

EDITORIAL

Editors' Introduction

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As we open Volume 13 of *Artivate*—a rolling-basis volume that will add articles, essays, and reviews through August 2025—we are acutely aware of a shifting conversation around individual risk and collective value in the arts. In one of the opening articles of this volume, Amy Whitaker explores this shift through the lens of generative artificial intelligence, writing:

Creativity that benefits all of society requires individual risk, and we need ways of mapping this and thinking about it structurally as both a problem of governance and of economic structuring.

In another article that will be published in the new year, a group of scholars—Rachel Skaggs, Molly Jo Burke, Kuo Guo, Erin J. Hoppe, and Elizabeth C. Cooksey—explore the impact and aftermath of the COVID-19 pandemic on the lives and livelihoods of individual artists. Here, again, a dramatic and unexpected change in the ecosystem not only challenged conventions of individual practice but also revealed weaknesses in collective systems of compensation and support:

... the loss of access to social and professional networks, audiences, studio space, performance space, and events cut arts and creative workers off from people, spaces, and situations that previously structured their work and access to opportunities for future work.

Artists and arts entrepreneurs carry individual risks, even as they provide creative, aesthetic, social, civic, and public value. In private or commercial settings, that risk is often

ARTIVATE 13

mitigated by the promise of ownership and financial return. But in public and plural (voluntary, nonprofit, etc.) contexts, the covenants of risk and reward are complex and ever-changing.

Finally, in his editorial that opens Volume 13, co-editor Olaf Kuhlke calls arts entrepreneurship practitioners, scholars, and supporters to address the human costs at the intersection of art and business through a commitment to “trauma-informed” entrepreneurship.

We believe that *Artivate* interrogates a unique and essential domain within these larger systems. And we are eager to invite, review, and share the most compelling scholarship within that domain. We will continue to do so through open calls for articles on any aspect of the discipline (see our [Aims & Scope statement](#) and our [submission guidelines](#) for full details) and through more focused calls for special topics (such as our current [call for papers on creative economy and cultural entrepreneurship in South Asia](#)).

The changing landscapes of artistic venture and creative practice demand rigorous and open inquiry. As co-editors, we will continue to shape *Artivate* as an open and dynamic platform for that inquiry.

Photo by Hussein Haidar Salman, www.pexels.com/photo/low-angle-shot-of-the-museum-of-pop-culture-building-in-seattle-11535472/