



**Before the convening, thoughts from Beyond the Building facilitator Barbara Schaffer Bacon**

“Creative placemaking as a frame for how the arts work in communities has been “on the ground” for a few years now. Though there are many ways the performing arts *are* contributing to community building, development and redevelopment, - definitions and perceptions have impeded full participation in funding initiatives. It is time to ask why.

“Two other factors make this conversation important. First, the field at large has been vetting the concept of creative placemaking vigorously at conferences, in the blogosphere, and in grant application reviews. These discussions and debates open space for perspectives from the performing arts community. Second, the performing arts community is broad and diverse within its own ranks. This conversation will cross disciplines and connect performing artists and organizations representing a diverse range of missions and practices in conversation.

One of the reasons I'm excited about having the Beyond the Building conversation is that we've had really thoughtful responses to the pre-event survey from the participants that represent a range of perspectives from throughout the field (and that contain some surprises.) There are well-articulated points of view that I think will help to build shared perspective, but also a more nuanced view of the performing arts in the work of creative placemaking. Creative placemaking becomes a way to center a conversation about a variety of trends and shifts in the performing arts arena. – *Barbara Schaffer Bacon, Animating Democracy*