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Montalvo Arts Center Announces New Mission, Focuses on Community and Diversity

Engaging people in contemporary concerns through the arts is
top priority for Bay Area arts center

SARATOGA, Calif. – Montalvo announced today the formal adoption of a new three-part mission by its Board of Trustees:

Mission

Montalvo Arts Center engages people in contemporary concerns through the arts and captures the innovative and diverse spirit of Silicon Valley.

Action

Montalvo gathers global talent to incubate and produce compelling new work and to ignite learning through the arts.

Impact

Montalvo expands the role of the arts, artists and arts organizations as a resource and asset for culture and community.

The formalization of Montalvo's mission has been in-progress for more than a year, starting with the creation of the organization's Futures Committee in fall 2006. In May 2007, Montalvo presented the Futures Panels & Public Discussions, an unprecedented series of public panels that examined the role of contemporary arts organizations in the 21st century, with an extraordinary group of creative thinkers leading the charge and engaging the community. Funded by the Irvine Foundation, the series of six panels featured international arts organizations such as the Guggenheim Museum, New York; the Serpentine Gallery, London; the Walker Art Center, Minneapolis; and Bay Area-based organizations such as Youth Speaks and Destiny Arts Center. The moderated discussions provided a learning ground for Montalvo trustees and staff, creating a platform for Montalvo's Futures committee to examine the organization's future direction and how best to utilize Montalvo's designation as a historical landmark.

The panels focused on six topics:

- Digital Content and the Arts
- The Next Generation: Teens and the Arts
- Technology and the Arts
- New Dimensions for Arts Organizations
- Creativity in Public Schools: Artists as Resource
- Models for Evaluating Arts Organizations

Parallel to the three-month-long series of panels, Montalvo began its transition, realizing its dedication to focusing on thematic programming using visual and performing arts and public conversations, as well as through education programs. In April 2007, Montalvo launched its first thematic initiative under the new programming umbrella with [IRAQ: REFRAME](#), a widely successful program that tapped the creative

community to reframe perceptions of the country and its culture through programming that asked a myriad of internal and external questions. The series of visual, performing and media arts drew approximately 6,000 people from August 2007 through April. Montalvo's new initiative, set for this fall, will be announced in June.

"Montalvo's new mission is compelling, not only because our programming is ideal for the diverse spirit of Silicon Valley, but also because we are addressing contemporary concerns through the arts," said Bob Sain, executive director of Montalvo Arts Center. "While we are announcing the organization's mission today, the new programs that fall under it have been incubated for the last year, and we look forward to rolling out our second initiative in September 2008, continuing our success as an arts center that serves the greater Bay Area."

About Montalvo Arts Center

Montalvo Arts Center is a member-supported, nonprofit organization dedicated to capturing the innovative and diverse spirit of Silicon Valley and engaging people in contemporary concerns through the arts. Located in Silicon Valley's Saratoga hills, Montalvo Arts Center rests on 175 stunning acres, including the Sally and Don Lucas Artist Programs, an international artist residency; a historic Mediterranean villa, two theatres, a gallery and 2.5 miles of hiking trails. The historic villa and grounds were left to the people of California in 1930 by Senator James Phelan for the encouragement of art, music, literature and architecture. For more information about Montalvo Arts Center, call 408-961-5800 or visit www.montalvoarts.org/.

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