

SCHOOL OF THE ARTS, MEDIA, PERFORMANCE AND DESIGN

DEFINING THE
FUTURE OF CREATIVITY

As Canada's first and Ontario's most comprehensive school of the arts, York's School of the Arts, Media, Performance and Design (AMPD) has been in the vanguard of arts education for almost half a century. We offer intensive professional training and in-depth academic studies in the arts—dance, design, digital media, film, music, theatre and visual arts—to more than 3,600 undergraduate and graduate students a year; our students have unique opportunities to push the boundaries between the arts and other fields. Our 15,000 alumni are game-changing artists and leaders in the arts, business, politics and communities around the world.

THE LANDSCAPE

Studying, practicing and appreciating the arts makes our communities and our community leaders stronger. The arts stimulate creativity, innovation and daring. They inspire us to ponder our identity, advocate for change, celebrate history and tradition, explore alternative pathways and plan for our future. They create real competitive advantages too:

in Toronto, the cultural industry generates \$9 billion of the city's GDP and employs about 83,000 people. And it's growing fast—more than twice as fast as the overall labour force. The arts are fundamental to our social progress and economic growth, which is why Canada's ability to thrive in a global world is dependent on continued investment in the cultural economy.

OUR VISION

The rise of creativity demands a never-before-seen revolution in fine arts education. York's Faculty of Fine Arts has a new name—School of the Arts, Media, Performance and Design—and a bold commitment to excellence, experimentation and leadership. We're the place for students to gain professional training and academic studies across the arts and then springboard from those disciplines to explore what happens when you push the boundaries between artistic media, harness emerging technologies and blend the creative side of other fields, from science to business.

THE OPPORTUNITY

The single most valuable asset for a graduate's future is creativity. Students are preparing for jobs we can't even imagine today. They must graduate with the ability to innovate, experiment, collaborate and apply their skills in traditional and new and unpredictable ways. York AMPD has an important role to play in graduating the world's next generation of artists who are both accomplished in their craft and creative leaders who can ignite bold new ideas, invent transformative experiences and devise innovative solutions for global challenges.

YOUR INVESTMENT

Gifts to one of the following priority areas will help foster disciplinary rigour and interdisciplinary daring across AMPD:

- **reimagining of the Burton Auditorium** into a new home for interdisciplinary research laboratories and performance spaces featuring sustainable design and ecologically-advanced technologies

- funds to support **term-limited, rotating chairs** engaged in cutting-edge research, as well as to support post-doctoral students and research assistants
- **ensuring student success** through scholarships, internships and venture fund awards to help jumpstart creative pursuits following graduation
- attracting **visiting academics and artists** to lead workshops, teach Master classes, undertake research and pursue innovative projects in collaboration with AMPD faculty and students
- an **endowed research fund** for cross-disciplinary work in artistic and technological inquiry, policy development and critical discourse in art, media, performance and design

YOUR IMPACT

Others are only imagining a creative future; AMPD is defining the future of creativity. We are reinventing our curriculum to combine strong disciplinary training with a focus on innovation, collaboration and experimentation and we're developing an integrated faculty and student recruitment strategy. Your investment will help:

- build spaces where creativity can thrive
- attract and support artists and scholars to invent, create, experiment, mentor and inspire
- foster the freedom to experiment and redefine what creativity means today and how it will be imagined tomorrow
- prepare students for a world where the single most valuable asset is their creativity

CONTACT US

For more information about York's School of the Arts, Media, Performance and Design and how you can help define our creative future today, contact:

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