



**PROJECT TITLE:**

Global Modernisms Forum: Art, Architecture, Ideas, and Circulations

**PROJECT TAGLINE/CAPTION** (160 characters):

The Global Modernisms Forum aims to connect scholars and graduate students engaging with multiple modernisms from transregional, international, and interdisciplinary perspective.

**IMAGE:**



# GLOBAL MODERNISMS FORUM

Art, Architecture, Ideas, and Circulations

April 13, 2018: Rice University

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**Primary Contact Department:** Art History

**Name of Group/Organization:** There is currently no formal group associated with this new initiative. However, PhD students in the Department of Art History aim to spearhead the initial forum, and reach out to other departments in the Humanities that engage with modernism, such as English, History, and Philosophy.

## PROJECT DETAILS

**The Global Modernisms Forum** aims to establish a strong network for those interested in modernisms or global intersections in art, architecture and culture from a variety of fields at Rice, while forging connections with international scholars. This 1-day forum will consist of an introductory talk by Dr. Fabiola López-Durán, faculty member Art History Department, whose new book published by UT Press will launch a series on Transnational Modernisms (edited by Prof Bruno Carvalho, Princeton University and Prof. Felipe Correa, Harvard University). This will be followed by a “Modernisms Research Mixer,” which consists a session of 5-minute lightning talks by Rice graduate students from across the Humanities, including Art History, Architecture, English, History, and Philosophy, and refreshments to promote scholarly networking. The forum will conclude with a keynote address by Dr. Maria Isabel Baldasarre, an invited speaker from the Universidad de San Martín (Argentina), and closing reception. The goal is for students and faculty to have an opportunity to hear from a leading international scholar on the subject, while briefly sharing their own research in an interdisciplinary setting, and establishing both a strong campus-wide scholarly, cultural and international research network.

For the initial Spring 2018 forum, we plan to invite Dr. Maria Isabel Baldasarre (Ph.D., Theory and History of Art, University of Buenos Aires - UBA). Dr. Baldasarre is the Director of the Master program in the History of Argentinean and Latin American Art at *Instituto de Altos Estudios Sociales* (IDAES), of the Universidad de San Martín (UNSAM) where she also coordinates the *Núcleo de Historia del Arte y Cultura Visual* (Seminar on Art History and Visual Culture). She was recently a scholar in residence at the Getty Research Institute, where she developed and presented her project, “America Latina and the Idea of a Global Modernity.” She is currently an accredited researcher for CONICET National Research Institute, where she engages with Latin American art and global modernity from 1890-1915, via the circulation of imagery, artists and ideas. Her research has focused on collection practices and the market of Argentina, Latin America more broadly and Europe in the 19<sup>th</sup> and early 20<sup>th</sup> century.

**Timeline:** If the project will take place at a specific time and place, please give details. Is it a one-time event or a series?

# GRAD starter

We envision this 1-day forum to take place on Friday, April 13 of the Spring 2018 semester at the Moody Center for the Arts. As a pilot project, this forum would initially be hosted by Rice's Department of Art History, with the potential for to continue within the department as a bi-annual event, or hosted alternatively by various interested departments in the Humanities.

**Audience: Who is your target audience? (e.g. program-specific, interdisciplinary, or university-wide? Will undergraduates, faculty, staff, or postdocs be involved? Any off campus participants?)**

Our target audience involves professors and graduate students across the Humanities, and cultural professionals such as curators at Rice and the broader Houston community. We envision the keynote address and attendance at the research lightning sessions to be free and open to the public. However, we seek to limit the presentations in the lightning sessions to Rice graduate students in the Humanities.

**How many people do you anticipate will participate?**

We envision approximately 35-50 participants, estimating this numbers based on all the modernists across the Humanities at Rice and the broader Houston community who may be interested in attending.

**Marketing Plan: How do you plan to publicize the project?**

We plan to market the forum beginning in early January, with a Call for Lightning Talks and Announcement of the Keynote Speaker and Modernisms Research Mixer, using both digital and print marketing materials to spread the news. A summary of our marketing tools is below.

Digital:

- Dedicated conference Facebook page
- Announcement on Rice University's Dept of Art History News post
- Placement on Rice Calendar of Events, with posts to Rice departmental and school websites (<http://events.rice.edu/index.cfm?EventRecord=23730>)
- Announcements with GSA and HGSA

Print:

- 11 x 17" full color Call for Papers to be distributed on Rice campus, Menil Collection, Museum of Fine Arts, Houston, and University of Houston.
- Personal invitations to go to Rice faculty and area museum professionals



## **ADVANCEMENT**

### **What are the goals of the project?**

The goal of the Global Modernisms Forum is to further academic scholarship on modernism by adopting an interdisciplinary approach that will also foster community and research networks across the discipline. It also aims to engage with Houston cultural institutions as well as diverse Rice departments and international scholars with a shared interest in modernism. By inviting a scholar from abroad to discuss her research and approach on Global Modernisms, students as well as faculty at Rice will gain better understanding as to how the topic is being addressed from perspectives outside the United States. Overall, the forum plans to activate and help expand Rice's interdisciplinary campus, local cultural, and global networks.

### **Briefly explain the need for the project and how it will promote excellence in scholarship, training, and/or development?**

The Global Modernisms Forum promises to present new opportunities related to research, networking, resources, and potential collaborations. The project is very much needed, as many diverse fields— from English to Philosophy, to History and Art History— engage with the issue of modernism from a variety of regional frameworks. However, there is a lack of opportunities for scholars in different fields to share their work with each other, as conferences tend to focus on disciplines or regional areas. By providing an opportunity to collectively examine modernism in an interdisciplinary setting while highlighting the topic via the work of an international keynote speaker, the Global Modernisms Forum will build a strong new community that can share their research on these themes while networking and engaging in the richness of the modernist works in Houston's cultural institutions. It will also provide increased exposure to the innovative research on modernism taking place at Rice within the Humanities.

### **If this is an existing project/event or a similar one exists, describe how the project/event is being expanded or enhanced.**

This is a new initiative, which we believe could continue successfully in the years to come.

### **If your proposal is for a pilot project, suggest how it might develop over a three-year period.**

As a pilot project, we envision this forum would initially be hosted by Rice's Department of Art History, and could continue in the future as a bi-annual event, potentially hosted alternatively by various interested departments in the Humanities. We also imagine that the cultural institutions visited would rotate, and further activities associated with the Moody Center and The Museum of Fine Arts, Houston could be developed in future explorations of the theme of Global



Modernisms. As the keynote speaker would ideally come from abroad, the country of origin of the speaker could also ideally rotate, to help establish a new scholarly international network. In the future, graduate students from the institutions associated with the keynote speaker could also be invited to participate and share their work in the lightning session.

**Describe how you will measure the success and impact of this project. Please, provide quantitative targets, if possible.**

We will consider both metric and intangible measurements of success and impact with regard to the success of the Global Modernisms Forum. In terms of tangible measurements, we will carefully document the number of attendees to all events through registration, noting number of participants in the Lightning Talks, Modernisms Research Mixer, and speaker talks. We will also have comment cards available at all the public events related to the forum, to circulate a survey to all attendees who wish to collaborate, requesting they provide their email and note their desire to participate upon registration.

Furthermore, various intangible outcomes may also arise from the Global Modernisms Forum, such as a greater number of potential students interested in exploring modernism from an interdisciplinary perspective in the Humanities that may apply to Rice or seek internships/collaborations with area museums in the future.



**BUDGET**

***Itemized Budget***

Please, provide an itemized budget. List each item, a description, and the anticipated cost.

<b>Item</b>	<b>Description</b>	<b>Cost</b>
Keynote Talk reception	Drinks, light dinner hors d'oeuvres	\$500
Research Mixer coffee breaks	Coffee, baked goods, fruit	\$300
Dinner honoring Dr. Maria Isabel Baldasarre with local curators and researchers of Modernism	Participants, 8 people: Dr. Maria Isabel Baldasarre (Universidad San Martin), Dr. Mari Carmen Ramirez (MFAH Wortham Curator of Latin American Art), Dr. Maria Gatzambide (MFAH-ICAA Director International Center for the Arts of the Americas), and Rice University organizers	\$400
Travel and Lodging (3 nights) for Keynote speaker	Airfare: approx. \$1700 USD Lodging approx., \$200/night x 3=\$600 Food approx, \$51 x 3 = \$153 Transportation Airport: \$75 x 2 = \$150	Total= \$2,603
Honorarium for Keynote Speaker	\$800	\$800
Marketing & Stationary (Fliers, nametags)	\$300	\$400
Total Expenses		\$5003 USD

***Funds from other sources***

Please, provide any information on funds from other sources that you have secured or potential funds that you plan to apply for.

<b>Source</b>	<b>Status</b>	<b>Cost</b>
Art History Department	Honorarium Requested, Approval Pending	\$800, Approval Pending
Total Amount		\$800



**If the project/event has been offered in the past, how was it supported?**

This is a new initiative.