

# COMMITMENT TO CREATIVITY

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Art museums today must play a drastically different role than they once did – one of creative hub, connector, provocateur, activator, and change agent. *The twenty-first century depends on creative thinkers who question norms and develop ideas for the betterment of the world.* Creativity is the engine that drives change from innovation to broader social transformation – without creativity, change is impossible. Change is critical for business innovations, medical advances, connected communities, and individual growth. With societal change come demands for civic organizations to change as well. In 2011 we decided that, in addition to championing creative efforts of artists, *we needed to become intentional agents of change and develop a creative outlook across our community.*

So what does this mean? *CMA doesn't look or feel like other art museums.* This philosophical shift demanded that CMA become even more intentional. It also commanded a realignment of programming and exhibitions. The results are evident in *physical transformations*, including a new 18,000-sq. ft. Center for Creativity and participatory activities that foster creative behaviors. It also means that the CMA is *partnering with allies and creative thinkers* across our community to ensure that our efforts are successful and sustainable. In 2013, CMA was recognized for this work when it was awarded the Institute of Museum and Library Services (IMLS) National Medal for a museum making an impact on its community.

## TO GUIDE THESE EFFORTS, CMA ASPIRES TO:

- **Provide Individual Fulfillment** – *People want to feel a part of something significant – an idea, a movement, an experience that is shared. By creating spaces and opportunities for curious self-directed learners, the CMA affords individuals a sense of substance, importance, pride, and direction.*
- **Build a Stronger Community** – *Be a more open, connected, and creative Columbus. Creativity unites us. We believe creativity is what we crave, require, need for the future.*
- **Impact Positive Societal Change** – *Art lends insight on perspectives that are different from our own, empathy for others, and understanding for how diversity can enrich our lives. But social justice is active – through conversations and partnerships with artists and creatives, CMA provides pathways for our communities to be active participants in efforts that have positive effects on people.*
- **Be a Relevant Museum** – *We believe our efforts to advance CMA's first three goals will ensure the museum as a critical, meaningful, and valued institution.*

