

expanding the cipher



Garth Ross

Vice President of Community Engagement

John F. Kennedy Center for the Performing Arts



Tuesday, October 23, 12



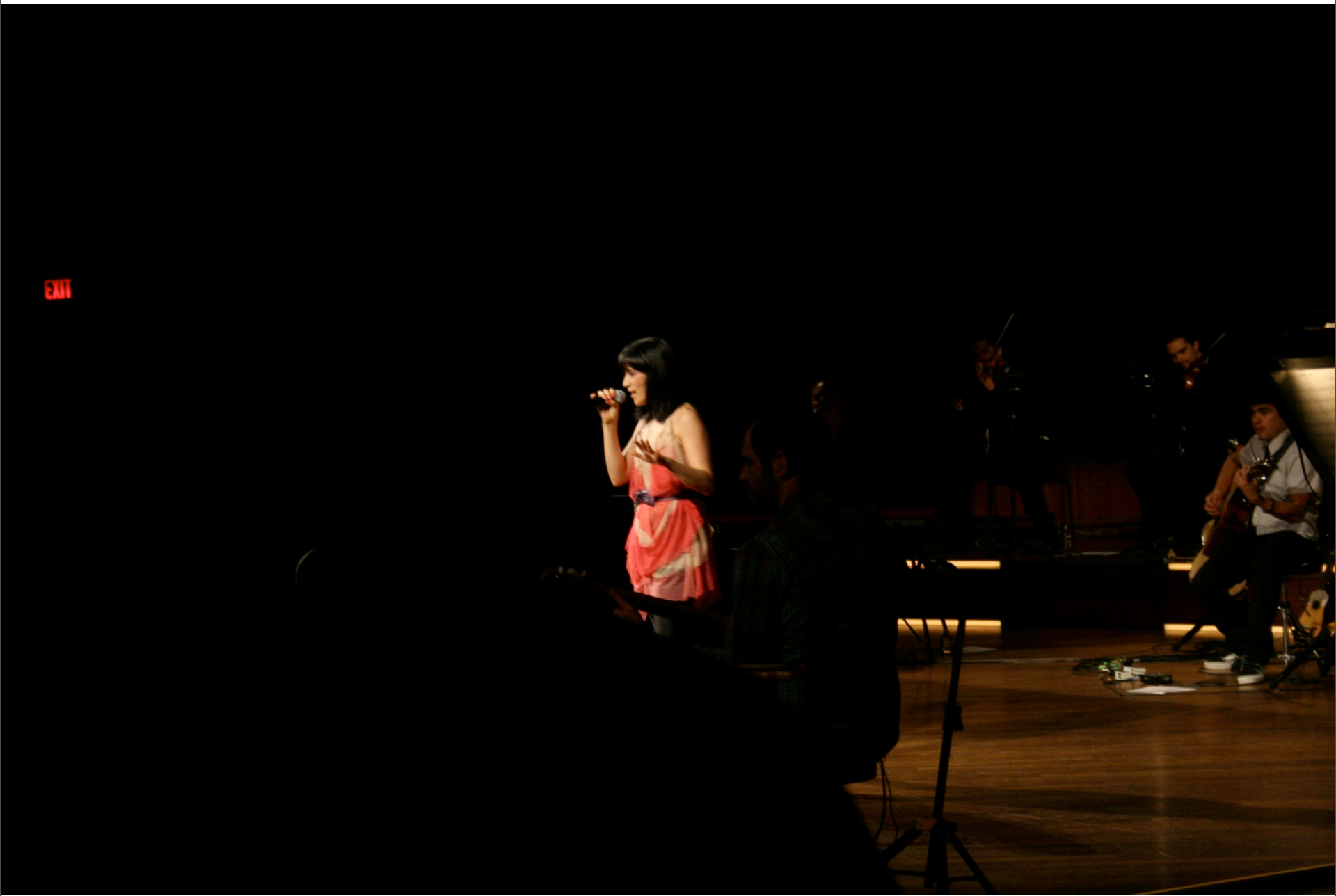
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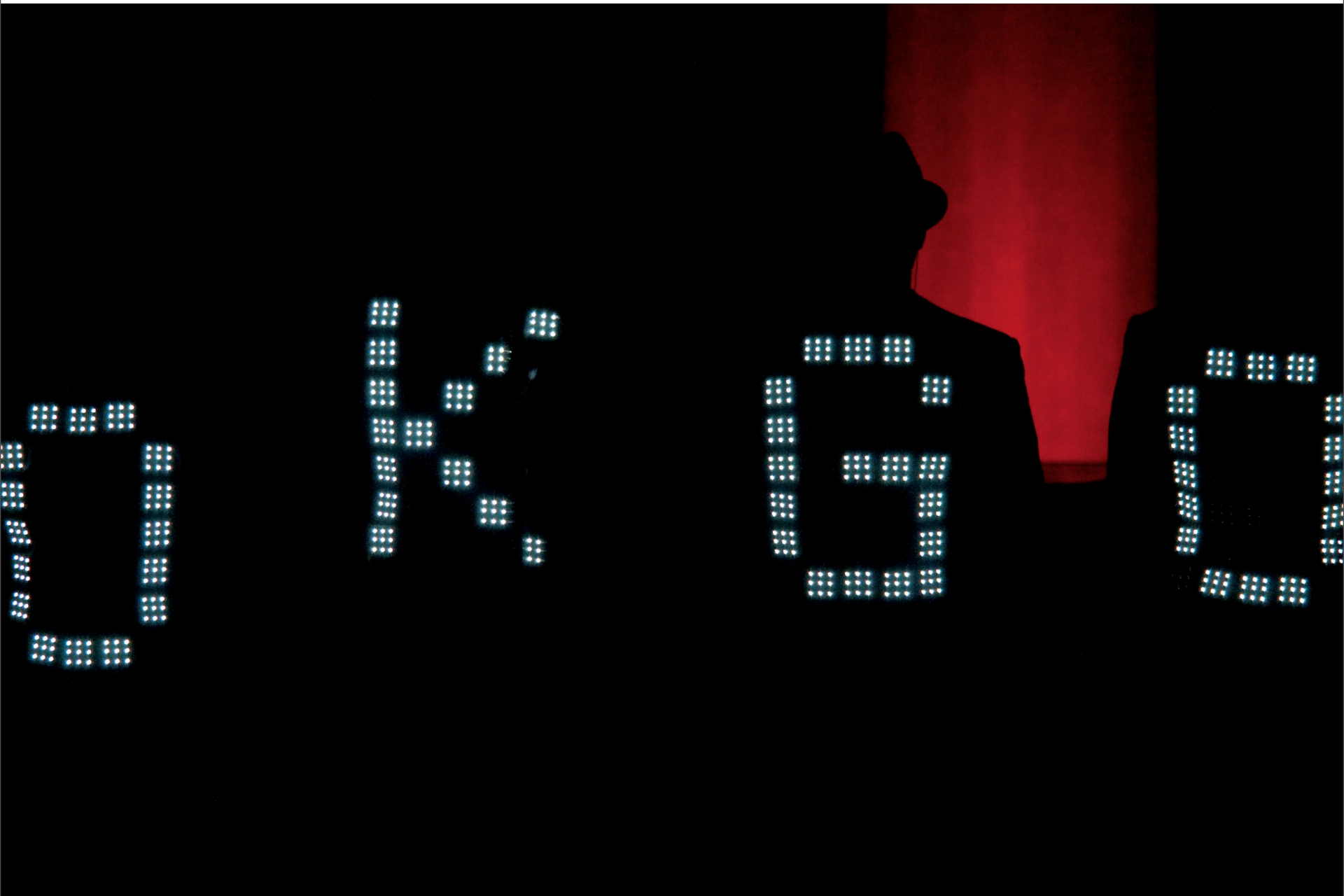
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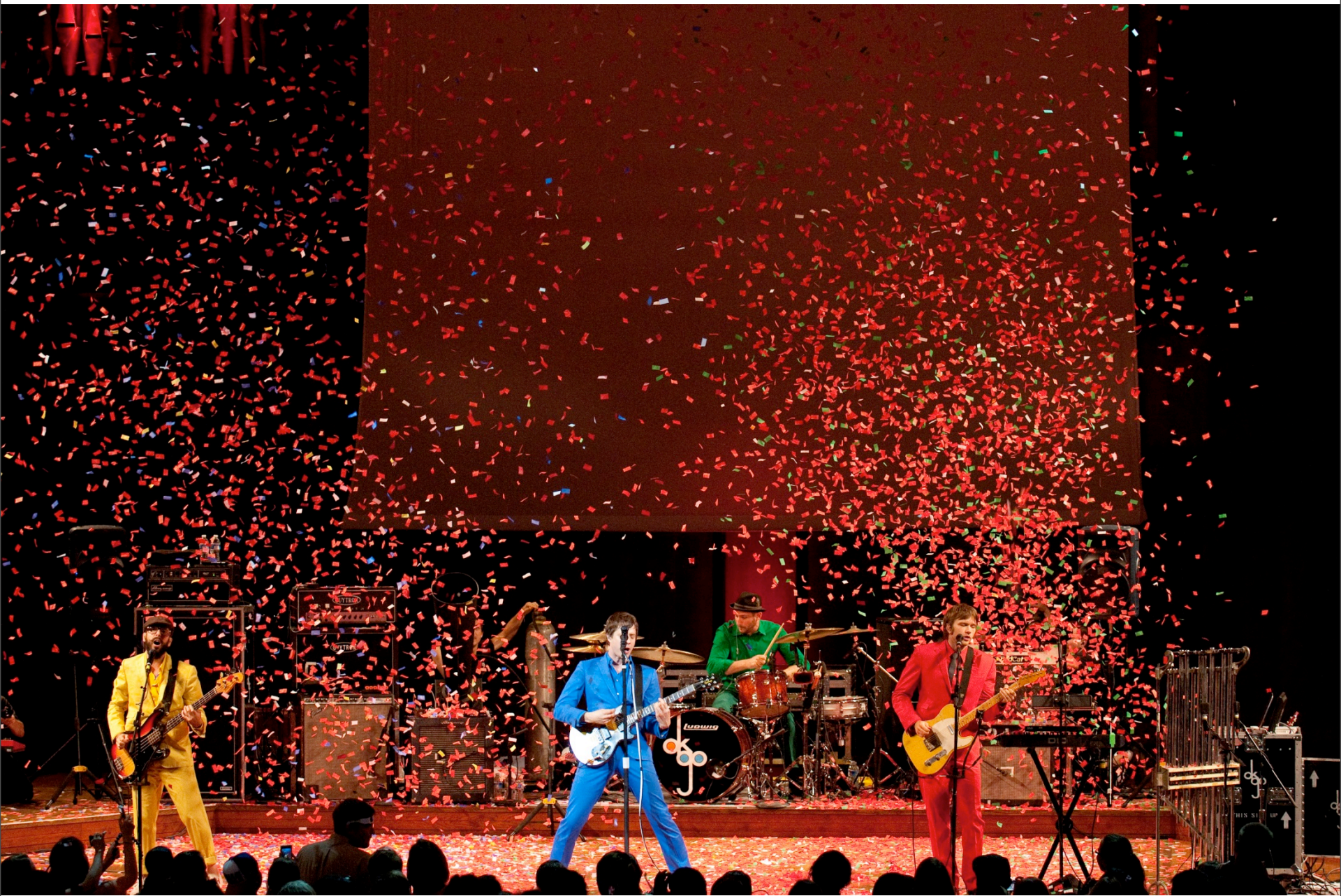


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enpops

steven reineke, principal pops conductor

MARVIN GAYE'S
WHAT'S GOING ON

WITH JOHN LEGEND AND SHARON JONES & THE DAP-KINGS



MAY 3 & 4, 2012 CONCERT HALL

David and Alice Rubenstein are the Founding and Honorary Chair of the National Endowment for the Arts and the National Endowment for the Humanities. The Kennedy Center is a proud member of the National Endowment for the Arts and the National Endowment for the Humanities.

The 2012-2013 National Endowment for the Arts and the National Endowment for the Humanities are proud sponsors of the Kennedy Center's 2012-2013 season.



Supporting What's Going On? Kennedy Center's Alice Group

The Kennedy Center



What's Going On...NOW?

***In 1971, Marvin Gaye commented on the nation's spiritual and cultural chaos.
It's been 40 years. Have things changed?***

What's going on...now? You tell us.



In order to explore the social impact of the arts and to help youth around the nation better understand their roles as citizen artists, the Kennedy Center is unveiling its first annual social arts campaign—a series of interactive programs that celebrate the arts as a catalyst for civic action and cultural activation.

This year, the Center launches its 2012 social arts campaign with the 40th anniversary celebration of Marvin Gaye's revolutionary album, *What's Going On*. The Center will invite young people to compare "Gaye's then" and "their now," by sharing their perspectives through images, poetry, video, music—wherever they find their creative voice.

During the 2012 campaign, the Center will work with youth partners from seven different cities across the United States, helping them utilize Kennedy Center resources to respond to the critical question, "What's going on...now?"

To ensure meaningful connections for teens and young adults across the country, the 2012 social arts campaign has been cultivating a network of established youth media, arts groups, high schools, and media partners, including:

AfricaNOLA (New Orleans, LA)

ARTLAB + (Washington, DC)

Cobblestone Records (Newark, NJ)

Digital Youth Network (Chicago, IL)

Progressive Arts Alliance (Cleveland, OH)

The Free Press (Detroit, MI)

Venice Arts (Los Angeles, CA)

YOUmedia Chicago (Chicago, IL)

Youth Radio (Oakland, CA)



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