

212.674.5423
www.artistascitizen.org
301 East 22 Street, 14K
New York, NY 10010



Artist As Citizen: Mission

We connect art students with donors to help them create projects on social issues.

Why?

Imagemakers shape how society sees things. By reaching talented, creative people while they are still in school, and giving them the opportunity to investigate subjects of real importance to their lives, we can both change their awareness and add to the public dialogue.

Once they graduate, creative students take increasingly powerful roles in advertising and media; we aim to give them an early experience in critical thinking about larger issues.

As an example of the potential benefits of raising awareness via involvement with students:

1. The US consumer economy is a world driver, influencing politics, health and the environment in every corner of the globe.
2. Consumer habits are set by trends among young people.
3. Young people are influenced by images.
4. Influence the imagemakers, and one is reaching the decision chain at its source.

Rather than telling students what to think, we rely on them to think independently, and give them the tools to do the work.

For more information:
Richard Reiss
r@artistascitizen.org
212.674.5423