



## Instructionally Related Activities Funds Request Spring 2016

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### IRA Funds Request for Leonard Cohen, Frida Kahlo and Diego Rivera: A Musical Appreciation

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#### Instructionally Related Activities Funds Request Summary

<b>Project Sponsor</b>	Stephen Brogden
<b>Activity Title</b>	Leonard Cohen, Frida Kahlo and Diego Rivera: A Musical Appreciation
<b>Activity/Event Date</b>	March 31, 2016 - April 1, 2016
<b>Date Funding Needed By</b>	March 1, 2016
<b>Previously Funded?</b>	No
<b>Semester/Year</b>	—
<b>Proposal #</b>	—
<b>Report submitted for previously Funded Activity?</b>	—
<b>Report submitted for previously Funded Activity</b>	—
<b>Additional Report #1</b>	—
<b>Additional Report #2</b>	—
<b>Additional Report #3</b>	—
<b>Additional Proposers</b>	I am the sole proposer but I have the support of Amy Wallace (Library), Jim Meriwether (Chicana/o Studies), Paul Murphy (Music), and Matt Furmanski (Art).
<b>Academic Program(s) / Center Name(s)</b>	Amy Wallace (Library), Jim Meriwether (Chicana/o Studies) Paul Murphy (Music), and Matt Furmanski (Art).
<b>Estimated total Course Fee revenue</b>	n/a
<b>Amount Requested from IRA</b>	\$10,234.00
<b>Estimated Number of Students Participating</b>	200
<b>Conditions and Considerations</b>	Artist/Performer/Speaker Fees & Honoraria, Risk Management Consultation, Space/Facilities Services Requirements
<b>Brief Activity Description</b>	This proposal grew out of my desire to begin a music series here at CSUCI similar to the monthly series I hosted for eight years as director of Thousand Oaks Library. I wanted the first artist to be Perla Batalla because she:

1) Is a Grammy-nominated vocalist/writer. Her Grammy-nominated record is "Mestiza," which celebrates her Mexican heritage.

2) Has toured world-wide as a vocalist for Leonard Cohen.

3) Is the songwriter for a play called "Blue House/Hearts on the Outside," a play about Frida Kahlo and Diego Rivera. The event would be called: "Perla Batalla in Blue House/Two Hearts in the Outside."

This IRA grant would:

1) Support a concert by Perla Batalla presents the songs of Leonard Cohen plus songs from her "Mestiza" album.

Leonard Cohen's work has explored religion, politics, isolation, and personal relationships. Cohen has been inducted into both the Canadian Music Hall of Fame and the Canadian Songwriters Hall of Fame as well as the American Rock and Roll Hall of Fame. He is also a Companion of the Order of Canada, the nation's highest civilian honor.

2) Support a reading of the play "Blue House/Hearts on the Outside."

Regarding "Blue House/ ...", Perla writes:

"In 2011, I was commissioned by the Los Angeles County Museum of Art to compose and perform an original composition to celebrate the opening of "In Wonderland; The Adventures of Women Surrealists in Mexico and the US." My writing partner, David Batteau, and I felt right at home with this exhibit. The first of these songs were premiered in 2012 at LACMA featuring The Eclipse String Quartet, Van Dyke Parks, Jon Beasley and Pete Korpela.

"The following years found us building that spark of an idea into a play (written by Oliver Mayer), "Blue House/Hearts on the Inside." (working title). With three actors and ten songs performed by David and I (Perla), this powerful theater piece is inspired by the frescoes, canvasses and private journals of two of the most significant painters of the 20th century: Frida Kahlo and Diego Rivera.

"The songs explore the passion and process of two rare creative geniuses, framed by a fearless love affair charged with ideas of agony, betrayal and devotion ... a love letter to art itself.

"In a time when art and music are marginalized in the education of youth, I am more than ever committed to educational outreach as I travel throughout the country. Exposing young audiences to the beauty of art music and poetry through live theater may be the only hope we have."

This grant would enable CSUCI students and community members to experience first hand the poetry and songs of the wordsmith and wordmaster Leonard Cohen, the art of two 20th century master artists (Frida Kahlo and Diego Rivera), and the Mexican heritage of one of the most respected vocalists performing in the country today.

Thus, students of Art, Music and Chicano/a Studies would benefit from the funding of this grant application.

**Learning Outcomes and Relation to IRA to Course Offerings**

Frida Kahlo and Diego Rivera are two giants in 20th century Mexican art. The play "Blue House / Hearts on the Outside" would provide a unique perspective into the psychology of these artists. This would be of significant value to the students in the following classes.

ART 111 Renaissance to Modern Art  
ART 332 Multicultural Art Movements  
ART 333 History of Southern California Chicana/o Art  
ART 338 Psychology of Art and Artists

Frida Kahlo and Diego Rivera are two giants in 20th century Mexican art. The play "Blue House / Hearts on the Outside" would provide a unique perspective into the psychology of these artists. This would be of significant value to the students in the following classes.

CHS 100 Chicanas/os in Contemporary Society  
CHS 350 Chicana/o History and Culture

Leonard Cohen is considered one of the best poets and songwriters of the 20th and 21st centuries. Perla Batalla provides a unique perspective as a Mestiza singer on tour with Leonard Cohen. The students in the classes below would benefit greatly from her experiences w Mr. Cohen and her unique interpretations of his work.

PA 202 Integrating Dance, Music and Theatre  
PAMU 332 World Music  
PAMU 100 Music Appreciation

	PAMU 336 Art and Music: Dissonance, Diversity and Continuity
<b>Description of Assessment Process</b>	<p>A survey will be distributed at the end of each program. Questions on the survey would include, but not be limited to, the following:</p> <p>On a 10-point scale, with 0 being the lowest and 10 being the highest, please answer the following questions with a numerical value:</p> <p>1) Was this activity relevant to your class work? (1 is least relevant; 10 is most relevant)</p> <p>2) Did this activity increase your understanding of each artist's work? (1 is did not increase at all; 10 is did increase substantially.)</p> <p>3) Did you find any universal themes in the artists work? (1 is "most certainly," 10 is "No, not at all.")</p> <p>4) Would you like to see more programs at CSUCI similar to this one? Yes ____ No ____</p>
<b>Activity Budget</b>	<a href="#">201516Perlairegularbudget1.xlsx</a>
<b>CIA Budget</b>	—
<b>CIA Proposal</b>	—
<b>Course Syllabus</b>	—
<b>CIA Certification</b>	—
<b>Other Sources of Funding</b>	None.
<b>Target Audience/Student Marketing</b>	<p>This project would be marketed in three tiers:</p> <p>1) The first tier of marketing would be by posters, handouts and electronic media to students in the following departments:</p> <p>A. Chicana/o Studies B. Music C. Art</p> <p>2) The next tier of marketing would be directed university-wide using electronic means and posters/handouts.</p> <p>3) The final tier of marketing would be directed at the general public residing in Ventura County</p>
<b>Bring Benefit to Campus</b>	This event will be held in Malibu 140.
<b>Sustainability</b>	n/a
<b>Program Chair/Director</b>	stephen.stratton
<b>Dean</b>	amy.wallace
<b>Acknowledgement</b>	I acknowledge that I have reviewed and accepted the Conditions and Considerations herein. Please check off boxes as appropriate.

**Program Chair/Director Approval**

<b>Approval</b>	I approve the IRA Funds Request described on this page
<b>Name</b>	Stephen Stratton
<b>Date/Time</b>	10/2/2015 8:42:03 AM
<b>Validation</b>	myCI-signin-PR-3907

**Dean Approval**

<b>Approval</b>	I approve the IRA Funds Request described on this page
<b>Name</b>	Amy Wallace
<b>Date/Time</b>	10/2/2015 9:42:55 AM
<b>Validation</b>	myCI-signin-DL-5259

**IRA Committee Decision**

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Decision	—
Comments	—

Actions

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