BabsonARTS’ diverse programming includes theater, dance, music, film, literary and visual arts to expand perspectives, promote empathy, and infuse creative thinking into the entrepreneurial mindset. A big part of our mission is to support the creative and performing experiences of our many talented students and organizations on campus as a collaborator, advocate, and enthusiast.

SEASON HIGHLIGHTS
- 25 BabsonARTS events sold out in spring 2020
- 2020 Global Film, Shoplifters: 151
- 856 people attended TEST’s production of The Intelligent Design of Jenny Chow
- Ceramics Studio registration for spring 2020 sold out in five days.
- 4 Student Clubs with 8 performances in Fall 2019 sold out, with a total of 277 attendees
- The Clay Roses Workshop was so popular, it sold out in 12 hours.

Sample of programming offered in 2019-2020

READINGS & TALKS
- Music Industry Panel
- Fine Art & Business
- Jay Gassner, Talent Agent
- Waterline Reading Showcase
- Brighter Boston
- Dawn Simmons

VISUAL ARTS
- Naoe Suzuki
- James Hunt
- Ronald Gonzalez
- Dell Marie Hamilton
- Street Art
- Finch Pots
- Clay Rose
- Rust Dying

PERFORMING ARTS
- Jamie Kent & Friends
- The Intelligent Design of Jenny Chow
- New York Neo-Futurists
- Babson Music Collective

FILMS & DOCUMENTARIES
- Shoplifters
- Laila at the Bridge
- Honeyland
- Selena
- Love, Simon
- Us

Two new initiatives created in partnership with students:
- Live at the Black Box, a concert series featuring Babson and Berklee School of Music students, curated by Gaurav Khemka, MBA ’20
- Film Screening Series screenings of popular and critically-acclaimed films co-presented with the newly formed Film Association of Babson Olin Wellesley (FABOW)

Increase Student Participation
We were able to increase audiences sizes overall, with significant increases in student participation. Our most notable success were with the Hollister Gallery exhibits, Jay Gassner talk, and New York Neo-Futurists residency.

Jamie Kent & Friends Concert: 163
Arts & Business Conversation, Jay Gassner: 29
New York Neo-Futurists, The Infinite Wrench: 280
Dell Marie Hamilton, Global Film, Honeyland: 429

Deepen & Expand Our Circle of Partners
The year included strong partnerships with Multicultural and Identity Programs, MLK Legacy Day committee, Arts & Humanities Division, Blank Center for Entrepreneurship, Marketing Division, and Wellesley College.

The model of a short residency by a professional artist or organization was very successful, first with Jamie Kent, in the fall and the New York Neo-Futurists in the spring. By scheduling a mix of performances, workshops, and talks students were able to engage with the artists in very personal ways. The majority of the 280 attending the Neo’s performance of The Infinite Wrench were Babson, Olin, and Wellesley students, faculty, and staff. It was also a great collaboration with Wellesley College, who jointly hosted a performance and workshop.

Unfortunately the impact of COVID-19 and the shift to a remote environment meant cancelling several events and the forecast of the end of semester performances by student clubs.

Goals for 2020-2021
- Continue expanding our circle of partners and strengthen collaborations.
- Establish BabsonARTS as an Office of the Arts that highlights and supports all the artists and creative organizations on campus.
- Increase awareness among students of all available opportunities to participate.
- Plan flexible programming in a broader range of formats so we can stay agile in the COVID-19 situation develops.