



Cultural Engagement To Mitigate Social Isolation

Michael Peter Edson
Dana Mitroff Silvers
September 9, 2020



CDC COVID Data Tracker

Explore and understand coronavirus disease (COVID-19)
 Maps, charts, and data provided by the Centers for Disease Control and Prevention

USA

4,920,369

TOTAL CASES

CDC | Updated: Aug 8 2020 12:15PM

USA

160,220

TOTAL DEATHS

CDC | Updated: Aug 8 2020 12:15PM

USA

1,501

Cases per 100,000 People

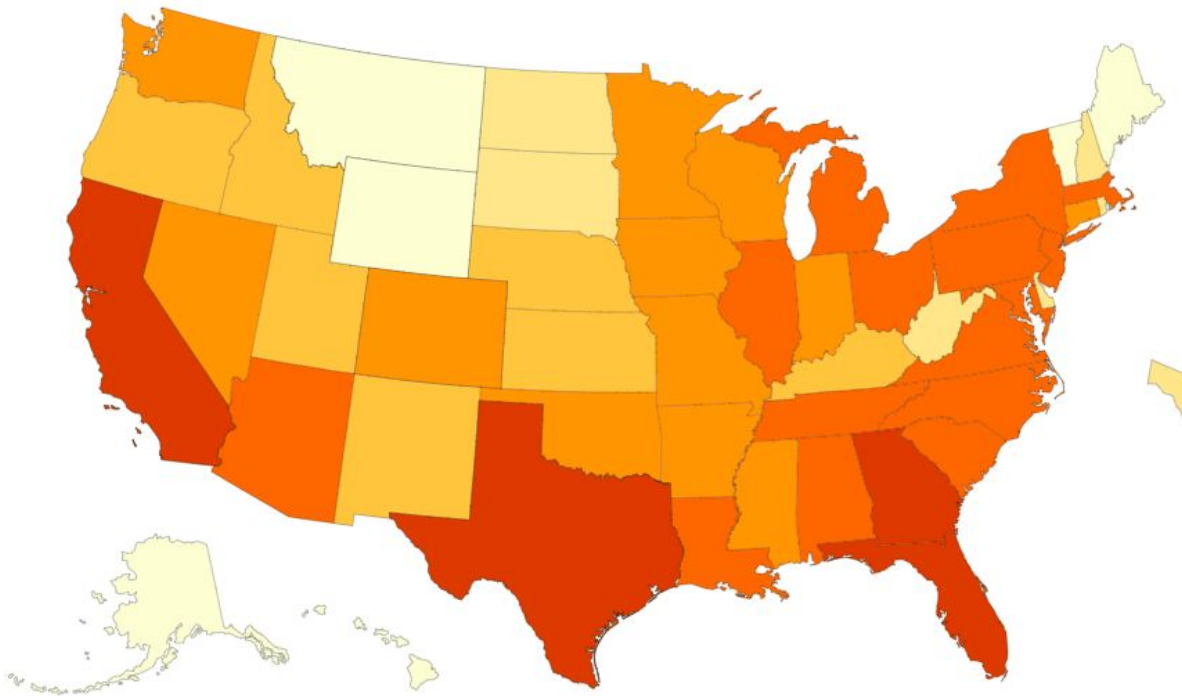
CDC | Updated: Aug 8 2020 12:15PM

Total Cases by State/Territory



State/Territory	Total Cases	Confirmed	Probable
California	538,416	N/A	N/A
Florida	512,421	N/A	N/A
Texas	474,524	N/A	N/A
New York City*	228,753	224,117	4,636
Georgia	209,004	N/A	N/A
New York*	192,384	N/A	N/A
Illinois	191,808	190,508	1,300
Arizona	185,053	183,791	1,262
New Jersey	184,061	N/A	N/A
North Carolina	132,812	N/A	N/A
Louisiana	128,746	N/A	N/A
Massachusetts	120,291	111,853	8,438
Tennessee	118,782	117,087	1,695

Total Number of COVID-19 Cases in the US Reported to the CDC, by State/Territory



Data 8 August 2020

<https://www.cdc.gov/covid-data-tracker/#cases>



RED EYE Theater
Minneapolis, MN



Weisman Art Museum
Minneapolis, MN



Akron OH / Summit Co. Library System
Akron, Ohio



Arts & Minds
New York, NY



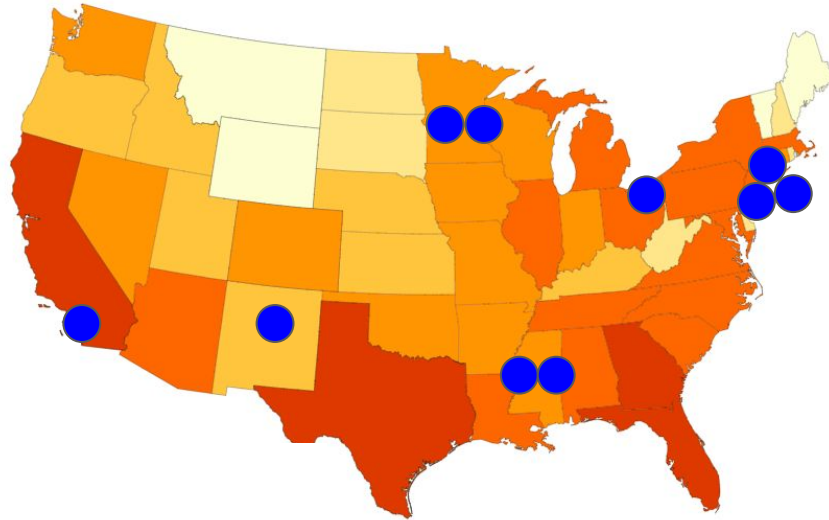
LUX Art Institute
Encinitas, CA



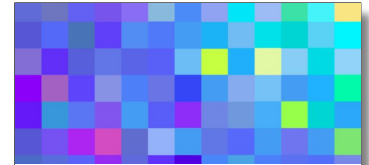
Georgia O'Keeffe Museum
Santa Fe, NM



Mississippi Museum of Art
Jackson MS



Newark Museum of Art
Newark, NJ



Howes Studio
Beacon, NY



Center for Art & Public Exchange
Jackson, MS

10 organizations, 18 practitioners
Serving 4 million people/year in their communities

Why work with “culture” in a crisis?





Use technology
with intent
and focus.

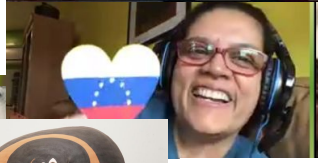




Center for Art & Public Exchange
MISSISSIPPI MUSEUM OF ART



SUN, JUL 12 AT 2:00 PM - 3:00 PM
Inequality in Art
Online Event



ART & COFFEE
Taking Mental Health to Art
MAY 2 • 10-11:30 AM
with art therapist Susan Ansd & Post-Occupational Fellow Grayson Barron
REGISTRATION REQUIRED. ZOOM



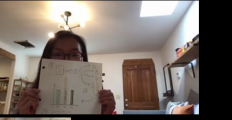
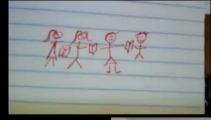
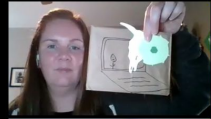
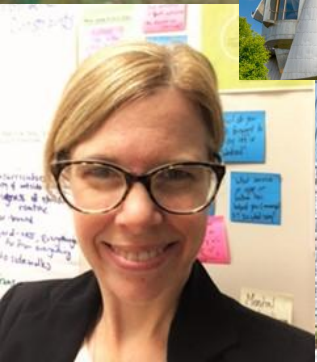
CAMMIE STAROS
JULY 11, 2020 - AUGUST 22, 2020

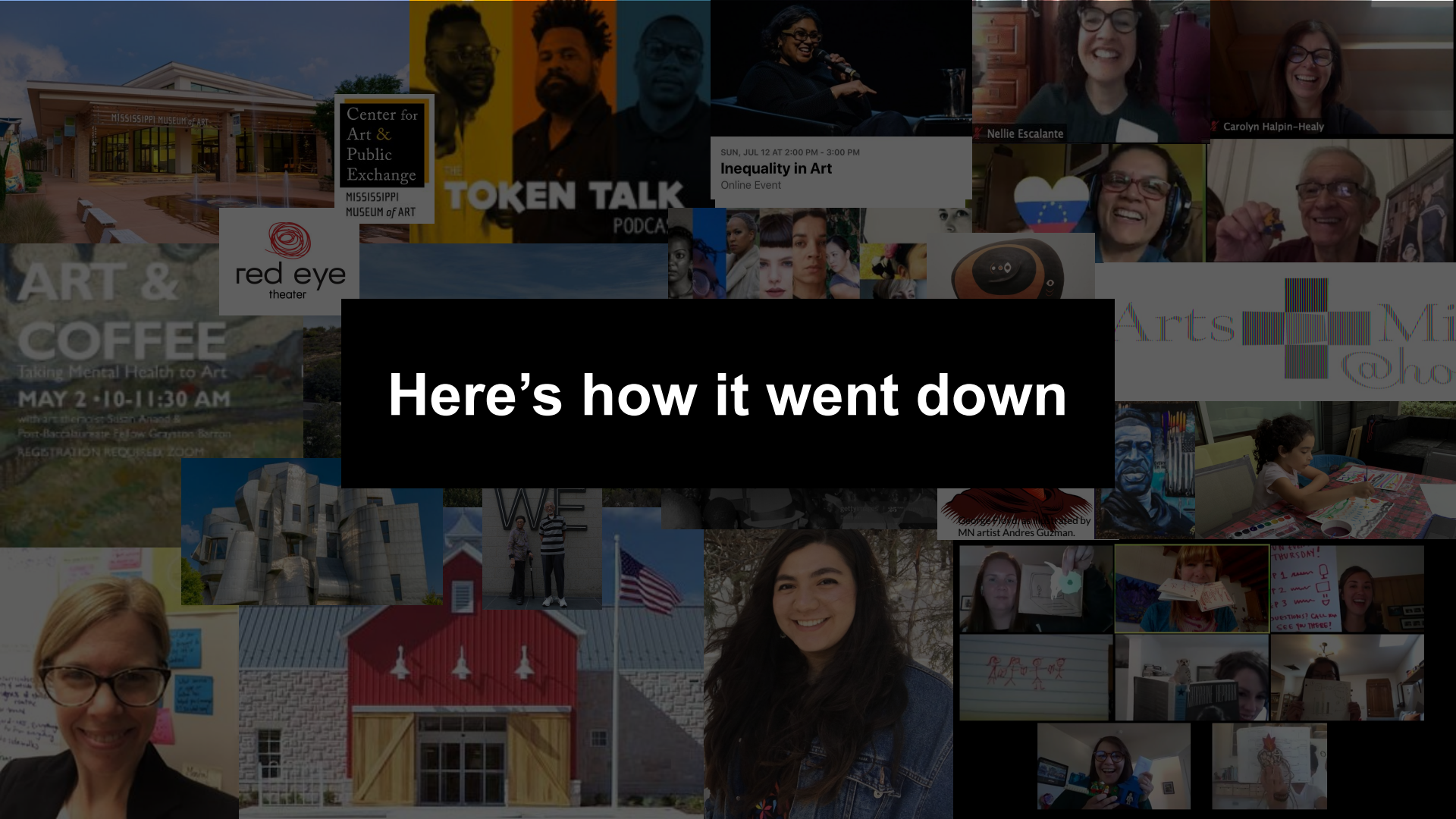
Arts + Mi @ho

Community Day: Say It Loud...
Sunday, July 12, Noon-5pm
A reflection on the '67 Newark Uprising, Then and Now.



inspired by MN artist Andres Guzman.





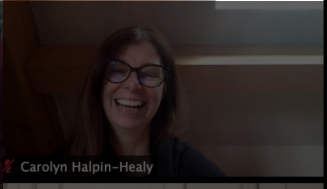
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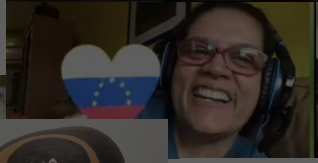
SUN, JUL 12 AT 2:00 PM - 3:00 PM
Inequality in Art
Online Event



Nellie Escalante



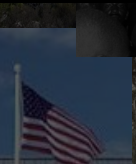
Carolyn Halpin-Healy



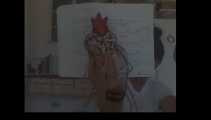
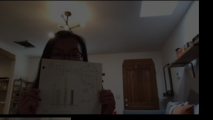
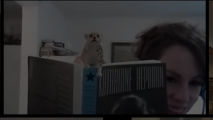
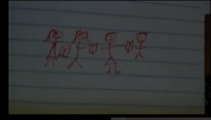
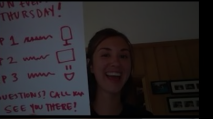
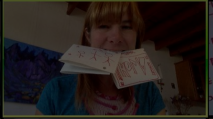
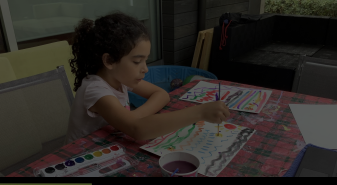
ART & COFFEE
Taking Mental Health to Art
MAY 2 • 10-11:30 AM
with artists Susan Arnold & Pam MacCallister, Fellow Graydon Barron
REGISTRATION REQUIRED BY ZOOM

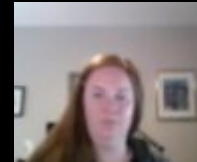
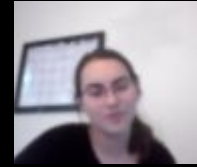
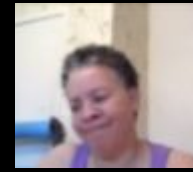
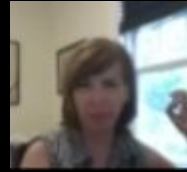
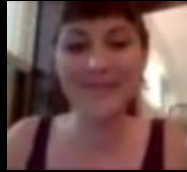
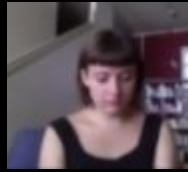
Here's how it went down

Arts + Mi @ho



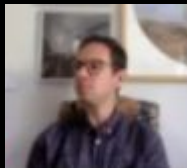
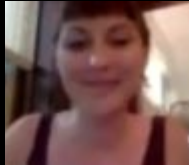
Created by MN artist Andres Guzman.

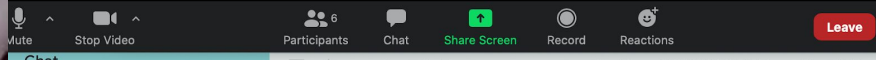




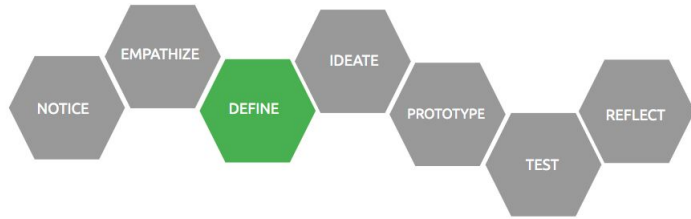
Facilitation and coaching, listening, connecting

- LEGO® Serious Play
- Design Thinking
- Weekly Meetings in large/small groups
- Taking action through small, decisive steps





Define



Mindsets



Bias to Action



Iterate + Experiment



Embrace uncertainty

designing insights 8

Deborah Howes Claudia Cano Jennifer Stencel
Emily Gastineau Susannah Schouweiler Dana Mitroff Silvers
deborah Andrew Utt Silvia Filippini Fantoni
Katie Covey Rachel Jendrzejewski (she/her)
McKenzie Drake Nellie Escalante Jerf

Unpin Video



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Killing of George Floyd



From Wikipedia, the free encyclopedia

Coordinates: 44.9343°N 93.2624°W﻿ / ﻿

On May 25, 2020, **George Floyd**, a 46-year-old black American man, was killed in **Minneapolis, Minnesota**, during an arrest for allegedly using a counterfeit bill.^[1] **Derek Chauvin**, a white police officer, knelt on Floyd's neck for almost eight minutes^[note 1] while Floyd was handcuffed and lying face down, begging for his life and repeatedly saying "I can't breathe".^{[4][5]} Officers J. Alexander Kueng and Thomas Lane further restrained Floyd, while officer Tou Thao prevented bystanders from intervening.^{[6][7]:6–24} During the final two minutes,^[8] Floyd was motionless and had no pulse^{[9][10]} while Chauvin ignored onlookers' pleas to remove his knee, which he did not do until medics told him to.^{[11]:7:30}

The following day, after videos made by witnesses and security cameras became public,^{[12][13][14]} all four officers were fired. Two autopsies found Floyd's death to be a **homicide**.^[15] Chauvin was initially charged with **third-degree murder** and **second-degree manslaughter**,^{[16][17]} to which was later added **second-degree murder**. The three other officers were charged with **aiding and abetting** second-degree murder.^{[4][18][10]}

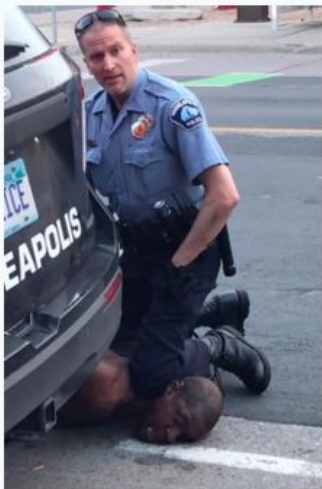
Floyd's death triggered **subsequent protests** against **police brutality**, police racism, and lack of **police accountability**.^[19] In early June, the **Minneapolis City Council** took action to ban chokeholds and require police officers to intervene against the use of excessive force by other officers, and voted an intent to restructure the police department as a "new community-based system of public safety".^{[20][21]} The Minneapolis Police Chief cancelled contract negotiations with the police union and announced plans to bring in outside experts to examine how the union contract can be restructured to provide transparency and "flexibility for true reform".^[22]

Contents [hide]

- People involved
- Arrest and death
 - Initial events
 - Chauvin kneels on Floyd's neck
 - Medical response and death
- Investigations and criminal charges

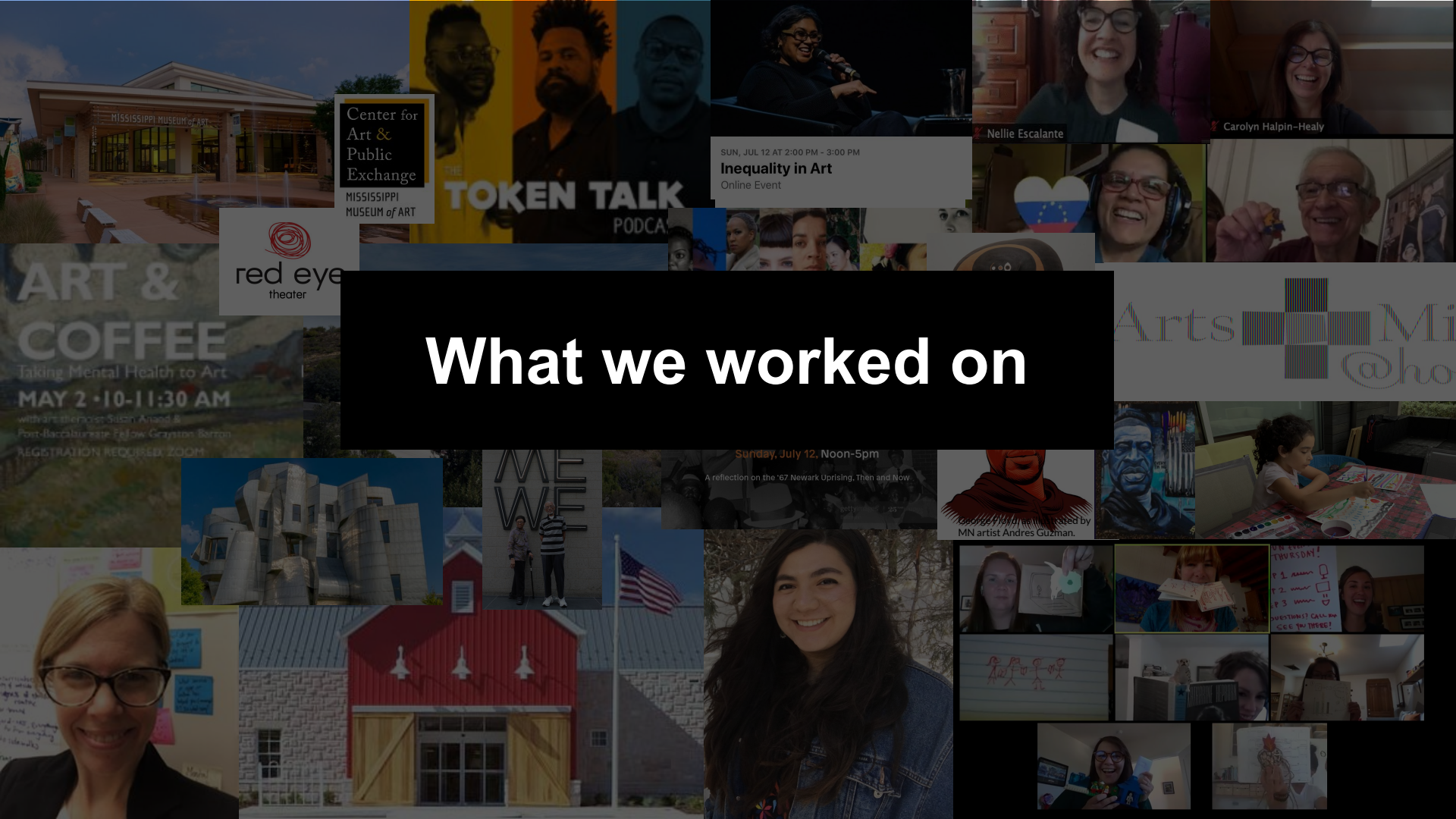
https://en.wikipedia.org/wiki/Killing_of_George_Floyd

Killing of George Floyd



Frame from witness video, showing Derek Chauvin kneeling on George Floyd's neck

Date	May 25, 2020
Time	ca. 8:01–9:25 pm CDT (UTC−5)
Location	Minneapolis, Minnesota, U.S.
Coordinates	44.9343°N 93.2624°W﻿ / ﻿
Charges	Derek Chauvin: second-degree murder,



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THE
TOKEN TALK
PODCAST

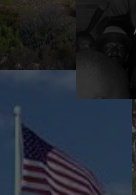
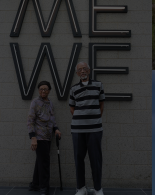
SUN, JUL 12 AT 2:00 PM - 3:00 PM
Inequality in Art
Online Event

red eye
theater

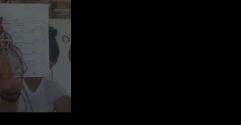
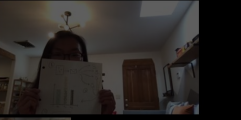
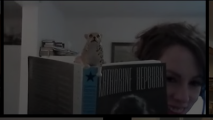
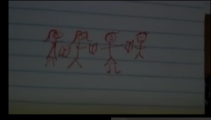
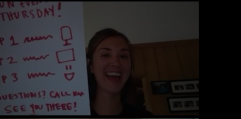
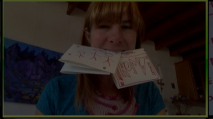
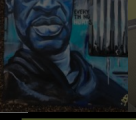
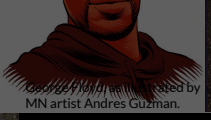
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COFFEE
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Pamela Calhoun & Fellow Graydon Barton
REGISTRATION REQUIRED ZOOM

What we worked on

Arts + Mi
@ho



Sunday, July 12, Noon-5pm
A reflection on the '67 Newark Uprising, Then and Now

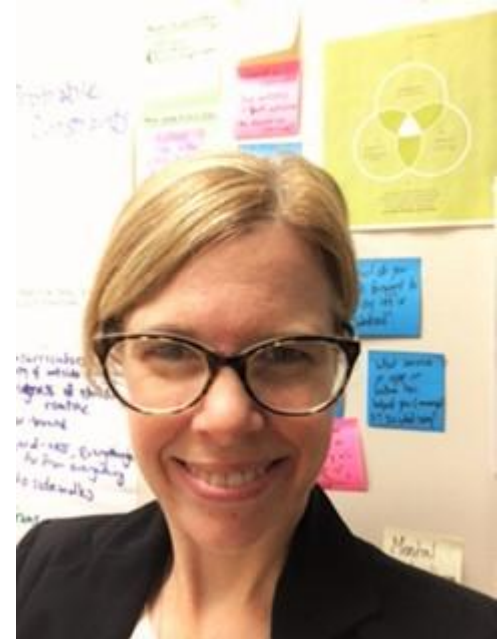
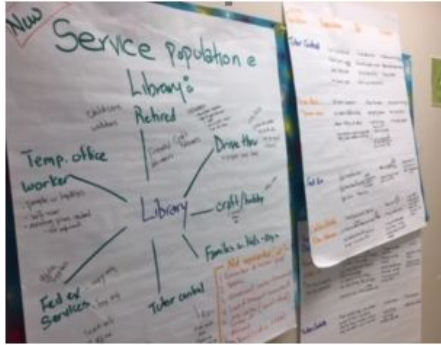


Dementia caregiving



Virtual services with & for teenagers

Akron-Summit County
Public Library System



Re-strategizing social justice engagement



Changing our thinking habits

Believe that when you put good into the world, good will come out.

Human-centered design through empathy as a starting place for true change.



EDUCATION TAKEOVER

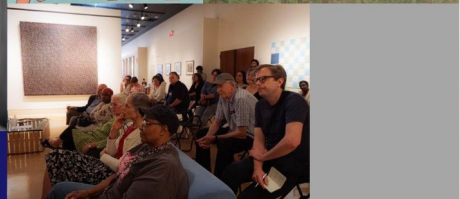
MISSISSIPPI MUSEUM of ART

DAY #1:

DISTANCE DRAWING



P.S. We're saving all of our stories, week by week, in our highlights!



WASH YOUR HANDS FOR 20 SECONDS

- 1 MISSISSIPPI
- 2 MISSISSIPPI
- 3 MISSISSIPPI
- 4 MISSISSIPPI
- 5 MISSISSIPPI
- 6 MISSISSIPPI
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- 20 MISSISSIPPI

What does courage mean?

Recognizing social patterns in the mundane as a starting place for conversation.

Inspiration can come from the ordinary!

New program and focus: Spanish language artist videos



Fast & flexible access



CAMMIE STAROS
JULY 11, 2020 - AUGUST 22, 2020

MENU



CURRENT EXHIBITIONS



NEWSLETTER SIGN-UP



DONATE TODAY

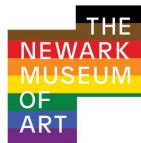


LUX ART INSTITUTE



Community Day & local virtual programming

THE
NEWARK
MUSEUM
OF
ART



**Community Day:
Celebrating Pride**
Saturday, July 18, 10am-8pm

Featuring:



Wafia



Calvin Arsenia



DJ Kenneth Kyrell



Designs by
Marco Hall



Citi Medina,
Founder of =SPACE.



Mj Rodriguez
(Pose, FX)



Community Day: Say It Loud...

Sunday, July 12, Noon-5pm

A reflection on the '67 Newark Uprising, Then and Now



SUN, JUL 12 AT 4:00 PM - 5:00 PM

**Ras Baraka and Linda Harrison: Newark,
The Progressive City**

Online Event



SUN, JUL 12 AT 2:00 PM - 3:00 PM

Inequality in Art

Online Event

Community service & engagement strategy



Direct engagement with student leaders

WAM

UNIVERSITY OF MINNESOTA

Driven to DiscoverSM

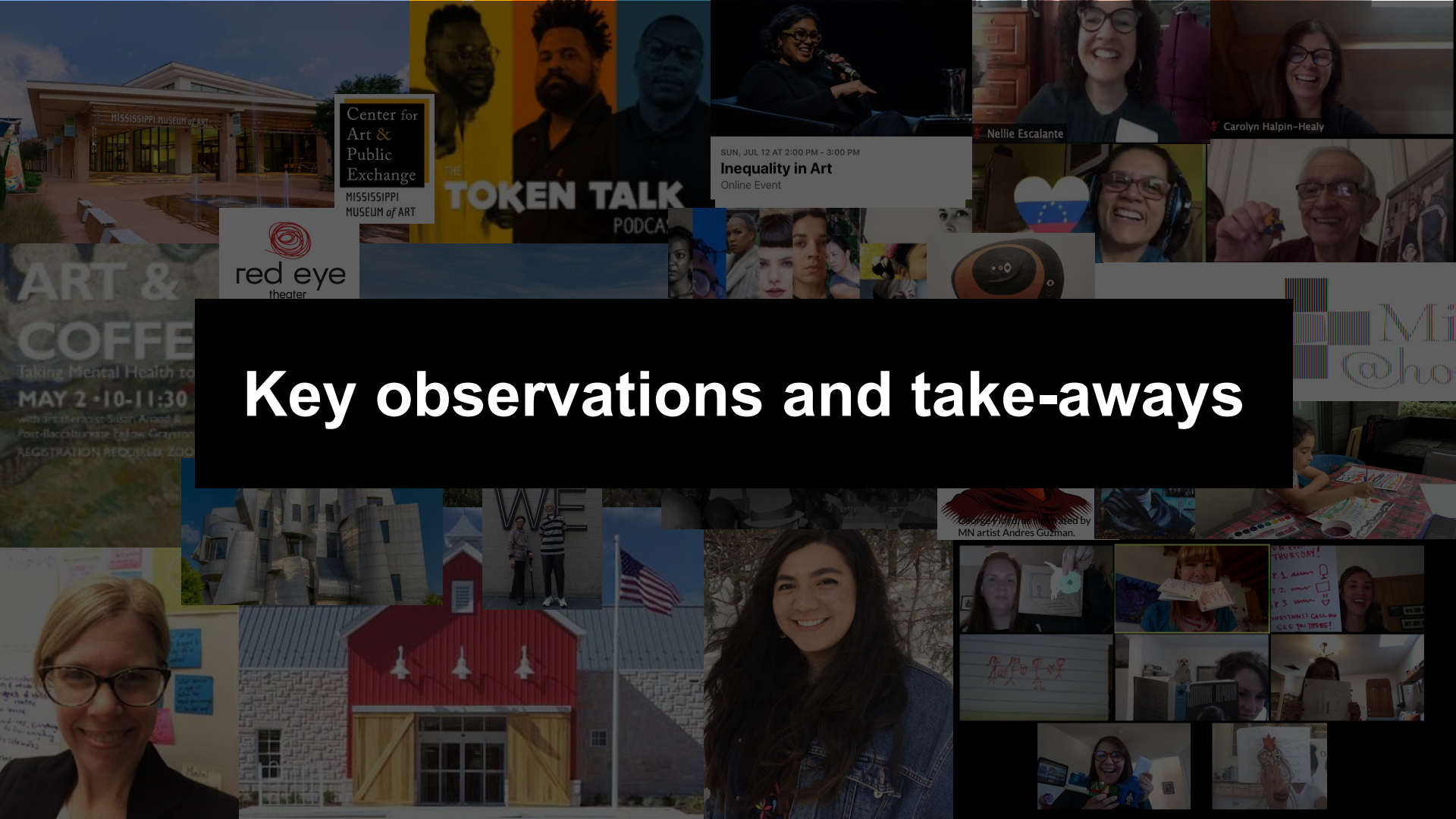


George Floyd, as illustrated by MN artist Andres Guzman.



Personal outcomes for participants

- Speed
- Confidence
- Community
- Impact
- Social justice and diversity, equity, access, inclusion



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red eye theater

THE TOKEN TALK PODCAST

SUN, JUL 12 AT 2:00 PM - 3:00 PM
Inequality in Art
Online Event

Nellie Escalante

Carolyn Halpin-Healy

ART & COFFEE
Taking Mental Health to
MAY 2 • 10-11:30
with artist Susan Arnold & Poet/Activist/Artist Felow Grayson
REGISTRATION REQUIRED \$200

Key observations and take-aways

Mi @ho



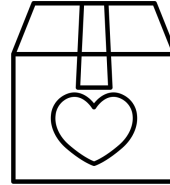
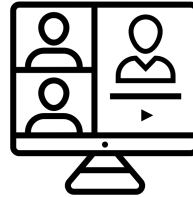
Mi artist Andres Guzman.



1. Defining the right problem is essential



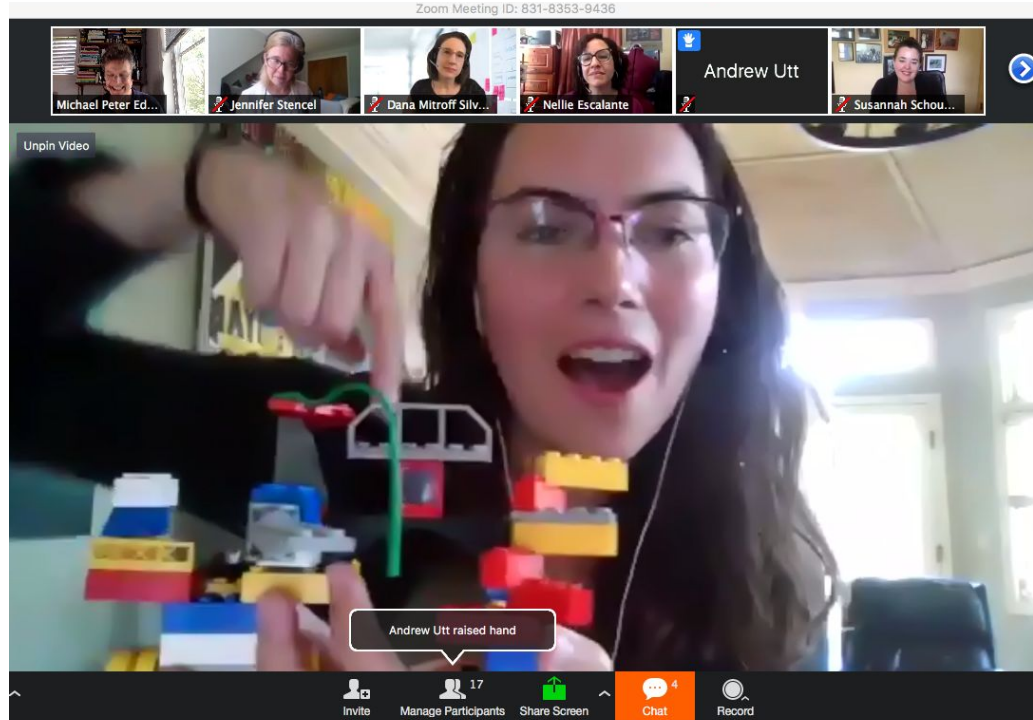
2. Low-tech can be powerful, too



3. Limit cognitive demands during times of stress



4. A nimble and fast approach can be difficult



5. Organizations don't magically change in a crisis



And ... “Lightweight” grantmaking is a good thing



About Fellows Fellowship Projects News Contact

COVID-19 Challenge Grant

We are pleased to announce a challenge grant funding up to \$15,000 for alumni of our program and other policy-oriented technologists to work on projects to mitigate the effects of COVID-19.

At the Aspen Tech Policy Hub, we take tech experts, teach them the policy process through an in-residence fellowship program in the Bay Area, and encourage them to develop outside-the-box solutions to society's problems. We model ourselves after tech incubators like Y Combinator, but train new policy thinkers and focus the impact of their ideas. We're building new ideas at the intersection of civic technology and policy making. You can see our past projects [here](#).

While the focus of the Hub to date has been our 10-week [full-time incubator fellowship](#), we have long planned to expand our programming to support the tech and policy ecosystem in other ways, including by supporting challenge grants for players across the ecosystem to propose timely projects. In light of the ongoing COVID-19 pandemic and the need for civic technologists to build new tools and policy solutions to support communities in need, we thought it was imperative to pilot this model and announce one such opportunity now.

As such, we are accepting applications from technologists for projects that will help mitigate the effects of COVID-19. Winning teams will be allotted up to \$15,000 over three months to execute their projects.

Apply →

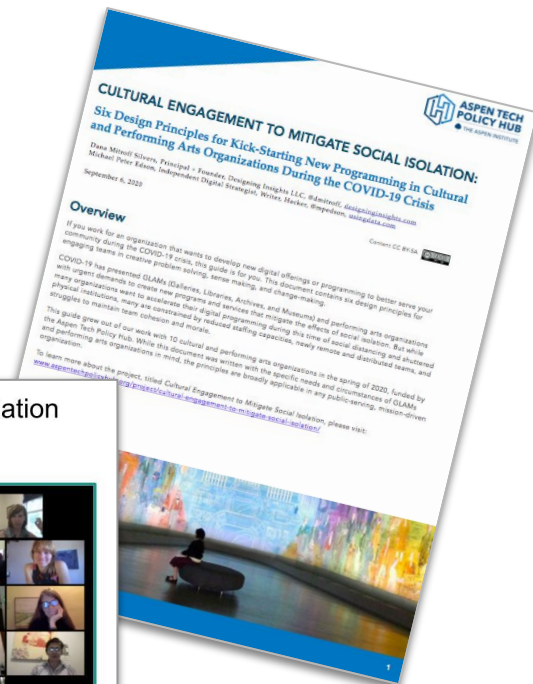
<https://www.aspentechpolicyhub.org/covid-19-challenge-grant/>

You can use these techniques in your own work

Design Principles Guide

Slide PDFs

<https://tinyurl.com/aspentech-cultural>



Cultural Engagement to Mitigate Social Isolation Project Retrospective

August 24, 2020

Michael Peter Edson
Dana Mitroff Silvers
and project participants

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Special thanks to the Aspen Tech Policy Hub, the Ford Foundation, the Omidyar Network, and the participants...

- [Arts & Minds, New York, New York](#) (plus [Howes Studio](#)), with [Carolyn Halpin-Healy](#), [Nellie Escalante](#), and [Deborah Howes](#)
- [Akron-Summit County Public Library System](#), Akron, OH, with [Jennifer Stencil](#)
- [Center for Art and Public Exchange](#), an initiative of the Mississippi Museum of Art, Jackson, MS, with Monique Davis
- [Georgia O'Keeffe Museum](#), Santa Fe, NM, with [Liz Neely](#), Shannon Bay, and Katrina Latka
- [Lux Art Institute](#), Encinitas, CA, with [Andrew Utt](#) and [Claudia Cano](#)
- [Mississippi Museum of Art](#), Jackson, MS, with [McKenzie Drake](#)
- [Newark Museum of Art](#), Newark, NJ, with [Deborah Kasindorf](#) and [Silvia Flippini Fantoni](#)
- [RED EYE Theater](#), Minneapolis, MN, with [Emily Gastineau](#), Jeffrey Wells, and [Rachel Jendrzejewski](#)
- [Weisman Art Museum](#), Minneapolis, MN, with [Katherine Covey](#) and [Susannah Schouweiler](#)

Thank you!

Michael Peter Edson

<https://usingdata.com>

<https://twitter.com/mpedson>

mike@usingdata.com

Dana Mitroff Silvers

<http://www.designinginsights.com>

<http://www.designthinkingformuseums.net>

dana@designinginsights.com