

**SPRING 2016 CAMPUS SUSTAINABILITY FUND PROPOSAL**

**TITLE:** "Support for the 2016 Science Art and Music Festival (SAM Fest)"

**PROJECT LEADER:** Curt Stager

**CO-PARTICIPANTS:** Kate Glenn, Rob Carr, Andrew Coulter

**TOTAL AMOUNT REQUESTED:** \$2705.00

**PROJECT NARRATIVE****Project Goals and Supporting Objectives:**

The goal of our project is to launch an event that will showcase the many ways in which the Paul Smith's College community blends the arts and sciences in the service of education, outreach, and the development of a sense of place at a time of historic environmental change. This proposal is for funds to help cover costs of the event, which is also being supported by the VIC, The Wild Center, and North Country Public Radio.

This will take the form of a 1-day festival at the VIC on April 16, open to the public and free to the campus community, centered on a theme of "The Art and Science of Time." Last year's SAM Fest drew more than 300 people from all over the North Country and we expected a similar number to attend this year. TED-style talks by students, faculty, and guest speakers about climate-related topics will be interspersed with similarly themed musical performances, film, and poetry by students, faculty, alumni, and others from the region. Presentations by PSC students will include representatives of several classes including Geology, GIS, and the Stirring of An Ecological Conscience course.

Time-themed paintings and drawings by PSC students, faculty and Saranac Lake artists will be displayed in the gallery along with traditional folk arts including primitive pigments, neolithic stone boiling, and maple sugaring will also be featured.

Scientists will use the arts to help convey their messages, and the artists will ground their work in the context of scientific evidence that highlights the nature and effects of time and its corollary, change, on Adirondack and global cultures and ecosystems. This event is intended to increase awareness of the connections between the arts and sciences and to show that economic, environmental, and cultural aspects of this region are not separate and conflicting entities but part of a sustainable whole.

### **Project Justification and Relevance:**

PSC is well known for its commitment to providing hands-on learning and real-world experience, but it is also "the College of Arts and Sciences." The arts play a larger role in our socio-cultural community than many outsiders realize, not only in terms of informal self-expression but also in more practical terms. These include retaining and recruiting our student body, improving the long-term quality of life for our students and staff, and continuing to maintain meaningful relationships with our alumni - in other words, to better sustain and support a rich and healthy Paul Smith's community. One way to bring this aspect of PSC into clearer view is to establish an event in which we can "show our stuff," an event that welcomes the North Country community to Paul Smith's for a day that celebrates our diverse community in all its facets. Ideally, this enhanced visibility will also help to establish the arts as an integral part of the PSC experience, attract future funding, and help to make the arts more sustainable over the long term here on campus.

### **Approach and Methodology:**

The Science Art Music Festival ("SAM Fest") will be organized in four basic units.

(1) A series of TED talks, musical performances, poetry, and films in the VIC auditorium (a schedule is posted at [www.samfest.org](http://www.samfest.org)). Speakers will include students and faculty from PSC and around the region. Musicians will include Celia Evans, Jamie Savage, Dan Berggren, Peggy Lynn, and PSC students Tyler Dezago and Izzy Padron. Poetry, readings, and videos will feature Craig Milewski and several PSC students. Russian modern dancer Ekaterina Zharinova will provide an original dance on video, composed specifically for SAMFest. At the close of the event, PSC student Jhanelle Rahim will introduce the award-winning film, *Chasing Ice*.

(2) The art gallery will be organized by members of the Saranac Lake artist community (Sandy Hildreth, LeeAnn Sporn, Meg Bernstein and others) as well as PSC students.

(3) Deb Misik and Alec Abt will organize PSC culinary students to offer local-sourced, sustainable-style refreshments for lunch including baked goods, soup, and sandwiches.

(4) Brian McDonnell will oversee general operations at the VIC facility including admission, food service, maple syrup processing, and general logistics.

North Country Public Radio will serve as media sponsor for the event. The PSC maple syrup pancake breakfast will begin and end just before the SAM Fest begins on April 16. The pancake

breakfast will serve as an additional draw for attendees, including large numbers of alumni and the general public.

### **Expected Products and Outcomes:**

SAMFest is a showcase for student, staff, and faculty talent to combine science and the arts in support of personal growth and quality of life. SAMFest creates a prominent platform for students to offer TED-style presentations that are crafted to address the needs and interests of Adirondack residents. SAMFest will promote PSC as a place for creative innovation, education, outreach, and sustainable lifestyles. This event also brings awareness to the vast diversity of arts on campus among the trustees, administration, and potential donors who may not yet realize the important role that the arts play in the Paul Smith's experience. Maintaining and sustaining connections between PSC and its alumni, including musicians, artists, and others is another benefit of SAMFest. This is attractive event shows the uniqueness of the Paul Smith's College experience for prospective students and their families during the Open House event on campus.

### **PROJECT BUDGET AND TIMELINE**

- 1. TRAVEL FOR OUT OF TOWN PARTICIPANTS (\$500).** An allotment of \$100 each covers mileage and meals (dinner, breakfast, and lunch) for Larry Montague, Peggy Lynn, Dan Berggren, Jamie Savage, and Glenn McClure.
- 2. MEALS AND REFRESHMENTS FOR PARTICIPANTS (\$400):** Light snacks, lunch, and Saturday evening dinner will be provided for presenters at the event.
- 3. HONORARIA FOR PARTICIPANTS (\$600):** Peggy Lynn, Dan Berggren, Jamie Savage, Larry Montague, and Glenn McClure will drive long distances to offer their participation free of charge. It is therefore requested to offer each of them \$100 as a thank you honorarium. Two student musicians will also perform informally during lunch hour (\$50 each).
- 4. POSTERS (\$100):** Estimated cost of printing 150 color posters of the event.
- 5. FILMING OF THE EVENT BY JAKE SPORN (\$300):** Jake will film the event, including each of the TED talks and performances in the auditorium. The clips will be posted online for promotional purposes for future SAM Fests, as well as for marketing and recruiting for PSC.
- 6. COMMISSION FOR DANCE VIDEO: (\$100).** Russian modern dancer Ekaterina Zharinova has agreed to compose and perform a dance and submit a video of it to be shown at SAMFest 2016, for a cost of \$100.

**7. AV AND SOUND TECHNICIANS: (\$400).** Two AV technicians are required for the audio and visual elements of the SAMFest production, and 2 to transport, set up, and run the sound system in the front of the auditorium. This will compensate each of them for their assistance.

**8. SCREENING FEE FOR “CHASING ICE” (\$305).** The producers of the film charge this amount for public screenings.

**TOTAL FUNDS REQUESTED: \$2705.00**

***Timeline:***

*Planning for the SAM Fest is currently under way!*

January 2016 - Event scheduled, artists contacted, posters designed, partnerships confirmed with various area partners and website developed.

March 2016 - Travel arrangements are confirmed and SAM Fest posters are distributed around town.

April 2016 - Peggy Lynn and Larry Montague will arrive Friday, April 15. The event will last from 10 AM to 5:30 PM on Saturday, April 16. All participants will depart that evening or on the following morning.