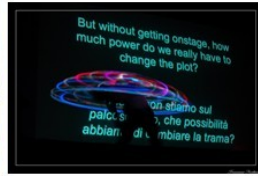


THE GLOBAL THEATRE PROJECT

Fostering International Engagement and Creative Collaboration



MISSION and PURPOSE

The Global Theatre Project develops and supports opportunities for creative exchange and collaboration that will unite American theatre artists and students with their international counterparts positively affecting the communities in which they are working. **The Global Theatre Project** seeks to promote cross-cultural exchange and improve the perception of Americans abroad by engaging two valuable segments of our citizenry into productive action: our professional theatre artists and our youth.

'While inherently unpopular policies are largely responsible, our failure to build bridges to other peoples has made matters worse. What we are doing is not working. . . [by]. . . expanding vital people-to-people programs, including exchanges of scholars, students and cultural institutions . . . [we can]. . . make the best of our thought and culture available abroad. . .' William Galston, Senior Fellow of Governance Studies at the Brookings Institute

THE NEED

20 years ago the United States closed all its cultural institutes and libraries abroad relying on Hollywood film and television to be the representative of our culture. Concurrently, during the last ten years there has been a 130% increase in the numbers of students sent to study internationally. While Hollywood cannot and should not be the sole representative of the true American culture or character, our youth, who are in direct engagement with international communities, are falling sadly short as 'ambassadors' .⁽¹⁾ These two facts now offer both a serious challenge and an enormous opportunity to create a form of cultural and educational engagement to our global relationships.

The Global Theatre Project has been created to share our tradition of collaboration, organization, community outreach and educational processes globally as representatives of the authentic nature of our culture. What we propose is a *new model* for artistic and educational international experiences which:

- Allow the students and professional artists involved to expand as artists with their international counterparts
- Act as cultural ambassadors with the communities in which they are working
- Use theatre arts as the core art form because of its community-building and collaborative nature.

The United States needs a new policy of cultural engagement abroad. **The Global Theatre Project** looks to actively participate in fulfilling a critical aspect of that need.

HISTORY

The Global Theatre Project is born of the work of President and Artistic Director, Bari Hochwald who founded and ran Florence International Theatre Company in Florence, Italy from 2005 through 2010. The work of FITC was a Sponsored Artist project under the U.S. 501(c)3 The Field. In Florence, which attracts up to 15,000 US students annually, Ms. Hochwald used professional American artists working with local international artists and demonstrated successfully through the rapid growth and involvement levels (see *impact figures on page 4*) that this sort of innovative, yet simple interaction can have a powerful and enduring effect on the participants and the community alike (see *page 6 for participant responses*).

Based on her seminal work in Florence, Ms. Hochwald now seeks to expand the work on a larger scale and to a broader audience internationally through the establishment of **The Global Theatre Project**. By basing the organization in the United States and continuing to build on FITC's work in Florence, **The Global Theatre Project**, a California nonprofit public benefit corporation, seeks to launch additional projects and engage additional communities around the world. **The Global Theatre Project** recognizes and addresses the importance of providing opportunities for American artists and students to engage internationally in a positive and collaborative way and to explore the full potential of live theatre and events to promote cross-cultural understanding.

(1) NPR, March 2008: Study-Abroad Students Gone Wild in Italy? by Sylvia Poggioli

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Currently **The Global Theatre Project** is working in partnership with:

- The University of Texas at Austin with the project **Global Voices**, a three year 8-week summer exploration based in Florence, Italy of European and American contemporary playwrights in translation and presentation which will develop an active cultural rapport between Florence, Italy and Austin Texas.
- The Cultural Commission of Stratford-Upon-Avon for the second year in a row to participate in its **Shakespeare Celebration** with an exploration of 'William Shakespeare and Language through the Sonnets' in collaboration with various Los Angeles-based institutions. This project will link multiple international communities, youth and theatre artists of Los Angeles, California with Stratford, England.

FUTURE

In order to meet the goals of this innovative new organization, **The Global Theatre Project** seeks individuals and institutions passionate in developing the long-term reach and impact of our work with projects to be developed both abroad and at home:

- Board Members
- Volunteers
- Donors
- Project-Naming Sponsors
- Corporate Sponsors
- Educational and Cultural Institutions

Creating a partnership of visionaries who understand and believe in the work of **The Global Theatre Project** will allow us to:

- Build upon the 5 years of successful production approach, programming and projects initiated in Florence
- Establish a strong foundation upon which to move forward
- Build relationships with United States government entities and non-governmental foundations
- Build relationships with identified international educational and artistic institutions
- Promote the ideas and concepts of **The Global Theatre Project** to
 - the general community
 - the academic community
 - the national conversation regarding U.S. international relations
- Actively seek other collaborative and educational relationships such as those with the University of Texas in order to create more vital opportunities abroad and at home for students and professional artists of theatre.
- Institute the *Judy Arnold Annual Scholarship* to be offered to qualified applicants from under-served communities to participate in educational or cultural opportunities abroad which meet the mission and purpose of the organization. (Judy Arnold was an active theatre producer who supported the development of many artists in the theatre community of Los Angeles. She passed away in 2007.)

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- Develop future projects which were seeded in Florence from 2005 - 2010 including:
 - Bringing The Creative Campus Initiative, a project which engaged over 900 American students in relation to the local community of Florence, to a global level through creating a replicable template for creative student engagement with the local community of artists and residents in which they live. These projects will include the already proven models of:
 - The English *Spettacolare!* project
 - Working with children through theatre to 'activate' their English language skills
 - The VDAY international project
 - Working with the VDAY headquarters in NYC to promote awareness of violence against women and girls through theatrical and educational events
 - The Student Generated Event
 - Multi-disciplinary events created around themes or issues of local concern
 - The Art Crawls
 - Night time photographic and 'Light Graffiti' events to counter-act binge drinking and 'pub crawl' environments popular where large populations of students study internationally.

The Global Theatre Project is a positive, productive, innovative and intelligent response to U.S. global relations, international exchange and collaboration, educational and cultural outreach. The projects and partnerships that will be created in the future of **The Global Theatre Project** are as vast as our imaginations will allow. The work initiated in Florence has shown that great outreach, exciting programming and healthy relationships can be created with maximum support and minimal financial investment.

Join us toward building a better world where:

- our international neighbors come to know us through the talent, passion and intelligence of our artists and youth
- our young people and future leaders develop their place and perspective within the global fabric
- theatre is celebrated as a relevant art form and unquestionable tool in developing healthy cultural diplomacy

To receive our financial prospectus or for information on getting involved at any level, please contact us at:

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Impact

The following are statistics of the impact on the community and the participants as a result of the work done in Florence from **2005 – 2010** and upon which **The Global Theatre Project** will advance its mission and purpose.

- **14 main stage productions** were produced, **over 50 Creative Campus projects** developed, **2 productions for Children**, **18 English Spettacolare! courses**, **3 Day of Memory bi-lingual community events**, **2 VDay Firenze bilingual events** and productions, **3 special performance events**, **4 educational workshops**.
- The project, which **began with 2 individuals** grew to an organization run entirely by a core of **12 full-time volunteers and artists** with the help of **approximately 60 more community members**. Even with limited funding the **exposure of the work reached over 10,000 individuals** through all of its projects and productions introducing the concept of international English-based theatre to the city as well as community participatory events and projects which bridged nationalities and languages. **Over 500 United States students, residents and visiting artists were involved in the creation, implementation and presentation of this work.**
- The project received the **patrocinio (patronage) of the Mayor**, Leonardo Domenici, **the President of the Cultural Commission** of the Historic Center, Ornella Grassi and the **President of the Historic Center**, Stefano Marmugi, and written support from Nora Dempsy, **U.S. Consul General of Tuscany**.
- The initiative and individual outreach projects were written about in **all major Florentine and Tuscany newspapers** including: La Nazione, Il Nuovo Corriere, Il Reporter, Firenze Spettacolo, Corriere della Sera, Il Firenze, Il Giornale della Toscana, La Gazzetta del Mezzogiorno, L'Ansa Firenze, City Firenze, Corriere Adriatico, Corriere Fiorentino, as well as the English paper: The Florentine.
- From **fall of 2006 through 2010** the project developed **partnerships and collaborations** with **Italian cultural and governmental institutions** which include the following: Palazzo Strozzi Foundation, Teatro di Cestello, Comune di Firenze, Quartiere 1 di Firenze, Regione della Toscana, Provincia della Toscana, Università di Firenze, Circolo Aurora, Artemisia Association, Festival della Creatività, Casa della Creatività, Sinagoga di Firenze, Centro Interdipartimentale di Studi Ebraici dell'Università di Pisa, Istituto Storico per la Resistenza in Toscana, TeatroLa, Associazione A.C.T., Associazione Sconfinando di Toscana, Cooperativa Archeologia (settore beni culturali), Biblioteca delle Oblate. And **Expatriate institutions** including: United States universities (*see list under Creative Campus page 5*), The British Institute, The German Institute, St. James (the American Church), St. Mark (the English Church), Friends in Florence, Network.
- The project's sensitive outreach to Italians through the development of subtitle and translations met the goal of **50% Italian audience members** exposed to the work by end of the second season
- **Grant** support from **The Rothschild Foundation Europe** for research for: Day of Memory Project – 'Living History.'
- **English Spettacolare! courses** (which 'activated' English for children) grew from **one course to five running concurrently**.

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IMPACT continued...

The Creative Campus Initiative (spring 2006 through fall 2009)

- **900 U.S. students** were engaged in **over 50 projects and productions**. The 2009 orientation attracted **more than 100 students**. Sample projects:
 - **Tuscany's Festival della Creatività** brought **80 US students** together in collaboration with **15 Florentine artists**. Their inter-active work at the Festival was experienced by **over 6,000 visitors** during the three days of the festival and given **'exceptional notice' by the Festival Director Paolo Chiappini** who interviewed students and artists for his promotional purposes within the Regione di Toscana (regional government of Tuscany).
 - For **two consecutive years** US students participated in **'Il Giorno Della Memoria'** a bilingual event developed and performed with community members commemorating the Holocaust. The standing room only performance at The Great Synagogue of Florence was called by Rabbi Joseph Levi **'the most attended of its kind'** (inclusive of non-Florentine individuals) with **over 200 people** in attendance.
 - For **two consecutive years** US students participated in **VDAY Firenze** putting **approximately 40 US students** in collaboration with **over 60 local residents and artists** to create theatrical and multi-disciplinary events **attended by over 1,000 individuals**.
 - **English Spettacolare!'s Story Hour** engaged over **35 US students** with **approximately 200 local children** in interactive reading presentations to improve English comprehension from **2006 through 2008**
 - Through the collection of donations of student and local artist work and the development of a special event, **L'Asta** (The Auction), U.S. students **raised €780.00** for victims of the earthquake of Abruzzo.
- The Creative Campus project was **highlighted on NPR** in a story by Sylvia Poggioli: Study Abroad Students Gone Wild in Italy. Airdate: March 2008
- **Over 18 Universities/Study Abroad Programs** sent their students to Creative Campus including: California State University; Palazzo Ruccellai; SACI; F.I.T. at Polimoda; New York University; Syracuse University; Kent State University; Florence University of the Arts; Richmond University; Fairfield University; James Madison University; Università di Firenze; European University Institute; C.A.P.A; Lorenzo de' Medici; CEA Global Education; Smith College; Study Abroad Italy

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A Few Words From Students Of Creative Campus

Creative Campus afforded me a **sense of greater responsibility** for the city of Florence. Working on these projects, I know that I was helping to **create better relationships** between the native Florentines and the international presence in Italy. It **opened my eyes** to the unique and often tragic relationship between Florentines and American students. Working with Creative Campus, I felt as though I was **representing my country in a positive light while interacting** with more Italian students and families. It was a pleasure to experience bilingual theatrical events in an internationally mixed company, and learning from Italian actors, musicians, and an array of international artists taught me a lot about the **universal power of the arts**. It was perhaps **the most unique and meaningful experience** I had abroad, and it was certainly the most unexpected. *Knud Adams, Kenyon College*

My time in Florence would have been significantly different without Creative Campus. It gave me something to do when there **wasn't any other options besides going out to a pub**. It gave me an opportunity to **become involved** with the Florence community in a way I never imagined. I **became more cultured** through this experience. The biggest thing I learned was the **capacity I had of being a leader** of some great events that **affected the community in a positive way**. The **confidence** I gained and skill sets I developed throughout my involvement has already **impacted my life** back home. I took a job over the summer involving change here in America – working towards a clean energy future. In a matter of three weeks I have gone from canvasser to assistant director of an office which raises thousands of dollars a week towards a cleaner environment. The work I am doing is impacting our future. Without the skills that I developed from my experience with Creative Campus, I am not certain I would have the same amount of confidence and skills necessary for this. I feel like **I can do anything** that I put my mind to. This mindset did not exist in me before my experience in Florence. *Jessica Roberts, Palazzo Rucellai*

The things I have learned **could not have been taught in a classroom**. I learned a great deal about myself as a person, like who I want to be and what message do I want to give others about myself. It kept me busy and happy in times where staying in and feeling sad were creeping around every door. Its easy to become closed off in a very different country in a time when you are scared and homesick and culture shocked. My experience will definitely **help me in dealing with others, group work** as well as individual work, **community service**, and **communication skills** which I think is the most valuable thing I have learned. *Madeline Green, Palazzo Rucellai*

"I would say the most valuable reward has been an **improvement in my networking skills**, and the creation of a small but strong network of **friends here in Florence**. I was **forced into the deep end, meeting strangers** from a **different country**. This networking – both the skills needed to accomplish it and the actual construction of relationships – is absolutely the greatest benefit of the entire experience. It has allowed me not only to **better understand myself** and my surrounding community, but has also facilitated the achievement of one of my first and greatest goals – that is, **full immersion** and **intensive interaction** with the community of Florence. The rewards – both creatively, mentally, personally and socially – have been greater than I could have imagined. I **discovered a completely different side of Florence** and many Italians, while also uncovering new sides of myself and learning more about my own strengths and weaknesses, likes and dislikes than I ever could have learned in a classroom. Going forward I hope to retain the lessons I've learned and implement them in my life when I return to the states" *Allison Silverberg, Syracuse University*

I made friends with Italian students, and have kept in touch with them since. Without this project I had maybe one full conversation with an Italian (other than interactions in shops, etc.). **Creative Campus is a rare and necessary program** in Florence. It made up at least 50% of my time abroad and provides an easy way to **get actively involved** in the city and arts culture. *Becky Grajeda, Kenyon College*

"I think this was the **most important part** of my study abroad experience. I thought working with the community on the Giorno Della Memoria project was a **great cultural experience** and I visited some places around the city that I may never have visited on my own for rehearsals and performances. This is a great way to get involved in theatre and in the community, and to meet some great people in Florence." *Catherine Lynch, New York University*

"This was an **amazing experience**. When one first arrives in their study abroad city, one wants to take it all in. After a while, it may seem like there is nothing else to do. Working with a **community based/related program**, gives one the opportunity to **take part** in something **important** and **be a part of the community**." *Sherly Dceus, CEA*.

As a university student who isn't interested in getting drunk every night, I wanted to **do something that was meaningful**. This was an **essential role** in my life in Florence. It added an essential layer to my experience in and attachment to Florence and Italian culture because I was able to **interact** with Italian children, meet with their parents, and just be part of the community. *Dorothy Yang, New York University*.

"It was a really neat way to be **immersed in the community** -people of all ages and from different backgrounds. When students are just taking classes on campus they're mostly surrounded by their English speaking peers from the same university, but this experience gave me the opportunity to meet people living in Florence which was something I was looking forward to!" *Amy Sheehan, Richmond University*