*Please submit this completed application, the supplemental budget spreadsheet, and any relevant supporting documentation by the deadline indicated in your Step 1 notification letter to* [*Sustainability-Committee@Illinois.edu*](mailto:Sustainability-Committee@Illinois.edu)*. The Working Group Chairs will be in contact with you regarding any questions about the application. If you have any questions about the application process, please contact the SSC Program Advisor, Micah Kenfield, at* [*kenfield@illinois.edu*](mailto:kenfield@illinois.edu)

# General Information

**Project Name:** Sonified Sustainability Festival 2017

**Total Amount Requested from SSC:** $35,000.00

**Project Topic Area(s):** Energy X Education Food & Waste

Land Water Transportation

# Contact Information

### Project Lead

Applicant Name: Jason Finkelman

Unit/Department: KCPA, Director, Global Arts Performance Initiatives

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### Financial Contact *(Must be Full-time University of Illinois Staff Member)*

Contact Name: Cynthia Howard

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Organization Code: UIUC Organization Code (for CFOP) – Must not start with 9

### Facilities Management Contact *(If Applicable)*

Contact Name: Lisa Lillig

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**Primary Project Team**

|  |  |  |
| --- | --- | --- |
| **Name** | **Department** | **Email** |
| Lisa Lillig | KCPA | lillig@illinois.edu |
| Anne Sautman | Krannert Art Museum | asautman@illinois.edu |
| Emily Laugesen | KCPA – Community Engagement | elaugese@illinois.edu |

# Project Description

**Please provide a brief background of the project, the goals, and the desired outcomes:**

Global Arts Performance Initiatives is pleased to present a step two proposal supporting the second annual Sonified Sustainability Festival (SSF), serving the educational mission of the Student Sustainability Committee. With the anticipated success of this year’s inaugural festival, we request new funding to establish SSF as a signature series of sustainability-themed arts programming that culminates in celebratory Earth Day/Week event at Krannert Center on Saturday, April 22, 2017.

*Sonified Sustainability Fest – a celebration of ecological music and arts* was developed as a 2016 Earth Week kick-off event focusing on sustainable practices in the arts featuring live music, interactive art making, and information fair to provide greater visibility of local projects, programs and organizations working towards a sustainable future. National and local musicians performing on original instruments made from recycled and repurposed materials will be showcased at the Earth Week event, and have already appeared in two preceding Sudden Sound concerts at Krannert Art Museum. These concerts all fulfill a principal goal of SSF—to provide unique sustainability-themed engagements for new campus and community audiences.

Our goals and outcomes for SSF 2017 will be similar to and expand upon those of our current festival. We will plan a series of music and arts programs spanning the 2016-17 academic year that culminate with an Earth week event at KCPA that features a mix of live music, art making and information fair promoting campus-based and local organizations engaged with sustainability projects. We will seek and welcome participation by elementary students making instruments from found and recycled materials, and invite participation by local music projects such as the Electric Waste Orchestra.

In expanding the programming of SSF, Chicago-based Eric Leonardson would be a featured sound artist “in-residence” for a series of engagements, including a performance in the Sudden Sound concert series at Krannert Art Museum, elementary student programs, and an instrument construction workshop at Unit One at Allen Hall. These engagements would feature Mr. Leonardson’s Springboard, an experimental instrument he constructed in 1994 to explore the sonic potential of coil springs and other readily available materials amplified by a piezo disc contact microphone, which he plays with cello bows and homemade friction mallets. As founder and director of The Midwest Society for Acoustic Ecology, a chapter of the American Society for Acoustic Ecology, Mr. Leonardson activates communities through a practice of soundwalking, which he simply defines as “any excursion in which we listen for our relationship with our environment.” As a new component to SSF, we would like to organize a series of soundwalks led by Mr. Leonardson located in a few of our local “urban” parks such as Meadowbrook Park, Crystal Lake Park, and Weaver Park.

Another new aspect of the festival would be presenting a live music for film project featuring NYC-based Reel Orchestrette, comprised of Bradford Reed on pencilina and drums and Geoff Gersh on electric guitar. An original instrument designed and constructed by Mr. Reed with found and repurposed materials, the pencilina is “an electric ten stringed collision of the hammer dulcimer, slide guitar, koto and fretless bass with six pickups of varied types.” For SSF 2017, Reel Orchestrette would re-score the iconic 1982 experimental, environmentally focused film, “Koyaanisqatsi: Life Out of Balance”, by Godfrey Reggio. If budget allowed, two screenings celebrating the 35th anniversary of the film would be offered, one with the original soundtrack—a masterpiece by Philip Glass, and the second reimagined by Reel Orchestrette.

SFF 2017 would additionally like to offer an artist talk by Walter Kitindu, a sound artist and installation artist, instrument builder, avid bird watcher and photographer, performer, and environmental designer now based in Chicago who received a MacArthur fellowship in 2008. Building original instruments that navigate the boundary between live and recorded performance, Mr. Kitindu has also made hand-built turntables that interact with the wind and rain, fire and earthquakes, birds, light, and the force of ocean waves. Mr. Kitindu is a contemporary, ecological artist who would certainly inspire campus audiences. We have not yet determined if we will submit a proposal for an art exhibition at the Illini Union Gallery, but will keep this a possibility in our budgeting for the festival.

In conclusion, Sonified Sustainability Fest 2017 and its related events would continue to offer multi-faceted, sustainability-themed arts programming that reaches out to new sectors of our student population. A small team of hired undergraduate students would assist Global Arts Performance Initiatives director Jason Finkelman in the production and marketing of SSF 2017. Our team would seek participation by students in U of I’s performing arts programs; a group historically underrepresented in previous SSC funded projects. In order to establish a signature annual festival on sustainability issues aiming to creatively engage and educate a diverse population of students and community members through the arts, SSC funding is essential during these initial years of programming.

**How will the project improve the sustainability of the Illinois campus and how will the project go above and beyond campus standards?**

Sonified Sustainability Festival 2016 was the first educational program of it’s kind to be approved by the Student Sustainability Committee. We would continue offering dynamic engagements promoting sustainable practices in the arts, along with providing awareness of campus and community wide efforts in sustainability to new audiences. Exemplifying interdisciplinary programming desired at the University of Illinois, SSF promotes campus initiatives in sustainable futures, bridges several distinct communities of the arts and sciences, and dynamically engages and educates audiences in ecological performing and visual arts.

**Where will the project be located? Will special permissions be required to enact the project on this site? If so, please explain and submit any relevant letters of support with the application.**

If fully funded, this multi-faceted project will be located at various venues on campus, including Krannert Center for the Performing Arts, Krannert Art Museum, and Spurlock Museum. Additional outreach engagements will bring programming to a few local schools and/or public libraries. A letter of support from Krannert Center for the Performing Arts has been attached. As curator of the Sudden Sound series for Krannert Art Museum, I am completely committed to supporting this proposed programming. Spurlock Museum would be the ideal venue that can be rented for the proposed live music and film screening.

**Other than the project team, who will have a stake in the project? Please list other individuals, groups, or departments affiliated directly or indirectly by the project. This includes any entity providing funding (immediate, future, ongoing, matching, in-kind, etc.) and any entities that will be benefitting from this project. Please attach letters of commitment or support at the end of the application.**

The Student Sustainability Committee, Global Arts Performance Initiatives, Krannert Center for the Performing Arts, Krannert Art Museum and IUB Art Gallery were the principal programs/units that supported SSF 2016, along with many campus and community organizations that participated in our programs. Krannert Center for the Performing Arts has renewed committed funding for SSF 2017, as stated in the attached support letter.

**Please indicate how this project will involve or impact students. What role will students play in the project?**

Sonified Sustainability Festival and related programming relies significantly on student involvement. Paid and volunteer student interns would be essential to help organize multi-disciplined programming of this scale. Paid student interns this year have handled areas of graphic design, publicity, community engagement, and logistical planning of the event. These students are gaining valuable experience in working as a team to coordinate with major campus institutions the required coordination between artists and venues to advance each engagement program. Examples of these tasks include, scheduling elementary school community engagements, arranging interviews with artists, requesting publicity materials, and communicating production needs with each venue. Students will develop writing skills through drafting press releases, public service announcements, and event descriptions, and learn how to disseminate this event information to online calendars, newspapers, radio, and TV stations. In organizing SSF 2016, is has become extremely clear that employing a student intern familiar with a wide range of campus organizations and programs working on sustainability projects is crucial to the success of our festival. Working with a student who is actively engaged in this community provides wide-ranging possibilities in collaborative partnerships promoting our common goal of educating the public on sustainability concerns.

Additional student involvement with SSF 2017 may include engagement with Art & Design students, through a possible addition to the festival of a juried art exhibition that is displayed during Earth Week. We may also pursue enlisting support from student art organizations like CUDO and Illini Art Therapy to collaborate on next year’s interactive art stations for the festival. We may also seek to collaborate more closely with Unit One / Allen Hall in arranging a residency with our featured visiting artists. These types of partnerships will expose portions of the study body not typically involved with sustainability efforts to the work of the Student Sustainability Committee, iSEE, other university departments and student organizations. Ultimately, SSF 2017 will provide opportunities for students to engage with a wide-range of important issues through enjoyable and unique experiences that foster the development of a dynamic, multi-disciplinary sustainability community at the University of Illinois.

# Financial Information

*In addition to the below questions, please submit the supplemental budget spreadsheet available on the Student Sustainability Committee website. Submission of both documents by the submission deadline is required for consideration of your project.*

**Have you applied for funding from SSC before? If so, for what project?**

Yes. SSC supported *Sonified Sustainability Festival 2016 – a celebration of ecological music and arts*.

**If this project is implemented, will there be any ongoing funding required? What is the strategy for supporting the project in order to cover replacement, operation, or renewal costs?   
  
Please note that SSC provides funding on a case by case basis annually and should not be considered as an ongoing source of funding.**

If Sonified Sustainability Festival is to become an annual series of programs that culminate into a larger Earth Week event and information fair, ongoing funding will be required. However, it is my hope that the success of SSF 2016 will generate greater interest and financial support from related institutions on campus. In broadening the stakeholders of this event, SSF can be maintained as signature event promoting sustainability at the University of Illinois.

**Please include any other sources of funding that have been obtained or applied for. Please attach any relevant letters of support as needed in a separate document.**

Krannert Center has pledged $5000.00 towards Sonified Sustainabilty Festival 2017 (see attached support letter) and Krannert Art Museum will sustain its programming support for Sudden Sound Concert Series.

We plan to seek funding from Lorado Taft Arts Lectureship Fund and/or MillerComm to support the Walter Kitindu engagement.

# Environmental, Economic, and Awareness Impacts

*In addition to the below questions, please indicate specific measurable impacts as applicable on the supplemental budget spreadsheet.*

**Which aspects of sustainability does your project address, and how? Does the project fit within any of the iCAP goals? If so, how does the project go beyond the university status quo standards and policies.**

Not Applicable

**How will the environmental impacts of your project be measured in the near and long term? What specific monitoring and evaluation processes will you be using to track outcomes and progress?**

Not Applicable

**What is the plan for publicizing the project on campus? In addition to SSC, where will information about this project be reported?**

This project would be promoted in a wide variety of ways, with unique publicity stemming from each unit presenting a component of related programming. Global Arts Performance Initiatives would initiate all PR for the events. Krannert Center will provide assistance in print and digital media advertising, and market the events in their venue on online and monthly print calendars. The Sudden Sound Concert Series has its own print pubilicity and outlets for coverage. We welcome support from the Student Sustainability Committee’s campus-wide promotional outlets. Every affiliated event will be branded with “this program is part of Sonified Sustainability Fest” in order to further promote the culminating event.

Additionally, we will remain mindful of broadly incorporating sustainability in our event planning. For example, we were able to utilize the C-U Fab Lab to create a marketing resource for this year’s festival—a spray chalk stencil to use on the quad—and will seek future support from this unique campus resource to develop stamps or stencils to create promotional handouts on reused materials such as paint swatches and fabric samples.

In order to prolong the impact of SSF 2016, we have also made arrangements to produce a 30-minute video we plan to offer to cable stations UI-7, WILL, and Urbana Public Broadcasting for local airing. If picked up by these stations, the missions of the Student Sustainability Committee and of Sonified Sustainability Festival will be promoted long after the initial events, helping to generate new interest and audiences for SSF 2017.

**What are your specific, measurable outreach goals? How will these be measured?**

Drawing from our experiences this year, we will continue to develop engagement programming that bridges campus and community. At the recent SSF 2016 affiliated Sudden Sound concerts, audiences were introduced to two campus-based environmental organizations, The Green Observer and Students for Environmental Concerns, who each sent representatives to promote their causes. The Green Observer furthered the reach of our mission by publishing an online article in their December 2015 issue about Sudden Sound artist Douglas Ewart’s effort to combine “progressive ideas about environment and society in his multidisciplinary work.” Tom Nunn, our second Sudden Sound artist in the current festival was a featured engagement artist with students from Dr. Preston L. Williams, Jr. Elementary. While not initially part of our project, an introductory meeting with Urbana school art teachers inspired Rusty Clevenger to have his fifth grade students make instruments modeled after Nunn’s Skatchbox, an electro-acoustic percussion instrument made from laptop computer boxes, designed with colored tape, and patterned dowel, combs, and washers as sources for sound. We are now planning to display and demonstrate his student’s skatchboxes at SSF. Our featured artist Ken Butler will also significantly impact our community through several elementary school engagements, as well as one at Unit One/Allen Hall, during the week of the Illini Union Gallery opening of his work and his SSF performance at Krannert Center for the Performing Arts (KCPA).

These activities provide us a baseline of community and campus engagement. Audience attendance numbers will also be noted for SSF 2016, which we will be able to compare with SSF 2017 figures.

**Do you have any additional comments or relevant information to aid in evaluation of this application?**

The committee members are invited to attend the remaining events in SSF 2016. Ken Butler’s art opening at the Illini Union Gallery is on Thursday, April 14 at 4:30pm, and our final culminating event is on Saturday, April 16 from 1-5pm, which features an information fair, sustainable art making stations and live music by the Ken Butler Ensemble, Berimbau Bandit and the Caxixikid, and Tony Taylor of Ascendent Instruments.