UW-La Crosse School of Arts and Communication presents

CURIOSITY AND WONDER
THE INTERSECTION OF ART AND SCIENCE

SUNDAY, FEBRUARY 28 - TUESDAY, MARCH 1

2016 Festival Guests
Ben Toth >> Feb 28
Shumpei Yamaki >> Feb 29
Jill Sisson Quinn >> Feb 29
Margaret Wertheim >> Feb 29
Holly Walter Kerby >> March 1
Ted Louis Levy >> March 1

creative imperatives
University of Wisconsin-La Crosse
Welcome to the School of Arts and Communication’s third annual Creative Imperatives festival, designed to showcase innovative and thought-provoking work. I invite you to participate in the more than thirty events offered in just three days: Sunday, February 28 through Tuesday, March 1.

This year’s theme is Curiosity and Wonder: The Intersection of Art and Science. We have assembled an amazing array of presentations, performances, workshops, lectures, and discussions with faculty, staff and students from Art, Communication Studies, Music, and Theatre who collaborated with colleagues from Biology, English, Geography, History, Mathematics, and Psychology to shine light on the magic that happens when Art and Science intersect.

These daily sessions will be augmented with six exciting featured guests. The 2016 guests include nationally and internationally recognized artists, educators, and innovators. We are delighted to welcome Holly Walter Kerby, Ted Louis Levy, Jill Sisson Quinn, Ben Toth, Margaret Wertheim, and Shumpei Yamaki. Each will be featured in a public event as well as provide special instruction for our students.

Creative Imperatives is made possible through the work of our incredibly committed faculty, students, and staff in the School of Arts and Communication who have all generously shared their various talent, expertise and creativity, and exemplify the collaboration we all find so essential in our work. The University believes that diversity and inclusion are integral to the achievement of excellence. With this festival, we strive to be the embodiment of Inclusive Excellence and provide you with diverse offerings that will enrich your minds, feed your soul, and make the world a better place.

All festival events are free and open to the public. It is my sincere hope that you will take advantage of as many of these exciting sessions as possible. On behalf of the University of Wisconsin–La Crosse, welcome to Creative Imperatives 2016!

Thank You!
The Creative Imperatives Steering Committee extends 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 especially thank the following individuals:

Nancy Arens
Misha Bolstad
Maripat Coughlin
Joe Gunderson
Dean Julia Johnson
Nancy Jones
Interim Provost Betsy Morgan
John Ready
Christine Reed

Bruce Riley
Sharon Shugrue
Krista Shulka
Michael Slevin
Jacob Speer
Stacey Strittmater
Lisa Weston
Marci Wycoff-Horn
Derek Zimmerman
Welcome to Creative Imperatives 2016! 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 work can capture the human experience, advance knowledge in and of the world, and bring people into community with one another.

The theme of this year’s festival—Curiosity and Wonder: The Intersection of Art and Science—illustrates that working across disciplinary boundaries allows us to know the physical and social worlds more fully and deeply. I encourage you to explore the interrelated worlds of the arts, communication, and sciences with us so that we might all learn something new and marvel at the possibilities that the intersection of art and science presents.

Creative Imperatives Personnel

Festival Director
Joe Anderson

Festival Coordinator
Laurie Kincman

Steering Committee
Joe Anderson
Kathleen Hawkes
Dena Huisman
Laurie Kincman
Marc Manke
Tom Seddon

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Christine Stein
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Elizabeth West

2016 Festival Graphic Design
Alesha Cody

Website/Production Assistant
Katy Zart

Original Creative Imperatives Logo Design
Susan Schuyler

For more information about the Creative Imperatives Festival, event information and updates, guest bios, lesson ideas, videos and articles
Visit the Creative Imperatives website at:
www.uwlax.edu/creative-imperatives

Follow us on Twitter:
@UWLci

Follow us on Facebook:
www.facebook.com/UWLCreativeImperatives

Follow us on Instagram:
www.instagram.com/uwl_creative_imperatives/

Find us across social media with:
#UWLcreativeimperatives

Curiosity and Wonder: the intersection of art and science
The Creative Imperatives Steering Committee is especially grateful to our colleagues from across campus for the time and expertise they contributed to the planning and execution of this year’s festival as our Advisory Board. 

Matt Cashion, English
Scott Cooper, Biology
Karl Kattchee, Mathematics
Barrett Klein, Biology
Adrienne Loh, Chemistry
Ryan McKelley, Psychology
Bill Stobb, English
Annette Valeo, Continuing Education & Extension

Creative Imperatives events are free and open to the public. The Creative Imperatives festival has been possible, in part, through the support of the University of Wisconsin-La Crosse Provost’s Office, the Visiting Scholars and Artists Fund, the College of Liberal Studies, the School of Arts and Communication, UWL Foundation Community Engagement Committee, State Bank Financial, and Dick Record.

To request disability accommodations, please contact the College of Liberal Studies Dean’s Office at:
608.785.8113
235 Morris Hall
CLSDeansOffice@uwlax.edu

SUNDAY, FEBRUARY 28

<< 12:00 PM >>
Between River and Sky
Guided Nature Walk
Myrick Park Trailhead
Misha Bolstad & Kelly Sultzbach

Join Misha Bolstad, Kelly Sultzbach, and some of their students on a literary and graphic walk through the La Crosse marshes. The short hike will feature the work both classes did for the literary anthology website they compiled and created: betweenriverandsky.org. Environmental Literature students will read some of the environmental poetry that inspired their own analysis of why these pieces might help us reconsider our relationship to our local parks. Advanced Graphic Design students will discuss the relationship of the photographs and stylistic choices to those issues and locations. Participants are urged to bring their smartphones to read the annotations and view the photographs during the walk, and also their sketchbooks to record any inspirational ideas.

<< 2:00 PM >>
Singin' In The Rain
Performance
Toland Theatre, Center for the Arts
TICKET PRICES: $18 adults
$16 seniors/non UWL students
$5 UWL students

Get ready for a downpour of unforgettable songs in Singin’ in the Rain. Singin’ in the Rain has all the makings of a Tinseltown tabloid headline—the starlet, the leading man and a love affair that could change lives and make or break careers! In silent movies, Don Lockwood and Lina Lamont are a hot item, but behind the scenes things aren’t always as they appear on the big screen. Meanwhile, Lina’s squeaky voice might be the end of her career in "talking pictures" without the help of a talented young actress to do the talking and singing for her. This spectacular show is packed full of charm, romance, comedy and Tinseltown glamour and features some of the best loved movie songs including “Good Morning,” “Make ’em Laugh,” and of course, “Singin’ in the Rain.” Screenplay by Betty Comden and Adolph Green. Songs by Nacio Herb Brown and Arthur Freed. Based on the classic Metro-Goldwyn-Mayer film by special arrangement with Warner Bros. Theatre Ventures, Inc.

***This performance is not free. Tickets go on sale Monday, February 21st at 1:00 p.m. at the Fine Arts Box Office or by calling (608) 785-8522.***
Ben Toth
Performance
Annett Recital Hall, Center for the Arts
Festival Guest - Ben Toth

Guest Ben Toth's concert will feature a wide variety of percussion instruments, including a marimba, hand drums, shakers, a 100-year old glockenspiel, a Trinidadian steel drum, among many others. The program will include works inspired by music from various cultures including Indonesia, Mexico, India, Brazil, Serbia, Germany, and Trinidad.

More Information about Ben Toth on page 10.

Behind [art]ifact is a series of talks hosted throughout the exhibit. There are five talks, where objects will be delved into further by the artist and historian who worked with each object. Talks are open and free to the public. As part of Creative Imperatives, Behind [art]ifact will focus on the theme of science and art. The objects that will be discussed are a camera, bottles, and pearl buttons. The artists and historians presenting are Tami Holtzlander & Jill Rippe, Jenny DeRocher & Roger Boulay, and Megan Kautz & Ingvild Herfindahl. This is a rare opportunity to engage in a deeper conversation with the people intimately involved in producing this exhibit. More information is available at: www.art-ifact.org
<< 11:00 - 11:55 AM >>

**METEOROLOGY AND THEATRE**

Presentation
Toland Theatre, Center for the Arts
Ben Golden and Ron Stoffregen

How do theatre artists make it snow during *A Christmas Carol*? Or engineer the catastrophic storm in *The Tempest*? Meet faculty and staff members from Theatre Arts who will demonstrate a variety of methods for creating weather indoors. The presentation will also include an onstage tour of the system used to create the iconic shower in the UWL production of *Singin’ in the Rain*.

<< 11:00 - 11:55 AM >>

**REDUCING SPEAKING ANXIETY**

Presentation
Hall of Nations, Centennial Hall
Robert Eberle and Ryan McKelley

Have you ever wondered why the thought of a class presentation or a speech at a conference has your mouth dry and your stomach in knots? Attend this interactive session to learn about the psychology of this fear and techniques to help you manage it.

<< 12:00 - 1:00 PM >>

**THE SCIENCE OF RHYTHM**

Discussion
Annett Recital Hall, Center for the Arts
Featuring Matt Cashion, Ryan McKelley, Tom Seddon, with Festival Guest Ben Toth and moderated by Scott Dickmeyer

Join festival guests and UWL faculty in this discussion of how and why rhythm affects us, and its role in the creation of music and literature.

<< 1:10 - 2:05 PM >>

**THE ANATOMY OF SINGING**

Lecture and Demonstration
Annett Recital Hall, Center for the Arts
Tisha King-Heiden & Kathryn Skemp Moran

This interactive lecture explores how the human body functions optimally for singing and will include a real larynx and lungs on hand for demonstration purposes.

<< 1:10 - 3:40 PM >>

**PHOTOGRAPHY AND THE CAMERA-LESS IMAGE**

Watch Them Work
Room 26, WING Technology Center
Linda Levinson

Think you need a camera or at least your phone to take a photo? Come discover the world of Photograms, a photography technique that requires only light to capture an image. Participants will learn the tips and tricks, and leave with a creation of their own.

<< 1:10 - 3:40 PM >>

**THE SLEEP OF REASON: PRINTMAKING**

Watch Them Work
Room 334, Center for the Arts
Joel Elgin

You are invited to suspend reason and join the UWL printmakers, who under the influence of the subconscious will perform magical, mystifying acts of printmaking prowess. Please bring an article of clothing and have it freshly printed with a UWL “Printfool” original artwork.

<< 2:15 - 3:40 PM >>

**BUILDING DIGITAL DINOSAURS**

Lecture and Demonstration
Room 1400 Centennial Hall
Eric Snively

Take a step back in time during this guided demonstration of how scientists recreate these massive and magnificent extinct organisms and discuss where hypotheses and facts meet.

<< 2:15 - 3:40 PM >>

**THEATRE AND PHYSICS**

Demonstration
Toland Theatre, Center for the Arts
Michelle Collyar, Ben Golden, and Megan Morey

Although they call it “theatre magic,” science is at the root of many theatrical design and production techniques. This demonstration will show how the physics of force, color theory and sound waves are essential to realizing a live production onstage.

<< 4:00 - 5:30 PM >>

**SHUMPEI YAMAKI**

Performance and Artist Talk
Frederick Theatre, Morris Hall
Festival Guest - Shumpei Yamaki

UWL alumnus Shumpei Yamaki is a ceramist who has also studied interpretive dance and combines these two disciplines into an intriguing and fluid performance. The event concludes with a discussion of his work.

More Information about Shumpei Yamaki on page 11.
**One Woman’s Journey Down the Mighty Mississippi**

In the summer of 2015, Ashley Dechant spent 74 days traveling alone down the Mississippi River from Minneapolis to New Orleans in a 12-foot fishing boat. During the journey, she documented her experiences and the people she met on the river. Following the screening, Dechant will talk about her experience and answer questions. This project was supported, in part, by a UWL Undergraduate Research Grant.

**The Word into the World:**

WRITING A SENSE OF PLACE WITH JILL SISSON QUINN

**Reading**

The Root Note, 1145 4th Street S in Downtown La Crosse

Festival Guest - Jill Sisson Quinn

Creative Writing students from UWL will share their environmentally-themed original work. Ms. Quinn will take the stage at 8:00, reading from her essay collection *Deranged: Finding a Sense of Place in the Landscape and in the Lifespan*, which "links ecological exploration with moments of individual maturation."

**Crochet Coral Reef**

A YARN ABOUT ART, SCIENCE, AND CLIMATE CHANGE

**Presentation**

Annett Recital Hall, Center for the Arts

Festival Guest - Margaret Wertheim

Australian-born science writer Margaret Wertheim is one of the masterminds behind the Crochet Coral Reef Project, a unique creation which resides at the intersection of mathematics, marine biology, handicraft and community art practice, and also responds to the environmental crisis of global warming and the escalating problem of oceanic plastic trash. Learn how she and her twin sister Christine took crochet skills taught by their mother and combined them with geometry—while watching episodes of *Battlestar Galactica* and other television fantasies. Since 2005, the project has grown to include Satellite Reefs in over thirty cities and countries worldwide.

**Land Cover Maps Old and New:**

THE ART OF INTERPRETATION

**Demonstration**

Art & Science gallery, 3rd floor, Center for the Arts

John Kelly

“Land use and land cover” refers to the arrangement of basic vegetative/physical geographic categories (such as “forest,” “wetland” or “urban”) on the earth’s surface. While typically associated with physical sciences such as remote sensing and statistical classification methods, even objective satellite imagery represents a dozen decisions of human interpretation and priorities including, in the last stages of map preparation, aesthetic and artistic choices. Explore a collection of hard-copy and digital maps on display, and instantly create your own map by artistically manipulating scientific data.
2:15 - 3:40 PM

Debating Science

Presentation
Hall Of Nations, Centennial Hall
Moderated by Katherine Lavelle

Four students will debate Wisconsin environmental policy regarding increasing environmental protections. The debate will demonstrate academic debate procedure and strategies.

2:15 - 3:30 PM

Student Research & Creative Work

In-person Research Presentations, and Performances
CFA Lobby, Main Art Gallery and Annett Recital Hall, Center for the Arts

Students from Art, Communication Studies, Music, and Theatre Arts will answer questions and share the inspirations behind the work that has been on display throughout the festival.

4:00 - 5:30 PM

Public Speaking Competition Finals

Competition
Room 1400, Centennial Hall
Katherine Lavelle

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 a general education course called Communicating Effectively during spring and fall 2015, 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 and Public Speaking Center.

4:00 - 5:30 PM

Fusion Science Theatre

Lecture and Discussion
Annett Recital Hall, Center For The Arts
Festival Guest - Holly Walter Kerby

Founder Holly Walter Kerby will discuss Fusion Science Theater—a STEAM outreach program that uses the secrets of theater to create shows that actively engage children in learning science. It fuses best practices in science education with playwrights’ techniques to create science outreach shows and teaching methods that are inquiry-based, participatory, multi-modal and verifiably educational.

More Information about Holly Walter Kerby on page 11.
<< 9:00 PM >>

Filming Science - Back to the Future II

Film Screening
Annett Recital Hall, Center for the Arts

The 2016 festival comes to a close with a screening of Back to the Future II, along with guest commentators offering perspective on how accurately filmmakers in 1989 predicted the innovation and technology that would be part of our daily lives today.

For more information about any Creative Imperatives event please visit us online at:
www.uwlax.edu/creative-imperatives/
Follow us on Facebook:
www.facebook.com/UWLcreativeimperatives/
Follow us on Instagram:
www.instagram.com/uwl_creative_imperatives/

Ongoing Events

All Students Juried Exhibition
Exhibition
Main Gallery, Center for the Arts

An exhibition of art works by UW-L students. The art works in this exhibition were selected by jurors Susannah Magers, curator of art and public engagement at the Rochester Art Center, and Nikki Havekost, artist based in Rochester, MN.

Art and Science Gallery
Exhibition
Student Gallery, 3rd floor - Center for the Arts

Enjoy this special exhibit showcasing the fusion of art and science, featuring mathematical art, scientific models, and 3-D recreations.

Microscopy Mosaic Project
Interactive Exhibition
Main Lobby, Center for the Arts

We are constantly surrounded by aesthetics, but they also exist in what we cannot see. This interactive mural began in multiple locations around campus prior to the festival, and is now on display in the lobby of the Center for the Arts. Come take part in this artistic recreation of the beauty of science, normally too small for the naked eye.

Student Research and Creative Work Display
Exhibition and Poster Display
Main Lobby, 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 lobby of the Center for the Arts. The work includes both culminating class projects and undergraduate research.

[ART]IFACT
Exhibition
February 24 - April 17
Tuesday – Friday >> 11 am – 7 pm
Saturday >> Noon – 4:00pm
Kader Gallery, Pump House Regional Arts Center
119 King Street in Downtown La Crosse

[art]ifact is a project that combines local history with local artists. The exhibition at the Pump House Regional Arts Center will be on display from February 24 through April 17, and is a partnership between the Pump House, the Public and Policy History Program at UWL and the La Crosse County Historical Society. The exhibition seeks to understand the industrial history of La Crosse whilst inviting local artists to produce interpretations of the artifacts through various artistic styles. This will be an exciting opportunity to view locally made historical objects alongside local artists’ work combining the two very different disciplines of art and history.
HOLLY WALTER KERBY

Kerby is the founder and Executive Director of Fusion Science Theater, an organization funded by the National Science Foundation to create story-based methods and forms to teach science concepts. She is faculty emeritus in chemistry and playwriting at Madison Area Technical College and received the Community College Faculty of the Year award in 2012. She currently teaches workshops and develops interactive digital activities at the University of Wisconsin-Madison.

TED LOUIS LEVY

Levy is an award-winning dancer and choreographer who has performed on Broadway and around the world. Just a few of his accomplishments include collaborations with Gregory Hines and George C. Wolfe in Jelly’s Last Jam, with Savion Glover in Bring In Da Noise, Bring In Da Funk, and a film debut in Spike Lee’s Malcolm X. He has been heralded by the New York Times as “deceptively traditional in his footwork as a crooning host and all-around entertainer”. Levy is also the Guest Choreographer for the UWL Theatre production of Singin’ in the Rain.

JILL SISSON QUINN

Quinn is a nature writer and teacher living in central Wisconsin. Her essays have appeared in Ecotone, On Earth, Orion, and many other magazines. Quinn’s first book, Deranged: Finding a Sense of Place in the Landscape and in the Lifespan, was published by Apprentice House of Loyola University, Maryland. Quinn is a regular commentator for Wisconsin Public Radio’s Wisconsin Life program. Her essay, Sign Here if You Exist won the John Burroughs Essay Award and was reprinted in Best American Science and Nature Writing 2011. Quinn was the winner of a 2013 Rona Jaffe Foundation Writer Award.

2016 FESTIVAL GUESTS

Australian-born science writer Margaret Wertheim is one of the masterminds behind the Crochet Coral Reef Project, a unique creation which resides at the intersection of mathematics, marine biology, handicraft and community art practice, and also responds to the environmental crisis of global warming and the escalating problem of oceanic plastic trash. Since 2005, the project has grown to include Satellite Reefs in over thirty cities and countries worldwide. She has been published in The New York Times, New Scientist, and The Guardian.

Yamaki was born in Kamakura, Japan, and graduated from University of Wisconsin-La Crosse with a degree in archeology. He was injured in a car accident and enrolled in a ceramics course in order to rehabilitate his arm and discovered a passion for it. Currently he is a resident artist with the Scattergood Friends School and Farm and creates innovative performance events combining ceramics and dance.