
EDITOR'S INTRODUCTION TO THE WINTER 2018 ISSUE

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Welcome to the Summer 2018 issue of *Artivate: A Journal of Entrepreneurship in the Arts*. This is a very special debut issue, featuring the work of three emerging scholar/artists. *Artivate* is pleased to support these debut authors and equally pleased that they have chosen to place their work here.

In "A Short But Deep Dive into the Economics of Arts: Art Entrepreneurs in a Peripheral Market," Rafael Macedo Rubião explores the gallery scene in Belo Horizonte Brazil. He uses thematic network analysis of interviews with gallery owners and other arts entrepreneurs to develop a typology of galleries in this "peripheral" art market. Andrew Michael Friedrichs deploys a survey of brass studio instructors in his study of the integration of entrepreneurship content in brass studio education in "Suggestions for Incorporating Entrepreneurship Education in the Classical Performance Studio." His study confirms anecdotal advice and previous research that supports teaching students about failure, perseverance, adaptability, and more.

Finally, this issue features a review by Jeremy Peters of Jeffrey Nytch's new book *The Entrepreneurial Muse: Inspiring Your Career in Classical Music*. Nytch's early writings on arts entrepreneurship were first published in the virtual pages of the inaugural issue of *Artivate*: "The Case of the Pittsburgh New Music Ensemble: An Illustration of Entrepreneurial Theory in an Artistic Setting."

Journal Transition

Since its inception, *Artivate* has been published by Arizona State University's Herberger Institute Enterprise and Entrepreneurship Programs (formerly the Pave Program) and I have served as *Artivate*'s executive editor. Having recently accepted the position of dean of the College of Arts & Letters at Cal State LA, this is my last issue as executive editor. Fortunately, *Artivate* has a committed editorial board of exceptional scholars and artists. Two of them will be serving as co-editors of the journal moving forward: Paul Bonin-Rodriguez of University of Texas at Austin and Neville Vakharia of Drexel University. I will continue on the editorial board as "founding editor" and ASU's Herberger Institute will continue to host the publication.

Working with the new co-editors and members of the editorial board, we have developed a schedule for future issues as follows:

- Winter 2019. Open submissions due October 15, 2018.
- Summer 2019. Special issue: *The Artist as Social Entrepreneur*, in connection with ASU's Sixth Biennial Symposium on Entrepreneurship and the Arts; symposium May 3-4, 2019; journal submissions open to all due May 15, 2019.
- Winter 2020. Special Issue: *Arts Entrepreneurship and the Revitalization of Detroit*; Susan Badger-Booth guest editor; submissions due October 15, 2019.
- Summer 2020. Special issue focus: *NEA Research Labs*; Submission deadline April 15, 2020.
- Winter 2021. Special Issue: *Asian Perspectives on Arts Entrepreneurship*; Woong Jo Chang and Margaret Wyszomirski, guest editors; submission deadline October 15, 2020.

Artivate has been a professional passion of mine for seven years. I thank the first co-editor Gary Beckman for helping me get it off the ground, our next co-editor Joe Roberts for helping to sustain it, and our new co-editors, Paul Bonin-Rodriguez and Neville Vakharia for leading it into the future.