

ARTISTS FOR POSITIVE SOCIAL CHANGE



Santa Fe University's Artists for Positive Social Change is a groundbreaking, university-wide series of events, lectures, and performances that highlights one high-profile issue, artist, or genre each year as part of a five-year initiative. Throughout the academic year, all departments of the university engage in an in-depth exploration of the chosen issue or genre and the relevant artists who have respectfully and fearlessly pushed the creative boundaries of their profession.

YEAR OF HIP HOP

During the initiative's inaugural 2011–2012 academic year, Artists for Positive Social Change has focused on hip-hop not just as entertainment, but as a significant form of communication and a cultural force around the world. In its earliest days, hip hop gave a voice to voiceless people of the inner city, and its visual art form, graffiti, was a way for people to make their mark on the world—a human need that can be traced back to prehistoric cave painting. Today, hip hop has continued to evolve, including media such as breakdancing, deejaying, and spoken word. It is a dominant influence on popular culture internationally, driven by artists who continue to bring awareness to social issues.

HIP HOP IN THE CURRICULUM

SFUAD faculty members have integrated elements of hip-hop art and culture into courses across departments. For example:

- **Art:** Studies of graffiti
- **Contemporary Music:** A series of workshops on hip-hop music and performances
- **Creative Writing:** The study of rap lyrics as poetry
- **Graphic Design:** Creating graphics, posters, and ads for Year of Hip Hop events
- **Performing Arts:** Studies of breakdancing

VISITING ARTISTS

Prominent hip-hop artists have visited campus to give lectures, participate in panel discussions, perform their music, and meet and talk with students. Visiting artists have included:

- **Bukue One**, a leader in the world of hip-hop music and graffiti art, led a workshop on campus on how to create a “burner,” or a large wall of graffiti.

- **Brian Hardgroove**, an independent producer and bassist for Public Enemy, participated in the “Be the Power: Hip-Hop Music and Culture” class.
- **God-Des and She**, a female hip-hop/soul duo, led a discussion called “Women in Hip Hop,” in which they spoke with students about the role of women in hip hop, issues of misogyny and homophobia within the hip-hop world, and the importance of using social activism to drive change on a systematic level. They also performed a concert for students.

SYMPOSIUM AND CONCERT

The Year of Hip Hop culminates April 28, beginning with a morning hip-hop symposium moderated by Hardgroove and featuring Public Enemy frontman/lyricist Chuck D. The symposium will be followed by a press conference and an invitation-only Public Enemy concert for students, alumni, faculty, and guests.

FACULTY ORGANIZER

This year's Artists for Positive Social Change program was led by SFUAD's Director of Photography, David Scheinbaum, whose personal fine art photography focuses on underground hip-hop artists who are working for social change.

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WHAT PEOPLE ARE SAYING

“It’s very helpful to get insight from those who have already made it in their respective art field. From my perspective, artists have the opportunity to change the social norm more than government or media can. Artists often push boundaries, which can change how people accept or think about a certain societal standard. It’s great that we’re a relatively small school bringing in big-name artists who offer students an opportunity to learn from their experiences. I attended the God-Des and She concert and workshop this year and found their energy and story very inspiring.”

Evan Rivera

Graphic Design major, class of '14
SFUAD Co-Pilot, member of Student Programming Board
Designer of a Public Enemy T-shirt

“The Artists for Positive Social Change program broadens the real-world relevance of our curriculum in an innovative way. So much of teaching is theoretical. It’s important to teach theory, but it’s even more important for students to meet the players and see what it’s like to lead lives in artistic professions. This series brings artists to campus who have had a major impact on their chosen fields by pushing boundaries and who have exhibited excellence and creativity in their approach to ethics, creative ideas, professionalism, and quality.”

David Scheinbaum

Director of Photography, SFUAD

“Performing with Public Enemy is an experience I wouldn’t have had at any other school. I have to commend Santa Fe University for giving us the privilege of working one-on-one with an actual producer in the music industry. Brian [Hardgroove] has really treated us as professionals rather than just students. It’s been an invaluable experience working with him, and I’m grateful for the opportunity. I’ve gotten great insight into what it’s like actually working in the industry.”

Marcus DiFilippo

Contemporary Music major, class of '15
Drummer for Inter-City Connection, the opening act for Public Enemy

“Getting Chuck D involved in this initiative will really make the difference. This is a place where people have real questions and can start a conversation. Santa Fe University of Art and Design is the only campus I’ve been introduced to that shows an interest in feeding the artistic heart.”

Brian Hardgroove

Independent producer and bassist, Public Enemy

“It’s really awesome that at the beginning of my college experience I have the opportunity to open for a band like Public Enemy. Learning from someone with so much knowledge of the music industry like Brian [Hardgroove] is great, and I’m thrilled to be able to put myself out there. God-Des and She also jammed with us when they were on campus, and it was fun to meet them on a personal level and ask them questions.”

Caitlin Brothers

Contemporary Music major, class of '15
Singer/rapper for Inter-City Connection, the opening act for Public Enemy