



A Publication of
**The Fenway
Alliance**

The Fenway Alliance member institutions strive to achieve an improved physical environment, sense of community, and quality of life for members, residents, and constituent patrons of the Fenway Cultural District.

Members of The Alliance

Berklee College of Music

Boston Symphony Orchestra

Emmanuel College

The First Church
of Christ, Scientist

The Forsyth Institute

Harvard School of Public Health

Huntington Theatre Company

Isabella Stewart Gardner Museum

The Mary Baker Eddy Library
for the Betterment of Humanity

Massachusetts College of Art

Massachusetts College of
Pharmacy and Health Sciences

Museum of Fine Arts

New England Conservatory

Northeastern University

Simmons College

Wentworth Institute of
Technology

Wheelock College

YMCA of Greater Boston

ALLIANCE NEWS

Community Works

The Fenway Alliance is dedicated to giving back to the community. Each institution in the Fenway Cultural District boasts an extensive community outreach program. Examples include Berklee College of Music's highly successful music scholarship program for urban teens and the ElderArts' trip to Tanglewood, co-sponsored by the YMCA, Northeastern University and the Boston Symphony Orchestra. The Mary Baker Eddy Library for the Betterment of Humanity collaborates with several of our member organizations to bring arts and entertainment to local families and children through their weekly "Summer SOULstice" program. These are just a few of the many cross-institutional programs designed to benefit area residents and provide urban young people with life-changing cultural and educational experiences. With additional funding, much more could be accomplished. Youth from our neighboring communities would benefit from arts education and cultural enrichment experiences that represent the collaborative efforts of our institutions. These programs need support for facilitation, development and staffing.

Summer SOULstice at The Mary Baker Eddy Library

The Mary Baker Eddy Library for the Betterment of Humanity is committed to establishing interesting and enriching programs for the community that explore the power of ideas to inspire individuals and transform the world. One of those first community programs, now in its third year, is Summer SOULstice®. Originally initiated as a festival of the arts for children attracted to summer fountain-play, the program now also features an interactive and multicultural approach to music, art and dance, in support of the core concept of the Massachusetts Arts Curriculum Framework: "In order to understand the range and depth of the human imagination, one must have knowledge of the arts." In addition to the performance portion of the program, librarians from the Boston Public Library read their favorite storybooks to the gathered youngsters.



Summer SOULstice 2001

Established in May 2000, Summer SOULstice was designed as a festival that would bring arts-related activities into the lives of children. In the spirit of Mary Baker Eddy's generous love for her community, the Library is developing public programs for both children and adults that enrich the spirit, engage the intellect - and delight the heart.

At Summer SOULstice programs, interactive performances have been provided by many member institutions from the Fenway Alliance, including: the music of a brass, woodwind, and string ensemble from the Boston Pops; sponge painting with artists from the Massachusetts College of Art; a jazz ensemble and African drummers from The Berklee College of Music; performances by musicians from The New England Conservatory; and a theater production

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An Invitation to Our Corporate Neighbors and Friends

Think "Theater District." Think "Financial District." Each brings to mind a distinct aspect of Boston. Within five years, the words "Fenway Cultural District" will do the same, living up to its promise as one of the great cultural districts in America. The Fenway Alliance, representing 18 major arts, cultural, academic and religious organizations in the Fenway, is committed to making this vision a reality. This unique area of Boston is certainly rich enough in possibilities to make our job, if not easy, at least very possible. In the words of Benoit Denizet-Lewis, feature writer for Boston Magazine (April edition), "After all, where else in Boston can you take a morning walk through the Back Bay Fens, tour an exhibit at the MFA, grab Thai at The Brown Sugar Café, catch an afternoon show at the Symphony, take in a night game at Fenway Park, down an afternoon beer at Boston Beer Works, and, if you haven't already imploded, end the night at a club on Lansdowne Street?"



One significant milestone The Fenway Alliance has already achieved is the designation of Huntington Avenue as "The Avenue of the Arts" in 1998 via a proclamation by Mayor Thomas Menino. Over the past decade, The Alliance has leveraged \$30 million government dollars to reconstruct and beautify Huntington Avenue and Massachusetts Avenue. We also are deeply committed to environmental issues and have helped launch the restoration of the Muddy River and its surrounding park. Currently, the Fenway Alliance is seeking funds to create artistically-rendered information kiosks in the gateways to the Fenway Cultural District, install signage and way finding systems, create a visitor's center, and develop a culturally relevant historic walking tour of the area. Of equal importance to our funding agenda is the development of community-based programs designed to increase access to the arts for youth and families who have traditionally felt excluded from the cultural riches in this area. To implement this admittedly ambitious agenda, we need help from you, our corporate neighbors.

In a recent *Boston Business Journal* article, Anna Faith Jones, President Emeritus of The Boston Foundation, assessed the plight of nonprofits and the role of corporations in Massachusetts: "Today's severe economic climate presents special challenges to those of us in the nonprofit community-- challenges that threaten our ability to fulfill our missions and, all too often, our very existence. In this climate, good corporate citizens are more important than ever" (February 22-28, 2002). But what makes a good "corporate citizen"? The Fenway Alliance defines corporate citizenship as simply supporting the community in which you are located and conduct business. We also recognize that corporations must see a return on their investments. Contributing to the Fenway Cultural District not only fosters community goodwill and enhanced public relations, it also helps to ensure that more visitors patronize local business, and that talented employees are attracted to this area. The landmark study of The Creative Economy Initiative quantified what many of us have known for years-- culture and the arts generate significant revenue and jobs (The New England Council, 2001). Simply put, being a good corporate citizen makes good business sense.

The Fenway Alliance invites you to partner with us in building a Fenway Cultural District that offers our local community and visitors from around the world solace, beauty and pleasure. By contributing to The Fenway Alliance, you support and reap the benefits not only of a single cultural institution, but also of an entire cultural district. By joining in our efforts, you also secure your place among an elite group of civic leaders who believe in preserving history, the environment, and art while investing in the future of an ever-evolving community. We welcome your participation.

--Kelly Brilliant, Executive Director

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SOULstice Continued from Page 1
by Huntington Theatre Company. Artists from a wide variety of cultural and ethnic backgrounds are included in the schedule, such as the drums and music of Inca Son. The Honorable Thomas M. Menino, Mayor of Boston, joined the opening day festivities in 2001, and described this concert series as "one of the best in the city - bringing the people of Boston together."

Last year, the program was expanded to include storytelling. Each week, for about an hour, a librarian from one of the many branches of the Boston Public Library, would read stories to about 100 children ages 4-10. Afterwards, the children were each given a book to take home, compliments of RadioDisney. Over the course of the summer, over 2100 books were given away to audiences that averaged 450 children each week. Attendance has doubled each year since the program began in 2000.

In September of this year, The Mary Baker Eddy Library will officially open its doors to the public, and will expand its educational programming. Current plans include subject areas such as history, geography and journalism, and are expected to incorporate some of the Library's exciting exhibit elements such as the ever-popular Mapparium, the new Hall of Ideas, and a new exhibit about *The Christian Science Monitor*. The Hall of Ideas will feature exhibits and programming for visiting students to explore powerful ideas from some of history's greatest thinkers such as Ghandi, Martin Luther King, Susan B. Anthony, and hundreds of others. The Mapparium, a 30-foot in diameter stained-glass globe that features a glass bridge through its center, will allow students to view the world from the inside out and will offer a unique learning experience in both geography and history. And the *Monitor* Gallery will allow visitors to view *The Christian Science Monitor* newsroom and learn through interactive technology about its Pulitzer Prize-winning journalism.

Be sure to mark Tuesday, June 18th as the kick-off day for Summer SOULstice 2002. The program begins at eleven - we hope to see you there - and at the Library when it opens in late September!

Culture's Contribution to the Regional Economy: The Creative Economy Initiative

by Beate K. Becker, Project Director of
the Creative Economy Initiative



No one doubts the contribution that Fenway Alliance members make to Boston's rich cultural and civic life. Increasingly, the public is aware of these institutions' power to attract students and visitors - and their spending - to the Boston area. But few of us fully appreciate the intricate web of economic relationships that connect Fenway Alliance members to local businesses and the city itself.

Educational institutions like MassArt and the Museum of Fine Arts train artists who work in graphic design and advertising firms as well as financial services and manufacturing companies. Musicians, composers and managers trained at New England Conservatory, Berklee College of Music and BSO's Tanglewood feed the local and national media and entertainment industries. Creative artists purchase the tools of their trade from local art supply and music stores and sell their products at clubs, galleries and open studios throughout the city. Taken together these institutions and artists help make Boston a city where businesses and their employees want to work and live.

This economic web encompassing non-profit organizations and commercial enterprises, individual artists and creative communities has been labeled the creative economy by a partnership of New England business, government, and cultural leaders. In 1998, the New England Council, the nation's oldest regional business association, formed the Creative Economy Initiative in an effort to better understand and strengthen the region's creative enterprises and activities. In partnership with the region's six state arts agencies, the New England Foundation for the Arts and the Boston Symphony Orchestra, the New England Council undertook two major studies.

The first Creative Economy Initiative (CEI) report* set out to redefine the economics of creativity by looking, not just at the economic impact of non-profit cultural organizations, but also at creative commercial enterprises, individual artists and communities. By examining the sector in its entirety, the study reveals that the creative economy provides jobs for 245,000 people, or 3.5% of the New England workforce; generates more than \$4.4 billion in payroll alone; and surpasses both employment and job growth rates of other leading regional industries.

The Initiative then set out to develop a strategic investment plan that would develop the sector the same way one will develop other key economic sectors. In June 2001, CEI released a regional investment plan proposing ten specific initiatives needed to strengthen the creative sector. Among other things, the Blueprint for Investment* proposes to create a regional creative economy council; develop creative industries such as design, film and craft; foster ties between art and technology; and encourage peer learning among creative communities. Fenway Alliance member Kay Sloan, President of MassArt, and Roger Mandle of the Rhode Island School of Design are jumpstarting the first pilot venture by co-chairing a regional design industry initiative.

CEI is not the first effort to look at the economics of culture. However, it is unusual in that it is headed up by a regional

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Restoring Olmsted's Vision: The Muddy River Restoration Project

by Cathleen McCarron



A Muddy River Crossing...

Cynthia Zaitzevsky writes in her oft-cited work, *Frederick Law Olmsted and the Boston Park System* (1982), that Olmsted's "belief in the restorative value of rural scenery" echoed the themes of English Romantic poet William Wordsworth and American Transcendentalist Ralph Waldo Emerson. Olmsted's own *Notes on the Plan of Franklin Park and Related Matters* included references to the works of both poets. But while Wordsworth and Emerson were busy expressing the salubrious effects of nature on the life of the mind, Olmsted was also busy expressing the need for flood control and better sanitation.

The result was the development of the Back Bay Fens, a jewel in Olmsted's Emerald Necklace that was engineered to flush out the stagnant Muddy River Waterway at low tide. Fifteen years after its completion, the creation of the Charles River Dam forced the transformation of the Fens from a saltwater to freshwater marsh.

For several decades the Fens met its original goal to offer passive recreation and breathtaking views. But years of neglect in the latter half of the century took their toll on the park system. This neglect, coupled with three major storm events in the 1990s, which caused significant damage to residents, businesses and institutions, was an impetus in the formation of the Emerald Necklace Conservancy (ENC), a public-private partnership established in 1996 to support and build upon public sector initiatives to restore and preserve the Emerald Necklace. What has emerged from more than

two-decades of private sector, City government, and the efforts of the recently-formed ENC with Simone Auster, its intrepid director, is \$60 million in capital expenditures for parks and waterway improvements in the Emerald Necklace and the inception of the Muddy River Restoration Project.

The Fenway Alliance has been an enthusiastic advocate for, and partner in, this project-- representatives from our organization and member institutions sit on the ENC's Board of Directors, serve on planning committees, attend meetings and write letters of support. The Alliance believes firmly in Boston Parks Commissioner Justine Liff's theory that the restoration of the Muddy River and the revitalization of the Back Bay Fens is "central to the success of the Fenway Cultural District."

The objectives of the multi-million dollar, multi-year Muddy River Restoration Project are the following:

- * improvement of flood control;
- * improvement of water quality;
- * enhancement of aquatic/riparian habitat;
- * treatment of landscape and historic resources; and
- * implementation of Best Management Practices (BMPs).

More than a century after Olmsted drew on Wordsworth and Emerson for inspiration, it is this dual goal - recapturing a place for tranquil restoration and protecting the Emerald Necklace's waterways and parklands from further erosion, storm damage, pollution, and neglect - that drives the Muddy River Restoration Project. The Fenway Alliance is a firm believer and a major player in ensuring that Olmsted's poetic vision will be realized.



...The Back Bay Fens in March 2002
(Photos by Minona Heaviland)

For more information visit: www.emeraldnecklace.org and www.muddyriverproject.org

Huntington Avenue/Avenue of the Arts Reconstruction

Under the leadership of Fenway Alliance Treasurer, Jack Martin, VP of Business at Northeastern University, the Huntington



Avenue Reconstruction project is nearing its final lap. McCourt Construction Company, contractors for this project, now estimate that the new T stops will be in place and ready for use by this September. When the project is completed, Huntington Avenue/Avenue of the Arts will be lined with 612 trees (more than doubling the current number of trees on the Avenue) and the sidewalks will be widened to create a lovely boulevard, which will be a wonderful centerpiece of the Fenway Cultural



District. The Fenway Alliance is in the planning stages of an "Opening Our Doors" event in the fall of 2002 for the community. After a brief presentation, the Boston community would be invited to visit some of our member institutions free-of-charge. This would be followed by a smaller reception for dignitaries and those who have been involved with the project since its inception over 10 years' ago.

Rezoning the Fenway

The Fenway Alliance continues to work closely with the Fenway Planning Task Force (FPTF) and The Cecil Group, an urban planning consulting firm, on re-visioning the zoning, land use, and streetscape laws and practices in the East Fens. Recently, The Cecil Group distributed to the FPTF the East Fenway Neighborhood Strategic Plan Draft. This draft report includes important recommendations regarding land use, institutions, housing and economics, traffic and transportation, and urban design and streetscape planning in the East Fens. The final version of this report will be given to the Boston Redevelopment Authority, and will guide the revision of zoning laws in this area, as well as promote the establishment of the Fenway Cultural District as a cornerstone of the area. If you are interested in obtaining a copy of the draft report, or participating in the FPTF meetings, please contact The Fenway Alliance.

Signage and Wayfinding in the Fenway Cultural District

The Fenway Alliance is working with the Boston Redevelopment Authority (BRA) and Northeastern University to place new Fenway Cultural District signage in existing frames along the Avenue of the Arts. The frames were installed in 1989 by The Fenway Alliance, the BRA, and Harvard University Program on Open Space Partnerships. Originally, signs with maps of Huntington Avenue and The Fenway Alliance membership were installed in the frames, however some are now missing and others are badly in need of repair. The new signs will have maps of the entire Fenway Cultural District in them, listing all permanent attractions in the area. Our membership will be recognized by having their logos prominently displayed on the signs. Soon, we plan to install way-finding signage throughout the Cultural District.

Transportation Management Association (TMA) Initiative

At the last East Fens Zoning Sub-committee meeting, Donna Smallwood from CARAVAN (a state-wide TMA that helps establish smaller TMAs), presented on how The Fenway Alliance could benefit from forming a Transportation Management Association (TMA). The response to her presentation was very strong, and we are currently collecting baseline information needed to work on TMA issues. A TMA in this area would work on the following issues:

- * Traffic Calming
- * Commuter Alternatives
- * Public Transportation Promotion
- * Shared Parking
- * Event Traffic Management
- * Signage and Wayfinding Systems

The Cultural District Online

The Fenway Cultural District web site (www.fenwayculture.org), which was launched in January 2001, has been growing rapidly in the last few months.

The amount of traffic on our web site more than doubled from December 2001 to March 2002. We have been getting more visitors particularly to the Calendar, Transportation, and Public Art pages. The site continues to improve, and we hope that traffic to the site will continue to grow as well!

Simmons Introduces IT Major

In response to the demand for information technology workers, Simmons recently created an undergraduate information technology (IT) major, beginning Fall 2002. This new major will address several problems in the IT field, including women's limited representation in the IT workforce.

The curriculum combines courses in management, computer science, communications, information technology, and philosophy. It will help students establish a technical foundation in computer science and IT, while cultivating the important skills of teamwork, presentation, and communication. For more information, visit www.simmons.edu/undergraduate/it/index.html.

MassArt Students Send Creative Message to Legislators

Students at Massachusetts College of Art are protesting the state Legislature's continuing cuts in the budget to the country's only free-standing public college of art by sending state representatives original, one-of-a-kind art in the form of eye-catching postcards. The college started the year with a core budget of \$15.8 million, which has since been cut to \$15.1 million, and more cuts are threatened in the governor's proposed budget for next year. The students have responded *en mass*, by sending unique art postcards that read in the boarder, "Public higher education is an investment in the future. Keep public schools affordable,"-- about 3,000 postcards have been sent so far

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business council, and that it has gained the attention and public support of major economic players like Cathy Minehan, President of the Federal Reserve Bank of Boston. Business is learning that culture is not just good for the soul -- it is also good for business.

*To find out more about the Creative Economy Initiative and to download its reports, visit www.creativeeconomy.org.

Wheelock Towne Gallery Nurtures Student Artists

Native American stories, chalk portraits, perspective studies, cityscapes - art created by Boston public school children - will grace the walls of the Towne Art Gallery from April 3 to May 1. The gallery show, "Nurturing the Artist in Each Student: Art from Boston Public Schools," features work by children aged 5 through 18 from the neighborhoods of North Dorchester, Roxbury, Mattapan, Downtown, West Roxbury and the South End.

BSO Names Bruce Hangen Principal Pops Guest Conductor

Bruce Hangen has been appointed Principal Pops Guest Conductor, effective at the start of the 2002 Boston Pops season in May. Mr. Hangen, a regular and popular guest conductor since his debut with the orchestra nearly 25 years ago, will assume an expanded role with the orchestra by joining Boston Pops Conductor Keith Lockhart and Pops Laureate Conductor John Williams in this new position. With this appointment, Mr. Hangen becomes the first Principal Pops Guest Conductor in the Boston Pops' 117-year history. This season Mr. Hangen doubles his normal guest conducting schedule with the Pops to lead 15 out of 60 Boston Pops regular season concerts.



Bruce Hangen
(Photo by Susan Wilson)

Tickets for the 2002 Boston Pops season went on sale in March. Keith Lockhart will open his eighth season as

Boston Pops conductor on May 7 with a salute to Harry Ellis Dickson. Mr. Lockhart leads 36 concerts this year including the Pops Gala Salute (May 11), the 21st annual Presidents at Pops corporate fundraiser (June 5), and the Pops' annual July 4 celebration on the Charles River Esplanade. This season, the Boston Pops joins the worldwide celebration of the centennial of legendary American Broadway composer Richard Rodgers' birth with performances of his most beloved work throughout the 60-concert season and the April 23 release of the orchestra's eighth recording under Mr. Lockhart on RCA Victor, *My Favorite Things - A Richard Rodgers Celebration*. Theme nights this year include: Best Of Broadway, American Salute, Swing Night, Celtic Night, Baby Boomer Night, Gospel Night, and Marvin Hamlisch Night.



Boston Pops with Conductor Keith Lockhart
(Photo by Michael Lutch)



Awards and Recognition

DePaola on Research!America

Dominick P. DePaola, President and CEO of The Forsyth Institute and Fenway Alliance Chairman of the Board, has been appointed to the Board of Research!America, a non-profit education and advocacy alliance dedicated to making medical and health research a higher national priority. Dr. DePaola also was recently elected Vice President of the American Association for Dental Research (AADR), a division of the International Association for Dental Research (IADR). The IADR promotes research in all aspects of oral and related sciences, encourages development of improved methods of prevention and treatment of oral and dental diseases, and facilitates cooperation among investigators and communication of research findings and their implications throughout the world.

City Preacher Nominated for 3 IRNES Awards

City Preacher an original work by playwright Ed Bullins, a Distinguished Artists-in-Residence at Northeastern University, has been nominated for three IRNES (Independent Reviewers of New England) for this past season. Inspired by the life of young Adam Clayton Powell, Jr., *City Preacher*, directed by Daniel Gidron, was nominated for Best New Play. Also nominated were Jim Spencer who played the title character, for Best Actor in a Small Company and Sonya Raye for Best Supporting Actress in a Small Company. ACT Roxbury Consortium Director, Candelaria Silva, produced *City Preacher* at the Boston Center for the Arts as part of their Spotlight Program.

Berklee Alumnus Wins Oscar

Howard Shore (Berklee '69), who has written the film scores to over 60 movies including Philadelphia, Naked Lunch, Crash, Ed Wood, Silence of the Lambs and Big, recently won the Oscar for best score for Peter Jackson's "Lord of the Rings: The Fellowship of the Ring."

Gardner Curator Named Art Curator of the Year

The National Art Education Association has chosen Margaret Burchenal, curator of education at the Isabella Stewart Gardner Museum, to receive its 2002 Art Educator of the Year award, for her achievements and service of national significance in museum education. The award ceremony is part of the association's national conference on March 24 in Miami. Burchenal, who was nominated by fellow museum educators, was cited for exemplary innovation, dedication, and arts education leadership at a national level.

NEC Faculty Member Zander Receives Award at United Nations

New England Conservatory faculty member Benjamin Zander received the "Caring Citizen of the Humanities Award" at the United Nations on February 14. The award was presented by the International Council for Caring Communities, an affiliate of the United Nations, at a luncheon at the "Caring Communities for the 21st Century: Imagining the Possible" International Conference. According to the ICCC, the award is presented for Zander's "vision and encouragement of transformation and change using music as both metaphor and medium. The award recognizes his unique contribution to the betterment of humankind through his exceptional leadership seminars, highly acclaimed New England Conservatory Youth Philharmonic Orchestra international tours, musical recordings and inspirational book *The Art of Possibility*.

Forsyth Institute Conducting Tooth Whitening Studies

Are you a healthy adult between 35-65 years whose teeth may be yellowed or discolored? The Forsyth Institute, a Fenway Alliance member, is currently conducting two Teeth Whitening Studies using professionally applied and commercially available products and is looking for study volunteers. You must have the four top front teeth present without fillings, bonding, or crowns on those teeth. The studies will require 2-4 appointments over a 3-6-month period. All enrolled participants will experience professionally applied and commercially approved teeth whitening and receive a stipend of either \$100 or \$200 at the completion of the study. For more information please send an email to: WHITERTEETH@FORSYTH.ORG or call Bonnie at 617-262-5200, ext. 365 to schedule a screening visit. The Forsyth Institute is the world's leading independent organization dedicated to research and education in oral, craniofacial, and related biomedical science. It is located at 140 The Fenway, Boston, and is "T" accessible.