



# THE CULTURAL ECONOMY OF NEW JERSEY

Friday, October 24, 2008 ■ 1–3:30 p.m. ■ Special Events Forum ■ Edward J. Bloustein School of Planning and Public Policy

Rutgers, The State University of New Jersey ■ 33 Livingston Avenue ■ New Brunswick, New Jersey

**RUTGERS**

Edward J. Bloustein School  
of Planning and Public Policy

A POLICY SYMPOSIUM sponsored by  
the Center for Government Services and co-sponsored by  
the New Jersey State League of Municipalities

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In 1959, in a speech that rattled state leaders, Rutgers University President Mason W. Gross declared New Jersey “culturally almost bankrupt.” The state’s residents depended on New York and Philadelphia for theatre, ballet, opera, and art, he contended. Because of this, educational performance in the state ran “the risk of becoming shallow, superficial, and false.” A community with low cultural achievements, Gross charged, “simply cannot know what a good education is.”

Gross’ remarks set off a debate that continues to resonate today. Filling the cultural void clearly has significant implications for the state’s economy, representing an important complement to New Jersey’s already substantial tourist industry.

Join a panel of academics, state leaders and cultural activists on October 24 when we will candidly explore the improvements New Jersey has made over the past 50 years to strengthen cultural offerings and organizations.

A reception will follow the symposium.

## At the symposium, you’ll learn about:

- How big New Jersey’s cultural economy has grown, where it has flourished and how it has changed over past decades.
- How the cultural economy works, and how cultural producers obtain jobs and interact with each other.
- The impact of the arts on the economy of the state and its effect on New Jersey’s competitiveness.
- The roles of state and local government in promoting the cultural economy.
- How cultural activists assess progress, and if New Jersey is doing as well as it could.

## LOCATION

The Bloustein School is conveniently located in downtown New Brunswick—a five-minute walk from the New Brunswick Train Station—which provides connections to all NJ TRANSIT rail lines.

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## REGISTRATION

Admission to the symposium and reception is free, but a reservation is necessary since seats are limited. To make a reservation, contact Renee Douge at [douge@rci.rutgers.edu](mailto:douge@rci.rutgers.edu) or 732-932-3640, ext. 638.

## CONTACT INFORMATION

For additional information about the symposium, contact Stuart Meck at [stumeck@rci.rutgers.edu](mailto:stumeck@rci.rutgers.edu) or 732-932-3640, ext. 640, or visit [www.policy.rutgers.edu/cgs/CulturalEconomy.php](http://www.policy.rutgers.edu/cgs/CulturalEconomy.php)

## SPEAKERS

### Elizabeth Currid, Ph.D.

Assistant Professor, Urban Planning, University of Southern California’s School of Policy, Planning and Development; and author of *The Warhol Economy: How Fashion, Art, and Music Drive New York City* (Princeton University Press, 2007)

### John McEwen

Executive Director, New Jersey Theatre Alliance

### Jeffrey Norman

Vice President of Public Affairs, New Jersey Performing Arts Center

### Joseph Seneca, Ph.D.

University Professor, Edward J. Bloustein School of Planning and Public Policy

### Nina Mitchell Wells

Secretary of State, State of New Jersey

### Stuart Meck, FAICP/PP

Faculty Fellow and Director, Center for Government Services (Moderator)