

# Imagine

## Conversations about the Creative Ecology of the Capital Region

In late 2008, a few individuals began a conversation exploring the dynamics of the arts and culture ecology in Wisconsin's 8-county capital region. Embracing arts and culture from high opera to food production has deep significance to quality of life in the region. Framing arts and culture as an ecology—a mutually dependent, complex, integrated, living, and continually changing whole—encourages diversity, creativity, entrepreneurship, cross-pollination of ideas, and collaboration.

These conversations resulted in the following expressions of vision, mission, and values, which are intended to inspire more conversation and ideas. We hope that future conversations recognize the diversity of individual voices and shared ideas and lead to broad regional dialogue.

### Capital Region Creative Ecology Vision, Mission and Values

#### **Vision – Expanding Culture, Enriching Climate**

*Imagine* a region recognized and celebrated for a thriving, diverse arts and culture ecology where everyone has standing in the creative conversation.

This vibrant ecology invites, appreciates and connects all community voices and contributions to making and sharing new meaning through creative expression.

We envision an arts and culture infrastructure that generates, supports and sustains an economic and spiritual wealth that nourishes both the individual & public imagination.

#### **Mission – Inclusion through Clear & Meaningful Communication**

*Imagine* intentionally stewards a thriving arts and culture ecology in Wisconsin's capital region by igniting the collective imagination, fueling ideas and endeavors, and promoting a creative spirit shared by all.

#### **Values – Challenging Boundaries, Building a Creative Community**

- The interplay of elements in the arts and culture ecology help determine community destiny.
- Creative contributions promote the exchange of meaning as an integrally valued part of community identity.
- Inventive use of human, spiritual, material and educational resources can increase participation in, and consumption of, creative products and experiences.
- Cultural development relies on activation and amplification of voices across the spectrum.
- Successful collaborations of public and private interests increase the quality of creative work produced and magnify its benefits to society.
- Creativity drives entrepreneurship and economic vitality.

### An Invitation

*Imagine* promises to catalyze emerging creative communities, organizations, enterprises and residents to build a core cultural ecology for the capital region. We will work together to make that vision a reality. Your creativity is an asset. Please join the conversation!