

Proposal for Pilot Models

and

Action Research

in respect to

THE DEVELOPMENT OF RESOURCES IN THE

PRIVATE SECTOR OF THE ECONOMY FOR ART AND CULTURE

Alfred de Grazia

Cultural Resources is a non-profit organization aimed at generating larger support for the arts and culture among the business and non-governmental associations of America. One of its guiding operating principles is to develop, and invent if necessary, non-traditional and underemployed forms of support.

As a result of initial probes into the area of the non-traditional and underemployed methods, Cultural Resources had conceptualized a number of areas that hold promise. The promise is so large, in fact, that it may be considered in terms of hundreds of millions of dollars and dollar-equivalents.

However, from conceptualization to execution is not a simple leap. In practically every instance, the concept is followed by a NEED TO DESIGN, TO EXPERIMENT, TO OPERATIONALIZE, TO DEMONSTRATE. Only then can it be expected that the movement of private support into these areas will proceed effectively and rapidly. CR is not financed for this second stage. It is financed largely to educate generally and to conceptualize. The present proposal is to obtain and utilize \$100,000 over a two-year period to ready the programs described below, for practical application on a large scale.

Arts Projects for Business

- C/R 1. Culture Support Information Gathering, Storage, and Retrieval System
- C/R 2. National Culture Product (EPA)
- 0 3. Corporate Culture Profile
- C/R 4. National Culture Profile
- 0 5. Truck Art
- C/R 6. Newsletter: Arts and Business Mag.
- 0 7. Street Displays
- 0 8. Art Auction
- 0 9. Veterans Memorial Center (NYC)
- 0 10. Company Historical Dynamuseum
- /R & 0 11. Multi-National Arts and Culture Exchange Abroad
- 0 12. Twilight Art (for Homes)
- 0 13. Company Bands and Ensembles

0 14. Company Dance (Hispanic, Modern, etc.)

0 15. Company Poetry and Writing Clubs

CR & 0 16. Art Cognizance Drills for Executives

Aux. 17. College of Government Relations Consultants in Art

Aux. 18. Profitable Corporate arts-support (a handbook of possible projects)/
find e.g.'s for case studies

0 19. Paint a Garage

0 20. Scrap Metal Sculpture

0 21. Slot-machine Art Games

0 22. Company Computer art (visual-linguistic)

0 23. New Cities Future Design

0 24. Plant Exterior Aesthetics

0 25. Art Park Energy Reducer

0 26. ArtsHotel Suburban Package

CR & 0 27. Company-supported (or mall-supported) Museum of American Art Forms