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Arts in the twenty-first century: change and challenge

ABSTRACT

Businesses from bookstores to newspapers are finding the need to change to meet the needs of consumers in the twenty-first century. Largely fueled by technology and the rise of social media, consumers are making purchasing decisions and interacting with businesses very differently than they did even ten years ago. The arts have not been immune to this phenomenon; faced with changes in audience participation patterns, arts organizations are innovating in a variety of ways. This article cites a number of case studies of arts organizations who are succeeding in meeting the challenge.

KEY WORDS

Innovation, social media, technology, audience development

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Useful websites

- <http://clevelandart.org/artlens-gallery>
- <http://www.artprize.org>
- <http://www.clevelandart.org/artlens-gallery/original-gallery-one>
- <http://www.pyramidatlanticartcenter.org>
- <https://adxportland.com>
- https://www.broadwayhd.com/index.php?gclid=CjwKCAiAxarQBRAmEiwA6YcGKKsL4pZ5nYdmr2m5Wib3Bf94cNS6htHBH3YseyWpVlZ1axlZDn-IXBoC1mcQAvD_BwE &gclid=aw.ds
- <https://www.cdbaby.com>
- <https://www.metopera.org/Season/On-Demand/Learn-More/>
- <https://www.wiener-staatsoper.at>
- <https://walkerart.org/calendar/2010/50-50-audience-and-experts-curate-the-paper-c>
- www.aileenclarkecrafts.com
- www.elsistemausa.org
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