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UO Course Explores the Making of Modern Portland MOBILIZING LOCAL CULTURE: PORTLAND

Portland has an international reputation for its artisan cultures and progressive lifestyles. What can we learn from the Portland experience, and how can that inform the growth and vitalization of other communities? In this intensive field-based workshop, June 22–27, we'll explore forces at play in creating this vibrant city. Offered through the University of Oregon in Portland.

PORTLAND, OR – (APRIL 14, 2015) – Artisanal. Sustainable. Progressive. Involved. Portland is a community known for its focus on quality of life and its thriving creative economy. What forces contribute to the Portland culture? What can other communities learn from Portland as they nurture their own unique civic identities?

Join the UO in Portland for *Mobilizing Local Culture*, an immersive course with the Arts and Administration Program and the School of Architecture & Allied Arts. Instructor Bill Flood will lead the course, which runs 9:00 a.m.–5:00 p.m., June 22–27. Engaging speakers and relevant site visits will enrich the experience. The course is open to the public, enrolled UO students, and students of other colleges and universities. Credit and noncredit options are available.

Participants will visit sites around Portland including neighborhoods, artisan studios, ADX Portland, The Rebuilding Center, the Independent Publishing Resource Center, and art and food attractions. They will engage in discussions with a range of civic leaders, organizers, cultural entrepreneurs, and arts managers. Daily topics will include urban and regional planning, artisan businesses and economy, cooperatives and guilds, food culture, public art, policy development, equity/inclusion, and program evaluation. Among the confirmed speakers are Ron Paul, executive director of the James Beard Public Market and former chair of the Oregon Arts Commission; Kristin Calhoun, public arts manager, Regional Arts and Culture Council; and Rex Burkholder, founder of Bicycle Transportation Alliance and former METRO Councilor.

Flood says, "Portland is on the international map as a midsized city with a vibrant quality of life and can-do attitude. Our food and artisan scenes are drawing people here. What's behind this local cultural activity? What are the challenges? What can we learn from this? How can local culture be supported in other neighborhoods and communities? I'm really excited to facilitate this highly interactive workshop and learn together."

Mobilizing Local Culture is ideal for students and professionals (such as managers, planners, community developers, architects, and civic leaders and organizers) working in the arts and culture fields, as well as anyone interested in obtaining a better understanding of how to encourage and use the power of local culture.

Registration is made possible by UO Academic Extension. 800-824-2714

Links—<http://aad.uoregon.edu/summerintensive>