

UW-LA CROSSE SCHOOL OF ARTS AND COMMUNICATION PRESENTS



*creative*  
imperatives

# REVOLUTIONS

EXPRESSION INNOVATION & CHANGE

PERFORMANCES  
WORKSHOPS  
EXHIBITS  
OPEN STUDIOS  
PRESENTATIONS

February  
26 & 27  
2018

FEATURED GUESTS:  
KEN STEEN  
JOHN MOE  
MICHAEL HOUSTON



# WELCOME

from the Festival Director, Joseph Anderson



Welcome to our 2018 festival--**Creative Imperatives: Revolutions**. This year's events will explore art and communication in a changing society and how technology and innovation have advanced the way we explore our world. Campus sessions and featured guests will highlight current trends and techniques and their interplay with the past and future of creative expression.

We are thrilled to welcome back many participants in Art, Communication Studies, Music, and Theatre Arts. We are also fortunate to have participants from Sociology, Psychology, Murphy Library, and Archaeology and Anthropology.

Please join us on Monday, February 26 and Tuesday, February 27 for an exciting series of presentations, performances, workshops, lectures, and discussions with faculty, staff, and students.

# THANK YOU!

A special thank you to the faculty, staff, and students of the departments of Art, Communication Studies, Music, and Theatre Arts.

We would also like to thank  
the following people:

Misha Bolstad  
Shawn Fredrick  
Robert Hetzel  
Brant Mayer  
Dr. Betsy Morgan  
Rebecca Neitzel  
Nicole Novak  
Tara Reiter-Marolf  
Victoria Rahn

Sharon Shugrue  
Krista Shulka  
Michael Slevin  
Jacob Speer  
Stephanie Speer  
Stacey Strittmater  
Dr. Kim Vogt  
Terry Wirkus

# WELCOME

from the Dean of the College of Liberal Studies, Kim Vogt

Welcome to Creative Imperatives 2018! This arts and communication festival exemplifies the generative nature of creativity and collaboration. Our students, staff, faculty and guests provide compelling examples of the ways creative/artistic work can interact with technology old and new to reflect the human experience, expose people to new and innovative ideas and bring us to a greater understanding of one another.

The theme of this year's festival - Revolutions - explores art and communication in a changing society and how technology and innovation have advanced the way we explore our world. I encourage you to experience the interrelated worlds we present to you in this year's festival so that we might all gain a new perspective and marvel at how things that seem so separate are actually intimately connected and reliant on each other.



## CREATIVE IMPERATIVES PERSONNEL

### FESTIVAL DIRECTOR

Joe Anderson

### FESTIVAL COORDINATOR

Laurie Kinckman

### STEERING COMMITTEE

Joe Anderson

Jonathan Borja

Joel Elgin

Dena Huisman

Laurie Kinckman

### 2018 FESTIVAL GRAPHIC DESIGN

Lexi Wolf and Rachel Ajack

### STUDENT COORDINATORS

Catherine Craft

Sarah Daentl

James Isler

Paul Jewson


Baley Murphy


### ORIGINAL CREATIVE IMPERATIVES LOGO DESIGN

Susan Schulyer

Creative Imperatives events are free and open to the public. The Creative Imperatives festival is possible through the support of the University of Wisconsin-La Crosse College of Liberal Studies.

To request disability accommodations, please contact the College of Liberal Studies Dean's Office at:

 (608) 785-8113

 235 Morris Hall

 [CLSDeansOffice@uwlax.edu](mailto:CLSDeansOffice@uwlax.edu)

We would like to recognize that the University of Wisconsin-La Crosse occupies the land of the Ho Chunk people. Please take a moment to celebrate and honor this ancestral Ho Chunk land and the sacred lands of all indigenous peoples.

# ONGOING EVENTS

# MONDAY, FEBRUARY 26

## FESTIVAL GUEST MICHAEL HOUSTON

### THE MIND OF MIKE



Location: Room 207,  
Center for the Arts

During his visit to campus, Festival Guest Michael Houston will work with Printmaking students to create a temporary lo-fi installation that will be used to create a short stop-motion video examining our relationships to smartphones and the internet through an analog lens. Stop by throughout the day on Monday and Tuesday to see the project grow and change.

## ALL-STUDENT JURIED ART EXHIBITION

UWL Art Gallery  
Lobby, Center for the Arts

## STUDENT DISPLAY OF SCHOLARSHIP AND CREATIVE WORK

First Floor Lobby & Third Floor Gallery,  
Center for the Arts

Throughout the festival, posters, art, and other work created by students in the School of Arts & Communication will be on display in the Center for the Arts. The work includes both culminating class projects and undergraduate research. Additional lighting work can be viewed in the Theatre Light Lab, located in Room 342. The light lab displays will be open on Monday from 11:00 am-12 noon and 1:00-2:00 pm, and Tuesday from 1:00-2:30 pm.

8:50-11:20 AM

## ART-OPEN STUDIO: CERAMICS

Location: Room 25, Center for the Arts  
Karen Terpstra

Attend a demonstration of ceramic techniques and a tour of the studio. There will also be opportunities to work with clay and to see examples of ceramic work from around the world.

8:50-11:20 AM

## ART-OPEN STUDIO: PAINTING

Location: Rooms 203 & 204, Center for the Arts  
Jennifer Terpstra

Join students in painting as they demonstrate their processes in a variety of painting mediums, including watercolor, oil, and encaustic. Experience the vibrant energy and creativity the painting studio is all about. Painting students are excited to talk about their work and invite you to get a closer look at color mixing, creating large scale paintings, and collage-based work. The open studio also includes opportunities for all to contribute to a large-scale collaborative painting.

8:50-9:45 AM

## FESTIVAL GUEST KEN STEEN

MUSIC-DISCUSSION

### THE COMPOSER SPEAKS



Location: Annett Recital Hall,  
Center for the Arts

A professor of composition at the Hartt School of Music, guest artist Ken Steen composes acoustic, electronic, and multimedia combinations. In this talk, he will discuss his career and how technology has informed his compositional style.

**9:55-10:50 AM**

**THEATRE ARTS-DEMONSTRATION:  
SPORTSWEAR TECHNOLOGY FOR THEATRE COSTUMES**

Location: Costume Shop (Room SB 14),  
Center for the Arts

Michelle Collyar and Joe Anderson

This demonstration will explore how costume designers and technicians using the latest technology make costumes that are better fitting and more capable of movement. The presenters will also talk about the different materials they have today that were not available for costumes in the past.

**9:55-10:50 AM**

**COMMUNICATION STUDIES-DISCUSSION:  
BULLYING IN A DIGITAL AGE**

Location: Room 1401, Centennial Hall

Greg Ormes

This panel will discuss bullying in a digital age, following the case from this previous summer when an adolescent youth was bullied and goaded into committing suicide via text message and social media. Our panel will discuss how bullying has changed and what can be done to stem its negative effects.

**11:00 AM-1:00 PM**

**ARCHAEOLOGY & ANTHROPOLOGY-PRESENTATION:  
IMAGING AND IMAGINING THE PAST: USING  
ADVANCED 3D TECHNOLOGIES TO COMMUNICATE  
THE PAST TO THE FUTURE**

Location: Rooms 116 & 119, Center for the Arts  
David Anderson

This session will demonstrate the use of advanced 3D technologies such as laser scanning, photogrammetry, and 3D printing, for documenting and preserving archaeological remains for the future. Live 3D printing will take place and you will have the opportunity to explore the past through 3D virtual reality in a separate location across the hall.

**11:00-11:55 AM**

**COMMUNICATION STUDIES-DISCUSSION:  
TRENDING ON TWITTER - COMMUNICATION AND SPORT  
RESEARCH IN THE DIGITAL AGE**

Location: Annett Recital Hall, Center for the Arts  
Kate Lavelle and Evan Brody

The use of social media platforms, specifically Twitter, are an increasingly popular way for athletes, teams, and sports media organizations to connect with fans and the public. Communication and Sport scholarship has been at the forefront of studying this interaction. This panel discussion will explore some of the current trends in Communication and Sport research focused on social media and discuss a variety of current events topics, including the 2018 Winter Olympics, the National Anthem protests in professional sports, and a variety of other issues.

**12:00-12:55 PM**

**ALL-DISCUSSION:  
HOW TECHNOLOGY SHAPES THE CREATIVE PROCESS**

Location: Hall of Nations, Centennial Hall

Join us for this afternoon as members of the Creative Imperatives committee and faculty from across the School of Arts and Communications talk about how technology has revolutionized their respective fields.

**1:10-2:05 PM**

**THEATRE ARTS-PRESENTATION:  
TECHNOLOGY IN STORYTELLING ONSTAGE**

Location: Toland Theater, Center for the Arts  
Ben Golden, Megan Morey, and Matt Rightmire

Members of the creative team for the UWL musical *Big Fish* will showcase how technology was used to create the production currently onstage. The designers will provide a brief history of the revolution of theatrical technology and then demonstrate its fascinating use in this production.



**1:10-2:05 PM**

### **MURPHY LIBRARY-PRESENTATION: A DIGITALIZED PICTURE: THE WORTH OF A THOUSAND WORDS**

Location: Room 116, Center for the Arts  
David Mindel and Teri Holford

Digital Collections librarian David Mindel and Engagement librarian Teri Holford will present various examples of previously unknown collections of archival images that reside in an analog format (printed and glass negatives) in Murphy Library's Special Collections. David will speak to the different phases of digitalization, from the first capture at the turn of the 20th century to a digital rebirth at the dawn of the 21st century, how to access and use the images, and suggest that participants think about the inevitable digital dark age that will eventually come when technology surpasses itself. Additionally, Teri will engage participants in an activity for writers looking for character inspiration and descriptions.

**2:15-4:00 PM**

### **PSYCHOLOGY-FILM & DISCUSSION: CYBERSENIORS**

Location: Room 1404, Centennial Hall  
Ellen Rosek and Erica Srinivasan

The session will feature a screening and discussion of the documentary *CyberSeniors*. This film explores the use of technology by older adults. In particular it captures the experiences of older adults first adopting new types of technology with the assistance of young adults. The experience builds intergenerational relationships and enables the older adults to maintain connection with friends and loved ones through current technology and social media. Technology is sometimes discussed as a barrier to personal relationships; this film shows that isn't always the case.

**2:15-3:10 PM**

### **ART-DEMONSTRATION: 3D PRINTING FOR TEACHING AND LEARNING**

Location: Room 203, Center for the Arts  
Shawn Fredrick

Shawn Fredrick will provide an overview of how 3D printing technology works and demonstrate the real-world applications. The ability for individuals to produce prototype design objects from concept to 3D form opens new doors in design possibilities.

**4:00-5:30 PM**

### **ART-DEMONSTRATION: VIRTUAL REALITY DRAWING**

Location: Room 203, Center for the Arts  
Lisa Lenarz

Imagine being able to walk through one of your own drawings or sketches to advance creative possibilities. With VR (virtual reality) technology participants are invited to interact virtually with their own sketch or drawing using a virtual reality pen (Oculus Quill) and headset.

**4:00 PM**

### **COMMUNICATION STUDIES-PUBLIC SPEAKING COMPETITION**

Location: Rooms 1309 & 1400, Centennial Hall  
Mike Tollefson, Amber Jannusch, and Heike Hunter

The Public Speaking Competition promotes and showcases student excellence in public speaking. Six finalists, narrowed down from a pool of more than 2,000 students enrolled in CST 110 during Spring and Fall 2017, will present their persuasive speeches to an audience of community members and UWL students, instructors, and staff. This event is organized and supported by the Department of Communication Studies.

4:30-5:30 PM

## FESTIVAL GUEST

**KEN STEEN**

MUSIC - OPEN STUDIO

## BEYOND THE MUSIC



Location: Annett Recital Hall,  
Center for the Arts

Guest artist Ken Steen has written a new multimedia work for the UWL Wind Ensemble. In this session, he and the group will work out the logistics of working with acoustic instruments and electronics. Catch a glimpse of what it takes to bring a new multimedia work to life.

7:30 PM

## MUSIC-PERFORMANCE: KEN STEEN CONCERT

Location: Annett Recital Hall, Center for the Arts

Come and hear the UWL Wind Ensemble with Dr. Tom Seddon in a performance that will include a multimedia work composed especially for them by Creative Imperatives guest artist Ken Steen.

# TUESDAY, FEBRUARY 27

9:25-10:50 AM

## ART-OPEN STUDIO: PAINTING

Location: Rooms 203 & 204, Center for the Arts  
Jennifer Terpstra

Join students in painting as they demonstrate their processes in a variety of painting mediums, including watercolor, oil, and encaustic. Experience the vibrant energy and creativity the painting studio is all about. Painting students are excited to talk about their work and invite you to get a closer look at color mixing, creating large scale paintings, and collage-based work. The open studio also includes opportunities for all to contribute to a large-scale collaborative painting.

9:25-10:50 AM

## ART-OPEN STUDIO: PHOTOGRAPHY

Location: Room 26, WING Technology Center  
Kate Hawkes

Join us in the photography lab for a workshop on how to make Photograms, a traditional photographic image making process. Everyone is welcome. No photography experience necessary. Your curious mind is all that is required. All materials are supplied.

9:25-10:50 AM

## EDUCATIONAL STUDIES-PRESENTATION: THE LANGUAGE OF INEQUITY: USING ART TO REVOLUTIONIZE OUR UNDERSTANDING

Location: Lobby, Center for the Arts  
Scott Baker

Students enrolled in EDS 206 will discuss the work on display which address the intersections of language, race, sexual orientation, and gender identity in 2017. Through media, what ways do future educators see complicated conversations regarding race, sexual orientation, and gender? These art pieces attempt to understand and fight back against racist, sexist, heteronormative, and binary perspectives in current media narratives.

11:00-11:55 AM

## THEATRE ARTS-DEMONSTRATION: ELECTRICITY, SKIN, AIR, AND PAINT

Location: Room 203, Center for the Arts  
Joe Anderson

Actors have used stage makeup for generations to alter their appearance and create a new identity on stage. Professor Joe Anderson will be demonstrating how technology has enhanced the way stage makeup is applied. Come watch actors change their physical appearance and get a peek at some behind-the-scenes work and techniques.

**11:00-1:00 PM**

**COMMUNICATION STUDIES-FILM & DISCUSSION:  
A HUMOROUS REVOLUTION**

Location: Room 1400, Centennial Hall  
Scott Dickmeyer

The 2017 documentary *The Last Laugh* asks the question "Can a tragedy the scale of the Holocaust ever be the subject of comedy? Perhaps more importantly, should it be?" In the documentary, comedians pitch in with their own views on the boundaries of comedy. Star-studded, provocative, and entertaining, this documentary dares to ask these uncomfortable questions. After viewing the documentary, there will be a Q & A session discussing thoughts and reactions to the film.

**12:00-12:55 PM**

**FESTIVAL GUEST  
JOHN MOE**

**COMMUNICATION STUDIES-  
DISCUSSION: HUMOR,  
TECHNOLOGY, AND DEPRESSION**



Location: Hall of Nations,  
Centennial Hall

Dena Huisman, Ryan McKelley, Beth Mullen Houser,  
Dawn Norris, and Festival Guest John Moe

A panel of faculty and others will join Festival Guest John Moe to discuss details about the content of his podcast *The Hilarious World of Depression*. The panel will explore questions about the nature of depression/mental health, the ways that we talk about it (and don't), and how we can use humor and frankness to cure ourselves as well as the stigmas surrounding depression.

**12:40-2:05 PM**

**COMMUNICATION STUDIES-PRESENTATION:  
SHAPING RELIGIOUS PRACTICE THROUGH CREATIVE  
MOBILE APP DESIGN**

Location: Annett Recital Hall, Center for the Arts  
Wendi Bellar

This session will explore the creative design of religious mobile applications, specifically Catholic and Islamic prayer apps. Viewed through the lens of Social Shaping of Technology theory and set within the framework of Digital Religion, app designers are shaping religious perceptions and practices through three key design strategies: translating prayer texts and tools, building an interactive mobile app environment, and creating a multi-purpose religious design. App developers' choices in these areas impact how users understand their personal prayer practice in digital spaces, and how users and religious authorities negotiate the definition of authentic prayer. These findings have implications for how creative design and technological innovation influence our very religious identities.

**12:40-2:05 PM**

**ART-OPEN STUDIO: METAL HEADS**

Location: Room 20 & 23, Center for the Arts  
Brad Nichols

A practicing metalsmith needs to explore the boundaries of his/her craft to forge new techniques and processes. These discoveries then become part of the contemporary dialogue with tradition. The promotion of these new approaches asks tradition to embrace innovations. In time, these novel approaches become part of the larger body of traditions and the craft evolves instead of remaining static. Art majors will demonstrate both non-ferrous metalworking skills and traditional blacksmithing techniques. Students will be available to answer technical questions, discuss creative influences, and guide visitors through the two studios.



2:15-3:10 PM

## COMMUNICATION STUDIES & SOCIOLOGY- DISCUSSION: POLITICAL DISCUSSIONS ON SOCIAL MEDIA

Location: Room 1400, Centennial Hall  
Lisa Kruse, Dawn Norris, and Greg Ormes

Social media is changing the way we interact with one another in a variety of ways. This panel will present data from a larger study on social media and privacy to discuss the ways that social media has shaped political discourse. Specifically, we examine how social media and our conceptions of the space prevent meaningful political discourse, how social media has become a norm for political engagement for key political figures, and question the capacity for this platform to bring about meaningful exchanges of information and political movements/social activism.



4:00 PM

## FESTIVAL GUEST JOHN MOE

### COMMUNICATION STUDIES PRESENTATION & DISCUSSION

Location: Toland Theatre,  
Center for the Arts

John Moe and Scott Dickmeyer will discuss Moe's history in radio and podcasting. Including how the different media allow for different levels of creativity and exploration of identity and modern life. Additionally, the two will discuss Moe's current podcast, *The Hilarious World of Depression*, which features interviews with famous comedians who have struggled with depression and how it shapes their comedy. The audience will be allowed to ask questions as well.

7:30 PM

## FESTIVAL GUEST MICHAEL HOUSTON

### PRESENTATION: THE CREATIVE WORLD OF MICHAEL HOUSTON

Location: Annett Recital Hall,  
Center for the Arts




Festival Guest Michael Houston will speak about his experiences as an artist and provide insight on his process as a production designer, including his Emmy-Award-winning work on *Mind of a Chef*. The presentation will include video excerpts and behind-the-scenes details.



For more information about the Creative Imperatives festival, event information and updates, guest bios, lesson ideas, videos, and more:

Visit the Creative Imperatives website:

 [www.uwlax.edu/creative-imperatives](http://www.uwlax.edu/creative-imperatives)

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 [www.instagram.com/uwlcreativeimperatives2018](https://www.instagram.com/uwlcreativeimperatives2018)



# 2018 FESTIVAL GUESTS



## MICHAEL HOUSTON

Originally from North Carolina, Mike has lived and worked in New York since 1997. He is currently the Director of Design at Zero Point Zero Production, where he has won four Emmys, including one for Outstanding Individual Achievement in Animation.

Mike co-founded and ran Cannonball Press, a woodcut and letterpress studio, for 17 years, and co-founded and ran the Prints Gone Wild print fair for nine years. For his work with Cannonball Press he was named a United States Artists Ford Fellow. He was also an original member of the Barnstormers painting crew.

Mike works in traditional and digital illustration, animation, mural & studio painting, and woodcut, and has exhibited extensively in galleries and museums in the U.S. for nearly twenty years, as well as in South Africa, Japan, Denmark, Estonia, Hong Kong, Germany, and Finland. His work has also appeared on PBS, CNN, and the Travel Channel. His work can be seen at [mikehouston.website](http://mikehouston.website).

ONGOING EVENT - ROOM 207,  
CENTER FOR THE ARTS

TUESDAY, FEBRUARY 27 - 7:30PM  
ANNETT RECITAL HALL, CENTER FOR THE ARTS



# JOHN MOE

John Moe is the host and creator of the award-winning hit podcast, *The Hilarious World of Depression*. The author of three books: *Dear Luke, We Need to Talk, Darth*; *The Deleted Emails of Hillary Clinton*; and *Conservatize Me*, his writing has appeared in numerous humor anthologies as well as *The New York Times Magazine*, *McSweeney's*, *The Seattle Times*, and many more publications. He has hosted nationally-distributed public radio programs such as *Wits*, *Weekend America*, and *Marketplace Tech Report* and his radio work has been featured on *Marketplace*, *All Things Considered* and *Morning Edition*. He lives in St. Paul.

TUESDAY, FEBRUARY 27 - 12:00PM - 12:55PM  
HUMOR, TECHNOLOGY, AND DEPRESSION  
HALL OF NATIONS, CENTENNIAL HALL

TUESDAY, FEBRUARY 27 - 4:00PM  
MEET JOHN MOE  
TOLAND THEATRE, CENTER FOR THE ARTS

# KEN STEEN



Ken Steen is a composer, sound artist and educator living in Glastonbury, CT. His music sits squarely on the frontier between the acoustic and electronic domains of musical expression; often combining traditional orchestra, chamber ensemble or soloist with electronic instruments or processed sound and noise. He has received numerous awards and grants for composition including an ISCM Boston Composition Award, an American Symphony Orchestra League New Music Project, The Connecticut Commission on the Arts, Meet the Composer, The American Composers Forum Continental Harmony Encore Project, as fellowships to The Millay Colony for the Arts, the Artists' Enclave at I-Park and The MacDowell Colony.

In addition to composing concert music in many forms, Steen has composed a wide variety of works both acoustic and electronic for sound installation, dance, theater and web-distribution. His music and soundworks have been featured on concert and radio programs throughout the U.S.A., Canada, Italy, Belgium, Romania, Australia, Cuba and Japan among others. Recent premiere performances and sound installations in such diverse locations as China, Cuba, Merkin Concert Hall in NYC and in Melbourne, Australia, confirm that his work is steadily attaining international recognition.

Steen's music can be found on the Capstone, Vienna Modern Masters, Auralit and CRI CD labels, as well as at [www.kensteen.com](http://www.kensteen.com), and is published by University of Arizona Publications, Harrock Hall Music as well as American Composers Edition. Some of his soundworks can be found at [www.noisefarm.org](http://www.noisefarm.org).

Steen is currently Professor of Composition and Theory, and director of Studio D at the Hartt School, University of Hartford.

MONDAY, FEBRUARY 26 - ANNETT RECITAL HALL, CENTER FOR THE ARTS

8:50AM - 9:45AM  
THE COMPOSER SPEAKS

4:30PM  
BEYOND THE MUSIC

7:30PM  
CONCERT WITH UWL WIND ENSEMBLE



# REVOLUTIONS

## UWL Campus Map

**Centennial Hall - C-4**  
Hall of Nations

**Center for the Arts - C-3**  
Annett Recital Hall  
Toland Theater  
Campus Art Gallery

**Morris Hall - B-4**  
Frederick Theater

**Wing Technology Center - B-5**

All festival buildings and locations are  
handicapped accessible.

Two-hour street parking  
is available 8 am - 6 pm.  
UWL parking lots are available  
after 7 pm at no charge.

*Creative  
imperatives*  
University of Wisconsin - La Crosse

