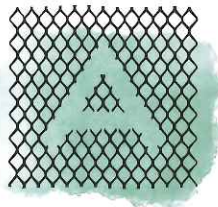


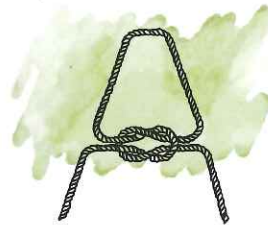
# AESTHETIC PERSPECTIVES

*Attributes of Excellence in Arts for Change*

## Short Take



**disruption**



**commitment**



**communal meaning**



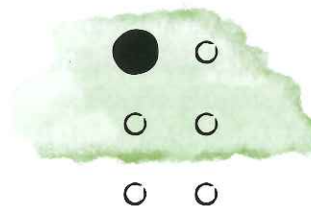
**cultural integrity**



**risk-taking**



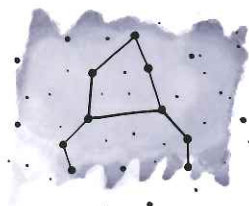
**emotional experience**



**sensory experience**



**openness**



**coherence**



**resourcefulness**



**stickiness**

# The Aesthetic Attributes



## COMMITMENT

**Creative processes and products embody conviction to the cause espoused through the work.**

What is evidence of the commitment to civic engagement, community change, or justice? To what extent is that commitment a clear underpinning of the creative work?



## COMMUNAL MEANING

**The creative work facilitates collective meaning that transcends individual perspective and experience.**

In what ways does the work reflect purposeful relationship among stakeholders and participants? How is the topic explored in the work relevant to the community?



## DISRUPTION

**Art challenges what is by exposing what has been hidden, posing new ways of being, and modeling new forms of action.** In what ways does the work break away from established practices, either social or artistic? How do the work and creative process cause audiences/participants to question their own beliefs or values?



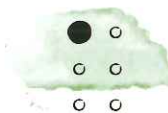
## CULTURAL INTEGRITY

**The creative work demonstrates integrity and ethical use of material with specific cultural origins and context.** How have the artists and stakeholders explored the relationships of power, privilege, and cultural context within the process of making the work? How have they explored questions of credibility, authenticity, and integrity?



## EMOTIONAL EXPERIENCE

**Arts for Change facilitates a productive movement between “heart space”—the emotional experience that art evokes—and the “head space” of civic or social issues.** In what ways does the work elicit emotional responses? How does the emotional response function in relation to the social justice or change-making focus of the work?



## SENSORY EXPERIENCE

**Vivid sensations deepen the experience of the creative work and heighten the power of its messages and the potential for change.** How does the work highlight or challenge sensory expectations? How do the sensory responses relate to the social, civic, or justice intentions of the work?



### RISK-TAKING

**The creative work assumes risk by subverting dominant norms, values, narratives, standards, or aesthetics.** How does the work take risks of form, content, or medium? What is the point of risk-taking? In what ways does it advance a meaningful purpose or idea?



### OPENNESS

**The creative work deepens impact by remaining open, fluid, transparent, subject to influence, and able to hold contradiction.** How does the art and its process offer multiple points of entry for people with varied expectations and aesthetic preferences? How do the artists show their willingness for the work to evolve based on what is learned?



### RESOURCEFULNESS

**Imaginative use of available resources drives artistic innovation and demonstrates responsible social and environmental practice.** How does the use of resources engage the audience's imagination and enhance their participation? How does the work demonstrate creativity in maximizing the possibilities of the human, social, financial, and physical resources available?



### COHERENCE

**Strong ideas expressed with clarity advance both artistic and social purposes.** Are artistic choices connected to an overarching intent? In what ways? Is there a meaningful connection between medium and message?



### STICKINESS

**The creative work achieves sustained resonance, impact, or value.** Is the creative work part of an overall strategy addressing civic or social change that supports continued engagement on the issue? After the experience, what do people remember about the work?



Americans for the Arts serves, advances, and leads the network of organizations and individuals who cultivate, promote, sustain, and support the arts in America. Founded in 1960, Americans for the Arts is the nation's leading nonprofit organization for advancing the arts and arts education.



Launched in 1999, Animating Democracy is a program of Americans for the Arts that works to inspire, inform, promote, and connect arts as a contributor to community, civic, and social change.

**Aesthetic Perspectives: Attributes of Excellence in Arts for Change** was developed by artists and allied funders and evaluators who participated in the 2014-15 [Evaluation Learning Lab](#) led by Animating Democracy at Americans for the Arts, in partnership with the Nathan Cummings Foundation and the Arts x Culture x Social Justice Network. Activation of the framework is supported by Hemera Foundation.



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