theatre for innovative theatrical productions, and a cyber arts studio and 3-D Animation Lab in downtown Blacksburg. Together, these programs and facilities lay the foundation for Virginia Tech to establish a campus and community arts district that will encourage a broader creative identity within the region.

BUILDING A CENTER FOR THE ARTS



The cornerstone for this Arts Initiative is the Center for the Arts, a complex of new and renovated facilities at the intersection of North Main Street and Alumni Mall. Its strategic location — at the main entrance to campus — affirms Virginia Tech's commitment to the arts as a key component to the education of the whole person.

The center will include a new performance hall and a visual arts gallery, both of which will be connected by a renovated Shultz Hall. The performance hall will seat 1,300 people and will have the flexibility to present theatre, music, and dance performances. The visual arts gallery will feature space for the university's extensive art collection and touring exhibitions, including storage and preparation rooms. The renovation of Shultz Hall will promote new opportunities for cross-disciplinary interaction, including a cyber arts studio and support space for the performance hall and visual arts gallery.



The Center for the Arts will be the most visible part of the Arts Initiative and will encourage engagement in the arts by students, faculty, and communities throughout the region. Programming inside the facilities will have a broad-based appeal and may include the following:

- International and national touring programs
- University theatre and musical productions, such as choral and jazz programming and opera workshops
- A venue for Virginia Tech musical groups, such as the chamber orchestra and wind ensemble
- Festivals such as the Summer Arts Festival and others that require multiple venues of varying sizes
- Traveling art exhibitions, visual art exchanges with peer institutions, alumni and faculty exhibitions, and juried competitions
- Exhibit space and curatorial opportunities for students
- Visiting artists and artists-in-residence programs
- A lobby and café for student and community activities, including accommodations for poetry readings, stand-up comedy, and cabaret-style performances

A NEW HUB FOR THE UNIVERSITY COMMUNITY

A Center for the Arts provides a vital space for meeting multiple community needs. Peer universities across the country are investing in their arts programs and facilities as one of the best ways to create a fully comprehensive university. Specifically, a strong arts community is essential for recruiting the nation's best faculty members. These talented researchers and teachers value cultural opportunities as a key component to quality of life, and for many, access to the arts is a welcome complement to their own research. By offering exposure to a broad range of creative practitioners, we can encourage collaborations within and conversations about the arts. For students, we broaden their understanding of the world and set them on a path to lifelong learning. It is important to create a place where they can gather to watch world-class performances, participate in workshops by distinguished artists, and engage in an arts-based learning environment. Finally, a center will attract audiences and supporters for the arts from the community and the region, and it will secure our role in the vanguard of artistic expression, creative research, and cultural enrichment. In this way, the Center for the Arts at Virginia Tech will create a vibrant new hub of intellectual and imaginative activity near the heart of downtown Blacksburg and serve as a resource for artistic expression across the commonwealth.

PARTICIPATING IN THE FUTURE OF THE ARTS

Building a new Center for the Arts is an opportunity to invest in the arts, education, and the larger community. A project of this scope and scale truly will require us to partner with visionary supporters — those who understand the potential of such a project to change our university, our town, and our region.

You can help invent the future of the arts at Virginia Tech by contributing to our goals to build a Center for the Arts, create a programming endowment, and endow a professorship dedicated to innovation and research in the arts. With your participation in The Campaign for Virginia Tech: Invent the Future, we can offer all our constituents the opportunity to engage in learning through and about the arts.

Please join us as we invent the future of the arts at Virginia Tech.

CAMPAIGN PRIORITIES

Center for the Arts	\$30 million
Endowed Professorship for the School of the Arts	\$1.5 million
Programming Endowment for the Center for the Arts	\$750,000
TOTAL	\$32.25 MILLION





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