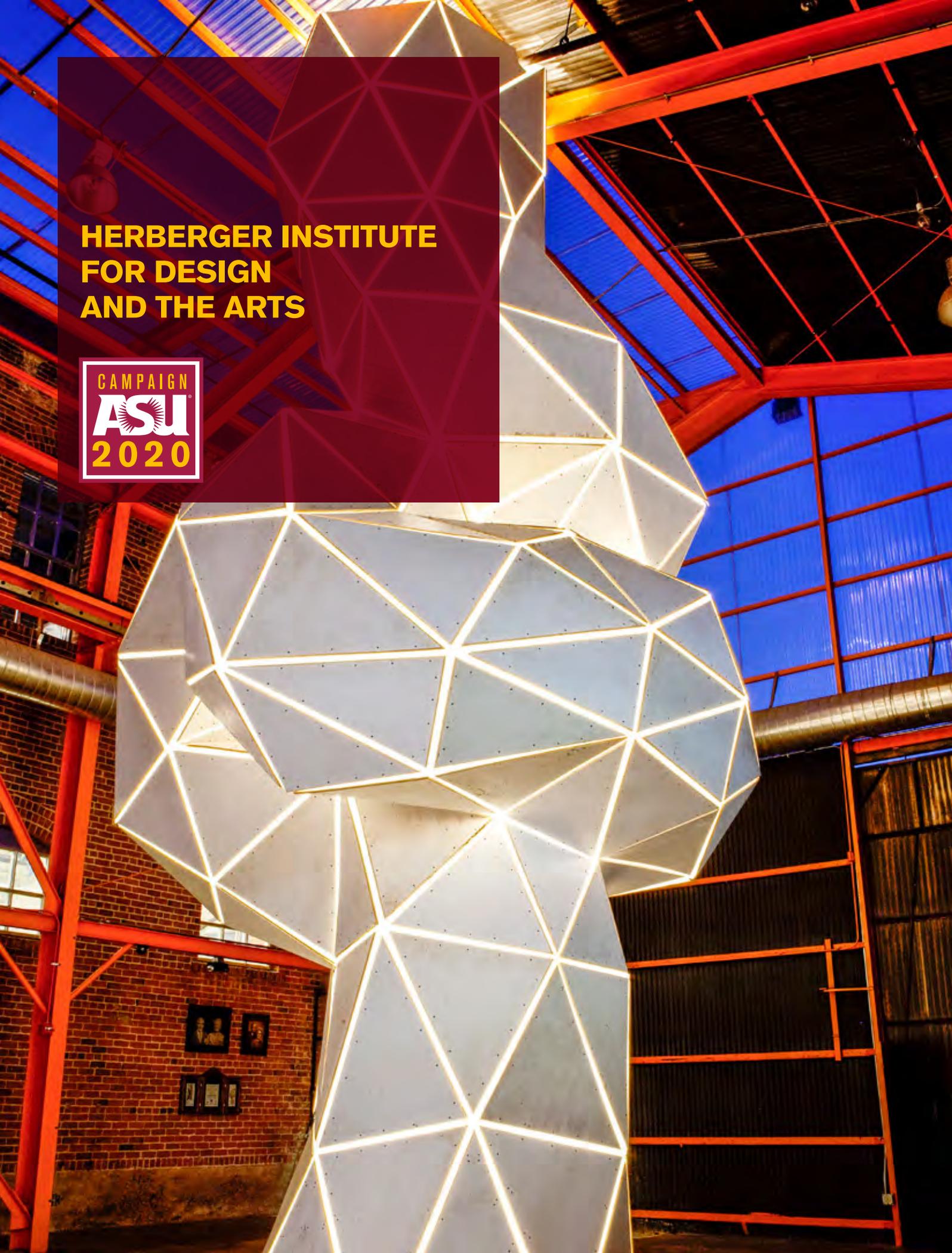
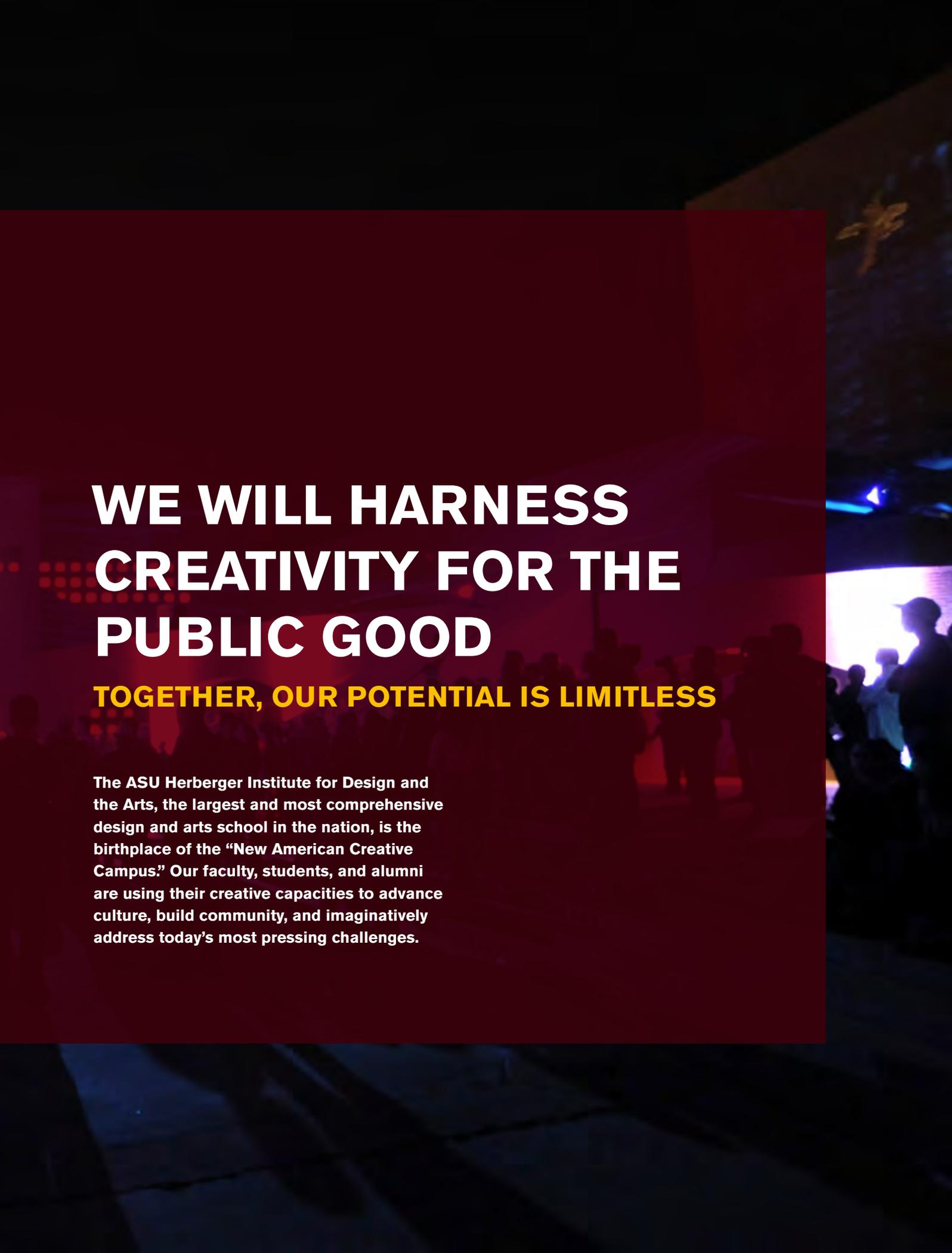


**HERBERGER INSTITUTE  
FOR DESIGN  
AND THE ARTS**







# **WE WILL HARNESS CREATIVITY FOR THE PUBLIC GOOD**

**TOGETHER, OUR POTENTIAL IS LIMITLESS**

The ASU Herberger Institute for Design and the Arts, the largest and most comprehensive design and arts school in the nation, is the birthplace of the “New American Creative Campus.” Our faculty, students, and alumni are using their creative capacities to advance culture, build community, and imaginatively address today’s most pressing challenges.



# A BOLD VISION: TRANSFORMING SOCIETY THROUGH DESIGN AND THE ARTS

## IF YOU WANT TO CHANGE THE FUTURE, YOU NEED TO CHANGE THE CULTURE

And to change the culture, our world needs the creative minds who teach, study, design, make, and perform at ASU's Herberger Institute. We are home to the ultimate change agents: designers and artists who are developing new ways to positively shape society's culture, environment, and economy. This is no mere theory. At the Herberger Institute, creativity with a purpose is already in practice:

- The Design School's InnovationSpace program places students from industrial and graphic design in interdisciplinary teams with students from engineering, business, and sustainability to design solutions to challenges of public health and environmental impact.
- The ASU Film Spark program in the School of Film, Dance and Theatre connects students to Hollywood industry leaders who partner with them to produce feature films for mass-market distribution, such as *Car Dogs*, starring Nia Vardalos of *My Big Fat Greek Wedding*; Octavia Spencer of *The Help*; and actor/comedian George Lopez. This revolutionary program advances the "teaching hospital" model in independent film production.
- Music therapy students and faculty help war veterans heal from post-traumatic stress disorder and transition back to civilian life through a collaboration with Guitars for Vets by providing guitars and music lessons.

**“WE KNOW THAT OUR ABILITY TO SOLVE PROBLEMS, BUILD ENTERPRISES, AND CREATE COMPELLING AND SOCIALLY RELEVANT DESIGN AND ART REQUIRES HIGH LEVELS OF MASTERY. BY BEING THE BEST IN OUR CHOSEN FIELDS, WE CAN STRETCH OURSELVES AND OUR TALENTS TO MAKE A DIFFERENCE IN THE WORLD.”**

*—Steven J. Tepper, dean, Herberger Institute for Design and the Arts*

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- The ASU Art Museum's International Artist Residency Program brings artists from around the globe to collaborate with ASU researchers, students, and local artists to address real-world challenges, such as immigration, sustainability, and veterans' affairs.

Programs like these—ambitious and fearless approaches to education and research—set the Herberger Institute apart from any other arts and design school in the nation. With our commitment to innovation and our capacity to test and scale bold ideas, we will drive national conversations about the transformative possibilities of how design and the arts are driving creativity across campus and our communities.

### **OUR DONORS' IMPACT**

For the last decade, gifts from generous alumni and friends have fueled the Herberger Institute's passion and trajectory. Donors have backed students' hopes and dreams through scholarships, enriched learning, and discovery by supporting faculty and have helped extend the Herberger Institute's reach into the community.

An investment in the arts at ASU is an investment in society's well-being. The Herberger Institute's

work is altering people's lives and transforming entire communities—far beyond just the lives of our students. In choosing to support the Herberger Institute through Campaign ASU 2020, donors can be assured they are enabling our most creative students and graduates to change the world.

There has never been a greater opportunity for alumni and friends to make a difference. By supporting Campaign ASU 2020, donors can share their personal vision of design and the arts and ensure that vision guides the Herberger Institute for the next generation.

#### **The Herberger Institute comprises:**

- School of Art
- School of Arts, Media and Engineering
- The Design School
- School of Film, Dance and Theatre
- School of Music
- ASU Art Museum



## TOTAL GOAL: \$55 MILLION

Herberger Institute aims to be a national leader in connecting creative minds with practitioners in the sciences, public policy, urban development, health, and education.

Our ambition is to train the next generation of artists to be entrepreneurial and resourceful, ultimately advancing their ideas and artistry with new partners and in new contexts.

## ENSURE STUDENT ACCESS AND EXCELLENCE \$11.5 MILLION

**Projecting All Voices:** Elevating the creative expression of a new generation: mentorship, engagement, scholarships, and early career opportunities for underrepresented designers and artists to ensure that the Herberger Institute is powerfully advancing the artistry, creativity, and stories of a changing America.

### PROJECTING ALL VOICES CREATIVE SCHOLARS PROGRAM

Projecting All Voices begins with an innovative high school summer institute that develops young artists and designers from historically

underrepresented communities into the creative problem solvers of tomorrow. The goal is to create a pipeline of Herberger Institute students from underrepresented groups and immerse them in one of the nation's top design and arts schools with access to mentors, resources, and opportunities. Campaign gifts will support up to an additional 10 students in the Creative Scholars Program—helping ASU lead the nation in the number of graduates in design and arts from underrepresented groups and planting the seeds for a real-world solution to issues of representation in the arts, entertainment, and design.



## KADE L. TWIST

Kade L. Twist didn't set out to be an artist. Growing up economically disadvantaged in Bakersfield, California, neither "artist" nor "college" was an obvious option. But Twist, a registered member of the Cherokee Nation, eventually found his way to Arizona State University, where he had his first significant art exhibitions and entered the master's program in the School of Art. Today, the multidisciplinary artist and public affairs consultant holds an MFA in intermedia from ASU; in 2015, he was named a USA Fellow, one of contemporary art's highest honors. His provocative, thoughtful work, both on his own and as part of the indigenous arts collective Postcommodity, has received national and international acclaim. In 2012, Postcommodity was invited by the curators of

the Biennale of Sydney to restage their sound and mixed-media installation *Do You Remember When?* that had been originally commissioned for the ASU Art Museum Ceramics Research Center during the fall 2009 *Native Confluence: Sustaining Cultures* exhibition. Twist credits ASU with helping him get to where he is today: "ASU has taken phenomenal risks on my behalf and on Postcommodity's behalf," he says. "It's where I cut my teeth, in terms of museum exhibitions. It's where some of my most important mentors work and contribute. And it's the bedrock of the Phoenix art community, which, as a result, has always fostered challenging and experimental forms of creative expression."



#1

Herberger Institute  
is the largest, most  
comprehensive design and  
arts school in the nation.

5,000+

students attend the  
Herberger Institute.

# CHAMPION STUDENT SUCCESS *\$17 MILLION*

## **Creative Talent Student Scholarships:**

Preparing our students to use their creative capacities to advance culture, build community, and imaginatively address the most pressing challenges of today.

## **ENDOWED SCHOLARSHIPS**

Gifts to Campaign ASU 2020 can help the Herberger Institute meet an ambitious goal: to have our student body match the diversity of our state's and nation's populations. The Herberger

Institute is already committed to access:

32 percent of the Herberger Institute students are from underrepresented populations. Increased scholarship support is critical in strengthening this commitment. The Herberger Institute's scholarship endowment currently stands at \$12.9 million, allowing us to award 128 named scholarships annually. But there is so much more to be done.

Through the campaign, we aim to add 67 new endowed scholarships, increasing the total number of scholarships to 195.





## ELEVATE THE ACADEMIC ENTERPRISE *\$18.5 MILLION*

**The Creative Campus:** Activating Herberger Institute faculty to drive creativity and imagination across the campuses of the New American University and throughout our communities. Programs that support research and creative activity that advance design and arts at the intersection of every discipline across ASU.

### PROGRAM SUPPORT

For years, we have worked to enrich Phoenix's cultural life by developing and enhancing academic programs and maker spaces that fuel discovery, creativity, and innovation. We have moved graduate and undergraduate programs into the urban core. We have launched an ambitious International Artist Residency program that has attracted exceptional talent from around the world, including England, Iraq, Portugal, Italy, and Mexico. Two years ago, we opened Grant Street Studios in the warehouse district—affording MFA students the opportunity to push the limits of form and content.

The campaign provides an opportunity to support our creative thinkers and their ambitious projects by establishing a program fund. Income from this

fund will fuel the next generation of great ideas emanating from the Herberger Institute.

### ENDOWED FACULTY POSITIONS

The greatest universities have the best minds, the most inventive researchers, and the most skilled teachers. Building a strong, talent-rich faculty for the Herberger Institute is vital as ASU continues on its journey to being among the best public research universities in the world. Endowed chairs and professorships help draw top faculty, who enjoy the prestige and additional funding for their work that endowed positions provide. Exceptional faculty attract bright students who, in turn, become the creative leaders of tomorrow and who will give back to ASU with their time and talent. In this way, endowed chairs create a perpetual stream of forward progress and support.

Through Campaign ASU 2020, the Herberger Institute seeks funds to establish:

- Named Dean's Chair: \$3 million—a first for the Herberger Institute.
- Three Named Herberger Institute Chairs: \$6 million—doubling the number of named chairs from three to six.
- Four Named Visiting Professors of Practice: \$1.2 million—increasing the number of these positions from five to nine.

# 1,000+

**Herberger Institute offers 1,000+ public events each year.**

## LIZ LERMAN



Choreographer, author, educator, and 2002 MacArthur “Genius Grant” Fellowship recipient Liz Lerman joined the faculty of ASU in January 2016. Widely recognized as an important influence in the worlds of dance, arts-based community engagement, and cross-disciplinary collaboration, Lerman assumed a unique position as Institute Professor to lead programs and courses spanning disciplines within and beyond ASU’s Herberger Institute.

“This is an incredible opportunity to leverage the talent of this great university to advance what has always been for me the intersection of artistic practice for the stage with broader civic purpose,” says Lerman.

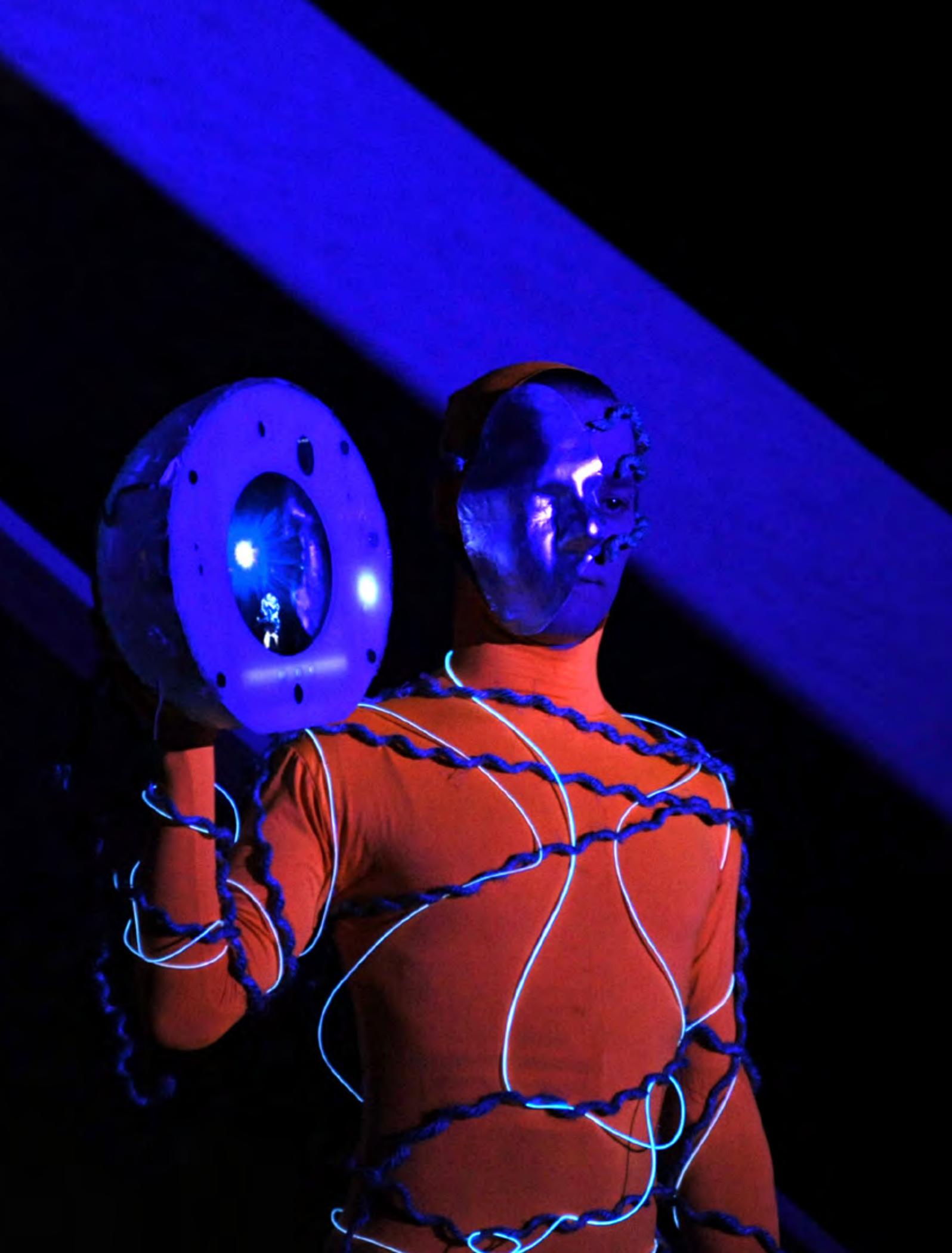
## FUEL DISCOVERY, CREATIVITY, AND INNOVATION \$3 MILLION

**Innovations and New Frontiers in Design and the Arts:** Supporting fundamental research, inspiring creative activity, and providing artists and designers with new tools, methods, and ideas to deepen our experience of the world and the possibilities for human expression.

### **ARTS, MEDIA AND ENGINEERING**

Arts, Media and Engineering (AME) is a pioneering cross-disciplinary school that encourages students to push the frontiers of learning, creating, and communicating in the 21st century. Working with faculty, students research and develop hybrid physical-digital media systems using concepts of design, art, and computer programming. The school’s degree programs equip students to become thought leaders in our evolving digital world.

Campaign gifts will support AME’s pioneering work as well as help launch a new venture: SYNTHESIS. This fusion of art, humanities, and science will encourage students to reimagine and remake the spaces we inhabit: offices, classrooms, homes, hospitals and clinics, public spaces, airports, and science labs. SYNTHESIS will bring together world-class faculty in the sciences, engineering, and humanities across ASU as well as visiting scholars and artists from across the globe. They will work with students in a media-infused experimental space to create future worlds. SYNTHESIS will develop tools, applications, responsive environments, and media that will have direct impact on markets (health, design, entertainment), on research (new “experience-rich” models for interpreting and manipulating data), on policy and politics (the environment), and on art (new modes of expression).



## ENRICH OUR COMMUNITIES \$5 MILLION

**The New American Creative City:** Deploying the talents of the nation's largest comprehensive design and arts school to support the cultural, social, and economic vitality of the Phoenix metro region.

### DESIGN AND ARTS CORPS COMMUNITY PARTNERSHIP PROGRAM

Campaign ASU 2020 gives the Herberger Institute an opportunity to establish the forward-thinking Design and Arts Corps Community Partnership Program. The Corps will put 1,000 undergraduate and graduate students to work each year in a semester-long program where they will deploy their creative talent to advance the social, cultural, and physical health of Phoenix and the region.

During their semester downtown, students will work in cross-disciplinary project teams, each led by a faculty member and a community liaison. Teams will partner with specific community clients within the Phoenix area and work together to find creative solutions to specific challenges or problems, whether they're engaging at-risk youth or repurposing empty lots to become parks or community gardens. We envision that this program—which will become the largest socially engaged arts/design program in the nation—will eventually run more than 100 projects within local organizations, government offices, and corporations.

### IMMIX AT THE CREATIVE CITY CENTER

Located in the heart of downtown Phoenix, the Creative City Center will be the home of the design and arts corps and will connect ASU

students, alumni, and arts professionals with the community, bolstering arts and culture in Arizona's capital and moving Phoenix into the future. The Creative City Center will be a site for new business incubation, networking, experimentation, and social outreach. Filled with glass-box spaces for artistic expression and experimentation, the Center will be a destination for tourists and residents who want to witness the creative process in action.

The Center will house Immix, a transition program that will provide outgoing graduates with affordable space to live and work as well as direct connections to professional artists and industry professionals. Alumni who enter the Immix program will be required to mentor a current Herberger Institute student. This mentorship program will provide current students with the opportunity to learn about best practices for working as an artist in Phoenix, deepening their ties to the city and developing early connections to the ASU alumni network. Currently, 65 percent of Herberger Institute graduates leave Phoenix and the Valley after graduation. The Creative City Center will provide the services, connections, and opportunities to reverse this outward migration of creative talent. Campaign gifts will provide seed funding for equipment, two center directors, a facility manager, five curators, and program support to serve 1,000 artists.



**Herberger Institute  
is made up of 32%  
minority students.**



## JOIN US IN TRANSFORMING SOCIETY

For most college graduates today, the future of work is unpredictable, nonlinear, and constantly evolving. A recent study found that 47 percent of current occupations will likely not exist in the next few decades.

At the Herberger Institute, our faculty, students, and graduates are ready for this future. Already, they are inventing new jobs and businesses, reimagining how design and the arts are made and distributed, and developing novel platforms and technology to exchange culture and enrich the human experience.

This is precisely the type of innovation alumni and friends advance when they support Campaign ASU 2020. Whether making a gift to strengthen scholarships, research, or community-focused

projects, donors can be assured they are expressing their values and passions in one of the most powerful ways possible. Donors' generosity will attract promising students and talented faculty. It will deploy the tremendous assets of ASU and the Herberger Institute to redefine the role and relevance of design and the arts in public life today.

We're excited by this future—and know there is much more work to be done. Together, with alumni and friends, we will harness design and the arts to bring even more dreams to life, stimulate and enrich greater discovery, and cultivate stronger and deeper partnerships throughout Arizona and beyond. **Join us.**



With your generous support, Arizona State University has reinvented the public research university. We are both more inclusive and more accomplished than ever, with ASU students and faculty earning unprecedented levels of recognition for their achievements. Our graduates leave here as master learners who are capable of rising to meet any new and unfamiliar challenge. ASU students, faculty, and graduates also are firmly rooted in their communities and committed to advancing the common good. Together, we have created a model for other universities to follow. Your support during Campaign ASU 2020 will help us break more new ground by raising \$1.5 billion to propel our vision for higher education into the next decade and beyond.

**ARIZONA STATE UNIVERSITY** is a comprehensive public research university, measured not by whom we exclude, but rather by whom we include and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural, and overall health of the communities it serves.

 **Herberger Institute for  
Design and the Arts**  
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