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## **EDITOR'S INTRODUCTION TO THE WINTER 2017 ISSUE**

Linda Essig, Arizona State University

The three feature articles in this issue demonstrate developing research methods for arts entrepreneurship while illuminating field ontology (or ontologies) of both inquiry and practice. Jason White, in “Analyzing Entrepreneurship In The U.S. Arts Sector: Identifying Arts Entrepreneurs’ Demographics And Shared Characteristics,” endeavors to use data sets and empirical methods commonly employed across the social sciences to determine the characteristics of arts entrepreneurs in a given community, a process that uncovers some of the challenges inherent to research in the field. Travis Newton, in “LSO Live: An Entrepreneurial Venture,” uses a descriptive case study to illuminate intrapreneurial behavior, while Jonathan Gangi takes a conceptual approach in “Towards Consensus: Suggested Foundational Building Blocks For Arts Entrepreneurship Research And Pedagogy.”

The authors offer complementary understandings that point to the ways in which arts entrepreneurship exists at the individual, organizational, and system levels of analysis. While one author indicates that arts entrepreneurship is unique because of the product created by individual artists, another differentiates arts entrepreneurship as being within a specific economic sector defined by its core workers. Yet the third considers arts entrepreneurship as a behavior at the organizational level. As a body of research in and of the field continues to grow, we will begin to populate these levels with the knowledge necessary to move the field from its current conceptual phase into the theoretical phase that signals a mature research domain (cf, Hagoort, 2007, p. 12-13).

In addition to the three research articles, this issue features the fourth installment of our “Perspectives” series to which members of the Artivate editorial board are invited to contribute. Susan Badger-Booth advocates for a close look at arts alumni in order to observe individual entrepreneurial behavior. Diane Ragsdale asks a provocative question about the relationship of the individual artist/entrepreneur, the organizations they may found, and the economic system of which they are part.

Finally, please review the call for our first-ever special issue on the next page. *Artivate: A Journal of Entrepreneurship in the Arts* is pleased to partner with the Kresge Foundation on a special issue devoted to arts entrepreneurship and creative placemaking.

### **Special Event**

*Artivate: A Journal of Entrepreneurship in the Arts* is published by the Pave Program in Arts Entrepreneurship at Arizona State University. The Pave program also presents a biennial symposium on entrepreneurship and the arts. The fifth biennial symposium will be held May 5-6, 2017 in Tempe, Phoenix, and Mesa Arizona. The theme of the 2017 symposium is “Arts Entrepreneurship In, With, and For Communities.” Information about the symposium and a registration link can be found at <http://pave.asu.edu/symposium>.

### **References**

Hagoort, G. (2007). *Cultural entrepreneurship*. Utrecht: Utrecht University School of the Arts.

## SPECIAL ISSUE: ARTS ENTREPRENEURSHIP AND CREATIVE PLACEMAKING

Creative placemaking is a topic of increasing relevance in the U.S. and around the world. However, little attention has yet been paid in the scholarly literature to the role of the arts entrepreneur or the entrepreneurial behavior of arts organizations in creative placemaking theory or practice, including in the policy domain.

According to the National Endowment for the Arts (2016), Creative Placemaking projects “strategically link communities and local governments with artists, designers, and arts organizations to improve quality of life, create a sense of place, and revitalize local economies.” ArtPlace America (2016) considers that in Creative Placemaking projects “art plays an intentional and integrated role in place-based community planning and development. This brings artists, arts organizations, and artistic activity into the suite of placemaking strategies pioneered by Jane Jacobs and her colleagues, who believed that community development must be locally informed, human-centric, and holistic.” Finally, the Kresge Foundation (2016) defines Creative Placemaking as the deliberate integration of arts, culture and community engaged design in community development and urban planning practices to expand opportunity for vulnerable populations.”

This first-ever special issue of *Artivate: A Journal of Entrepreneurship in the Arts* asks authors to address one or more of the following questions:

- What is the role of arts entrepreneurship in Creative Placemaking?
- How does/can arts and cultural entrepreneurship specifically support community revitalization and equitable development?
- What role can arts entrepreneurs play in connecting the nonprofit and for-profit arts and culture sectors with residents, business interests, and local governments?
- How does public policy (at various scales) promote or obstruct the contributions of arts entrepreneurs to creative placemaking and community revitalization?
- How should the contributions of arts entrepreneurs to community revitalization best be captured and assessed?

Submission to the special issue are due **April 15, 2017** for review for possible publication in the Summer 2017 issue. Please refer to the detailed submission guidelines at <http://artivate.org>. Presenters at the Fifth Biennial Pave Symposium on Entrepreneurship and the Arts: Arts Entrepreneurship In, With, and For Communities may be invited to submit their papers for publication consideration.

Guest editors of this very special Summer 2017 issue of *Artivate: A Journal of Entrepreneurship in the Arts* are Maria Rosario Jackson and Greg Esser.

### References

- ArtPlace American (2016). *Introduction*. Webpage.  
<http://www.artplaceamerica.org/about/introduction>
- The Kresge Foundation. (2016). *Resources for transitioning economies*. Webpage.  
<http://diversifyeconomies.org/2015/12/kresge-foundation/>
- National Endowment for the Arts. (2016). *Exploring Our Town*. Webpage.  
<https://www.arts.gov/exploring-our-town>