



MISSION

What the ICA will do

The Institute for Contemporary Art (ICA) at Virginia Commonwealth University presents the art of our time and provides an open forum for dialogue and collaboration across the region and throughout the world.

IMPACT

The result of the ICA on audiences

Participants respect the ICA as a public resource and value the transformative power of art and artists.

PASSIONS

Common passions for the ICA

Raising the visibility of Richmond's arts and culture

Helping all visitors learn about, know, and experience the relevance of contemporary art

Exploring difficult issues through interdisciplinary dialogue about ideas embedded in contemporary art

Encouraging collaborations between audiences and contemporary artists and with VCU departments/faculty/students and the Richmond community

Engaging with an international cultural network of contemporary artists and organizations

Involving students in ICA's community engagement work

DISTINCT QUALITIES

How the ICA is distinct

The ICA is part of an urban public research university—with a top-ranked school of art and design—dedicated to social change and civic engagement

The ICA is an agile, responsive, non-collecting contemporary art institution with fresh perspectives

The ICA is a safe space for all who want to exercise their freedom of expression

The ICA benefits from the creative, cultural, and intellectual capital of Richmond

The ICA is a prominent gateway to both VCU and the City of Richmond

AUDIENCES

Whom the ICA will intentionally serve

Curious-minded people

VCU faculty

VCU students

Richmond teens



CURIOUS-MINDED PEOPLE WILL:

- Describe the ICA as a thought-provoking institution [Quest III.2]
- Broaden their frames of reference / ways of thinking about contemporary art and culture [Quest III.2]
- Be empowered to take some sort of action [Quest III.2]
- Engage in dialogue about the ideas embodied in contemporary art [Quest III.2]

VCU FACULTY WILL:

- Serve on ICA advisory committees [Quest II.2]
- Use the ICA as a teaching resource [Quest I.1]
- Use the ICA as a laboratory to advance global knowledge and research [Quest II.2 / II.3]
- Describe the ICA as a critical, distinctive resource for the entire university [Quest I.1]
- Partner with the ICA to develop community-engaged activities and research [Quest I.1 / 1.2 / III.2].

VCU STUDENTS WILL:

- Feel welcome at the ICA [Quest I.1]
- Describe the ICA as central to their college experience [Quest I.1]
- Use the ICA as a forum for social, cultural, personal, creative, and intellectual discovery [Quest I.1]
- Learn transferable skills that will help them outside of college [Quest I.1 / III.2]
- Expand their understanding of contemporary art and culture [Quest I.1]

TEENS WILL:

- Perceive the ICA as welcoming and relevant to their lives [Quest III.2]
- Learn transferable skills that will help them in the world [Quest III.2]
- Use the ICA as a forum for social, cultural, personal, creative, and intellectual discovery [Quest III.2]
- Use the ICA to have open, safe conversations [Quest III.2]
- Broaden their horizons and choices regarding their future [Quest I.1 / III.2]