

Art Works for Change

Creating contemporary art exhibitions around the world to address critical social and environmental issues.



Project author or developer:
Art Works for Change

Where:
US / Stati Uniti / San Francisco Metropolitan Area

Website:
www.artworksforchange.org

Art Works for Change was established in 2008 to expand upon the efforts of a team of dedicated artists and social change leaders who since 2005 had produced a series of acclaimed traveling museum exhibitions focused on social and environmental themes. Art Works for Change was founded by Randy Jayne Rosenberg, who brings more than 30 years of experience both as an artist and as a curator for a wide range of corporate, health care, government, and institutional art collections and exhibitions. Art Works for Change strives to harness the transformative power of art to promote awareness, provoke dialogue, and inspire action. We seek to address issues of serious concern—human rights, social justice, gender equity, environmental stewardship and sustainability—in creative, inspiring, and ultimately positive ways by engaging with audiences fully, creating experiences that are at once emotional, intellectual, and sensory. In each community hosting an exhibit, we partner with local organizations to create related programming that leverages the artwork to foster dialogue and build awareness of the issues addressed. In this way, our exhibitions serve as a crucible where artists, museums, advocacy organizations, and local community may unite as a collective force for change. Art Works for Change creates traveling exhibitions of national and international scope, addressing issues that are both urgent and universal. The data show that our work reaches substantial audiences, cutting across the divisions of race, class, age, and culture more thoroughly than do traditional museum art exhibitions. At a number of host museums, for example, Art Works for Change exhibitions have diversified audience demographics by as much as 20 percent, and a significant number of the attendees were either first-time or infrequent museum goers. One of our recent exhibitions, *Off the Beaten Path*, has been seen by more than 300,000 people. Another, the *Nature of Cities* exhibition at the Shanghai Expo, was seen by more than 600,000 people, approximately half of whom were children and young people. In addition to the physical venues, our exhibitions are also available online.

