In November 2009, Chairman Rocco Landesman embarked on a journey to examine how art works in communities across the country. Dubbed the Art Works tour, it began in Peoria, Illinois, and continues to this day. The chairman has visited everywhere from metropolises like Los Angeles and Chicago to smaller communities like Chelsea, Michigan, and Jerome, Idaho. The Art Works blog at arts.gov/artworks follows the chairman's travels as well as presents examples of how art works through interviews with artists, features on interesting arts organizations, and highlights of successful creative placemaking, among other topics.

Chairman Landesman has laid out the guiding principle for his work at the NEA in two words with three meanings:

**Art works.**

- "Art works" first refers to works of art themselves, the creation of artists.
- "Art works" reminds us of the way that art works on audiences to change, confront, challenge, and inspire us.
- "Art works" is a declaration that arts jobs are real jobs that are part of the economy—arts workers pay taxes and art contributes to economic growth, neighborhood revitalization, and the livability of American towns and cities.
cross-section of the community, from U.S. senators to drama students, from transportation planners to editorial writers. He applauded North Carolina's $41.4 billion creative industry with its nearly 300,000 jobs—almost 6 percent of North Carolina's workforce. He encouraged our Creative Corridors Coalition, which is using an NEA grant to effect change in design and roadways.

As Rocco says, "Art works." It is gratifying to see how that dovetails with what we have known here in North Carolina for a long time: "Creativity means business."

Madison/
Milwaukee

WISCONSIN • September 2010

Norma Saldivar & Andrew Taylor
Co-Chairs, University of Wisconsin-Madison Year of the Arts

Chairman Landesman's visit was an extraordinary expression of the power, place, and purpose that the arts have on the University of Wisconsin-Madison campus, as well as throughout our community. Alongside Chancellor Biddy Martin, the chairman reflected on our rich history of artistic expression and exploration, both of which are essential to learning and innovation in Wisconsin. In his conversations with students, his visit to a public art project in the city of Madison, and his interaction with cultural, business, and civic leaders, he helped us all confirm the powerful connections that a vibrant and inclusive arts environment can make. His visit was an ideal launch to the UW-Madison's Year of the Arts, and was a clear high point in our yearlong celebration of these essential themes.

Katie Musolff
Artist in Residence, Pfister Hotel

On September 17, 2010, Chairman Landesman came to Milwaukee, Wisconsin, to visit the Pfister Hotel, among other sites. While at the hotel, he toured the artist-in-residence program. As the current artist there, it was my pleasure to meet with him, show off the studio, and speak about the program, after which we had lunch with a dozen or so other guests, including former Lt. Governor Barbara Lawton. Everyone was pretty tickled
to be present, and took their turn asking questions of the chairman. I could
tell it was a very special interaction. I know he had a lot of stops to make
on his tour, and it was an honor to share his company with some of the
spokespeople for the arts in Milwaukee.

\section*{Columbus/Cincinnati}

\textbf{OHIO} \textbullet{} September 2010

\textbf{Sherri Geldin}

\textit{Director, Wexner Center for the Arts}

NEA Chairman Rocco Landesman came to Columbus in September 2010,
and alighted at the Wexner Center for the Arts as part of a whirlwind tour of
the city’s cultural scene. While at the Wex (located on the campus of Ohio
State), he engaged in a lively discussion with myself, OSU President E.
Gordon Gee, Columbus Partnership President Alex Fischer, and National
Council on the Arts member Charlotte Kessler (his Columbus host and
former trustee of the Wexner Center). We talked about the increasingly
crucial role that universities can play as engines for urban transformation,
economic development, cultural advancement, and civic identity. Rocco