

## *Editors' Introduction to the Summer 2019 Issue*

Paul Bonin-Rodriguez

*University of Texas at Austin*

Neville Vakharia

*Drexel University*

Welcome to the Summer issue of *Artivate: A Journal of Entrepreneurship in the Arts*. This issue marks an exciting step forward for our journal's growth, reach, and impact.

We are extremely pleased to announce that we have moved. Beginning with this issue, University of Arkansas Press assumes the role of publisher, supporting our journal's technical infrastructure and managing our production workflow under the guidance and expertise of David Scott Cunningham. They have also given us a new look. *Artivate's* co-editors and its editorial board will continue to serve as the editorial voice of the journal while the University of Arkansas Press will provide an online open journal web presence, copyediting/typesetting, enhanced communications, and more.

We also welcome some additions and changes of title in our support structure. With this issue, University of Arkansas faculty member Adrienne Callander joins the editorial board. Adrienne is assistant professor of art and entrepreneurship cross-appointed to the J. William Fulbright College of Arts and Sciences and the Sam M. Walton College of Business. Our founding editor, Linda Essig, will remain on the editorial board and serve as our editor/publisher emeritus, continuing to provide her valuable insights and wisdom. Finally, Jesse Hixson, who has long served as the copyeditor for *Artivate*, now assumes the role of editorial assistant.

In this issue, we feature four articles each addressing relevant theoretical and practical aspects of arts entrepreneurship. In "Art and the Blockchain: A Primer, History, and Taxonomy of Blockchain Use Cases in the Arts," Amy Whitaker demonstrates how blockchain, a technology often associated with cryptocurrency, is emerging to become a viable tool for artists and arts entrepreneurs. Jason White's article, "A Theory of Arts Entrepreneurship as Organizational

Attack in Artworlds,” uses grounded theory to explore how arts entrepreneurship results from organizational attacks on social structures and aesthetic beliefs. In “Artmaking as Entrepreneurship: Effectuation and Emancipation in Artwork Formation,” Adrienne Callander examines how a key tenet of entrepreneurship – effectuation – combines with emancipatory practices in the creation of socially engaged artwork. Jeffrey Taylor, Mayela Cardenas, and Stephanie Edwards draw on tax and labor data to propose a method for measuring commercial arts markets and micro-enterprises not subject to public reporting requirements. Applying their methods to the Colorado art market, their findings demonstrate the impact of arts entrepreneurship on a local economy. Finally, Mark Mitchell reviews the book “Artists Re:Thinking the Blockchain,” a series of essays exploring how this new technology proposes to affect artists and arts entrepreneurs.

We wish to thank the Arizona State University for shepherding our journal since its inception.

We also wish to thank our Editorial Board, who remained available to us throughout the summer as we worked simultaneously on this issue and *Artivate*’s move.

### **Special Issue: Winter 2020 Call for Papers: *Detroit’s Cultural Renaissance: Research on the Impact of Culture in Urban Revitalization***

The next issue of *Artivate* will be a special issue highlighting the role of arts entrepreneurship in Detroit. Artists, cultural organizations and creative entrepreneurs have been critical to Detroit’s recovery from bankruptcy. The highly publicized rescue of the Detroit Institute of Art as part of the “Grand Bargain” is but one example of entrepreneurial work that has built up the city’s creative infrastructure in support of a vital city. Featured essays will be focused on, but not limited to workforce development, repurposed buildings, innovations to the city’s arts education programs, and creative placemaking. Guest editors of this special issue are Susan Badger Booth, Professor of Arts Management at Eastern Michigan University and Mark Clague, Associate Professor of Musicology and Arts Entrepreneurship & Leadership at the School of Music, Theatre & Dance at the University of Michigan. Submissions are currently being accepted through December 15, 2019. See our full call for papers listed below in this issue.

**Issue Cover Image:** *Dancers* by Jonathan Borofsky.  
Photo by Wally Gobetz, CC BY-NC-ND 2.0,  
<https://www.flickr.com/photos/wallyg/6142802044>.