



Fermilab Arts & Lecture Series Overview

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Community Advisory Board
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Mission

- The mission of the Fermilab Arts and Lecture Series is to celebrate the artistic and intellectual vision of Fermilab by actively fostering an appreciation of science and the performing arts in neighboring communities. Through the presentation of artistic and scientific programs, the series reflects the cultural and intellectual diversity of the laboratory. These programs enrich the cultural life in the western suburbs and act as an open door between Fermilab and its neighboring communities.

Objectives

- High quality and affordable and varied presentations to initiate and build community relationships through the arts.
- Nurture scientific curiosity through Lecture Series
- Encourage scientific and artistic curiosity in students.

Why an Arts & Lecture Series?

- Bob Wilson, Fermilab's First Director emphasized the relationship between Art & Science from the beginning.
- Employee #11 was lab artist, Angela Gonzales
- Wilson was architect for Wilson Hall & Auditorium and his sculptures are throughout the lab.
- Learned the pitfalls of not providing other intellectual and artistic stimulation at the Manhattan Project, and was dedicated to making Fermilab more of a university type setting for the scientists.
- Also wanted a way to encourage an active relationship with the community, where they would feel welcome not only to come for an interest in science but also for the variety of performing arts audiences.

Staffing

- Three part time staff – Performing Arts Program Manager; Box Office Manager; Theater Tech
- Assistance & support from other lab personnel such as Creative Services and Office of Communication.
- Auditorium Committee – volunteer committee of 30 that helps program, staff all of the events, vet speaker, load in sets, run backstage shows – everything it takes to make it happen.

Venue

- Ramsey Auditorium - 848 Seats, Proscenium stage with apron, state of the art projector, little fly space, back stage area has four dressing rooms, updated audio & visual capabilities. Most of design is original and by Robert Wilson except added catwalk in 2003.



Three Series – Arts, Lectures & Gallery

- The Arts Series is a multi-genre performing arts series that takes place on Saturday evenings in Ramsey Auditorium. Approx. 10 per year
- The Lecture Series takes place on Fridays in Ramsey Auditorium. Approx. 8 per year.
- The Gallery Chamber Series offers classical music in the Art Gallery. 3 per year

Arts Series

- Arts Series – The Fermilab Arts Series is a multi-genre performing arts series. We present a wide array of performing arts disciplines including music, theater, and dance.
- Artists such as Ladysmith Black Mambazo, Doc Watson, Suzanne Vega, Pilobolus Dance, and Philip Glass have all performed as part of the Fermilab Arts Series.
- Our ticket prices range from approx. \$20 - \$35.

2015-2016 Arts Series

- Series included included
- 10,000 Maniacs
- Adventures of Sherlock Holmes
- Black Violet (5th House Ensemble)
- Windham Hill Winter Solstice
- True Blues (Corey Harris & Eric Bibb)
- Imago Theatre's Zoo-Zoo
- Dervish
- Stars of Dance Chicago
- Christina Pato of Silk Road Ensemble

2015-2016 Arts Series, cont.

- Total Arts Series Attendance – 4476
- First Timers – 25%
- Most First Timers – 10,000 Maniacs at 43%

Lecture Series

- The Lecture Series presents talks on a variety of topics, primarily, but not exclusively scientific in nature.
- Include talks about physics or Fermi-related research each season.
- Designed for the public, not only scientists.
- Frequently sells out. Our Physics Slam is a yearly favorite, and will likely sell out months in advance.
- Past speakers include Temple Grandin, Josh Frieman, Stephen Chu, even Oliver Sacks and Stephen Hawking many years ago.
- Affordable - tickets for all lectures are just \$7.

2015-2016 Lecture Series

- Ice Fishing for Neutrinos (Francis Halzen) with Users Meeting
- Origins of Cellular Life (Jack Szostak, Nobel Laureate)
- Visualizing the Future of Biomedicine
- Remembering Fermi (James Cronin, Nobel Laureate)
- Physics Slam IV
- Brain Scoop with Emily Graslie of Field Museum
- Probing the Dark Universe (Josh Frieman)
- 5 Things I Wish I Were True About Climate Change (Phil Mote)
- Pluto Revealed (David Weintraub)

Lecture Series, cont.

- 5 Lectures Sold Out (Cellular Life, Physics Slam, Dark Universe, Climate Change & Pluto)
- Overall Lecture Attendance – 6365
- First Timers Average – 15%

Gallery Series

- The Gallery Chamber Series concerts are classical concerts that take place in the intimate setting of the Fermilab Art Gallery on Sunday afternoons in the Winter.
- Feature predominantly Chicago area musicians, and are kept affordable. Tickets are just \$17 for one concert; or \$42 for the series of all three. Each concert is followed by a reception with the performers, and sometimes even the visual artist.
- Relatively recent addition to our offerings, probably in our 10th year. Designed to bring more people to gallery, offer something for people who were anxious about driving at night, and still present classical music to a loyal but small audience.

Gallery Series 2016

- Spektral String Quartet – 133 attendance
- Alliance Brass Ensemble – 124 attendance
- Jennifer Gunn (Chicago Symphony) and Tim Munro (8th blackbird) – 120

Total attendance – 399

Percentage of first timers – 20%

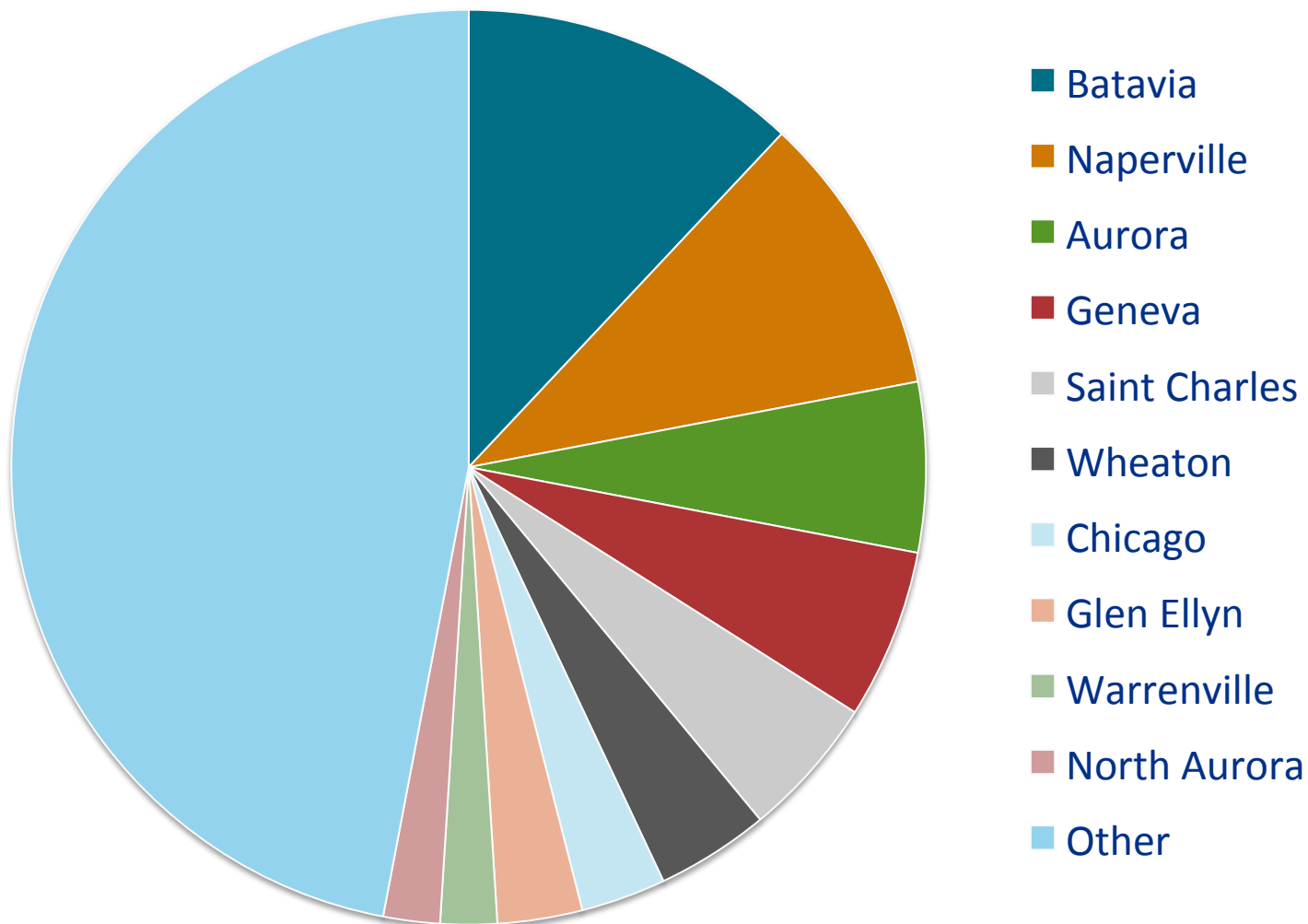
Total Attendance & First Timers for 2015-2016

- Combined Arts, Lecture & Gallery Series
11,240
- Percentage of first timers on average
20%

Who Do We Reach?

- Our goal is not only to nurture our good relationship with our patrons, but also to bring new people to Fermilab.
- Arts Series events bring in the broadest range of new people, based on our first timer reports. For the 15-16 Season, approx. 25% of audience members were first timers.
- Lecture Series has most sell outs and loyal audience – less first timers with 15% in the 15-16 Season.
- Gallery Chamber Series has low level of first-timers, but a loyal following. 12% first timers in 14-15 season, but 20% in 2015-2016 due to edgier programming.

Where Do They Come From?



Breakdown of Graph

- Batavia - 12%
 - Naperville - 10%
 - Aurora & Geneva - 6%
 - Saint Charles - 5%
 - Wheaton - 4%
 - Chicago & Glen Ellyn - 3%
 - Warrenville & North Aurora - 2%
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- All together, our opt-in data base includes patrons from 130 communities and 20 states!

East vs. West?

- Audience skews slightly toward the west of the laboratory, but strong representation on both sides.
 - 29% coming from Batavia, Aurora, Geneva, Saint Charles and North Aurora. Competition - BFAC, Paramount
 - 22% coming from Naperville, Wheaton, Warrenville, Glen Ellyn, despite competition from Chicago, North Central College and The Mac at College of DuPage.

Come Celebrate the Big 5-0 With Us in 2017!



- Mucca Pazza kicks off celebrations on January 21, 2017. Pre-party in the Fermilab Atrium, Concert at 8 pm
JUST ADDED – SciTech Planetarium!
- Fermilab's Greatest Hits: The First Fifty Years – Lecture by Dr. Chris Quigg on January 27, 2017.

Questions for CAB

- Have you heard of the Arts & Lecture Series?
- Have you been to a Fermilab Arts & Lecture Series event?
- Feedback?
- How do you find out about entertainment and arts activities?
- How much do you use social media? Facebook, Twitter, Pinterest, MeetUp?
- What would keep you away?