

Skin In The Game In the Fight for Arts Funding

Americans for the Arts · October 19, 2017

Launching Ink For The Arts — a campaign uniting supporters in defense of federal arts funding.

Art has the power to transform our lives and strengthen our communities. In spite of this, the future of our beloved arts has experienced a hair-raising roller coaster ride over this past year. Like many of you reading this post, a fire has ignited within me to stand-up for what I believe in — And, I believe in the arts.

In conjunction with National Arts & Humanities Month, my team at Cuseum is proud to launch Ink For The Arts, a new initiative to unite us all in the fight in support of federal arts funding. The campaign comes in reaction to the on-going threats to cut funding for the arts, which would put the National Endowment for the Arts, the National Endowment for the Humanities, and other such programs at risk.

We believe that any attack on the arts threatens our ability to create, innovate, and express ourselves freely. We won't sit idly and watch as the arts continuously get trampled on.

The arts are our anchor. An anchor for our country, our culture, our values, and our communities. Just like a heart, the arts pump life and energy through the veins of our towns and cities. Knowing this, we must wear our convictions boldly on our sleeve.

Every great advocacy initiative proudly boasts a symbol that unites people. We encourage you to “get inked” with these unifying symbols to raise awareness and show support for this important cause.

Over the past few months, my team designed and produced thousands of temporary tattoos for arts supporters to wear as a public sign of solidarity and resilience. People can show their support by posting photos of themselves with the tattoos on social media with the campaign hashtag #InkForTheArts. As a part of this campaign, we're donating profits from the sales of the tattoos to several arts advocacy organizations including Americans for the Arts and American Alliance of Museums.

It's our responsibility as a company that works in the arts and culture sector to do everything in our power to take a stand and bolster the advocacy efforts. Museums, theatres, studios, and all who comprise our country's diverse arts community — we have your back, and we're proud to show our support.

When the going gets tough, we must speak loud, stand up tall, and refuse to back down. The arts are the most vibrant and expressive of the vital pillars that make up our great nation. In this fight for the brightest and most prosperous future for the arts, we all have skin in the game.

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