

Module 1 - Stocktaking

Fields of Interest Assessment Exercise

Emerging field(s) of interest

- Art; art history; art markets; financial and capital markets
- Management; restaurant management; supply-chain management; non-profit management
- Music; music composition; music production

List of courses (current or completed): Emerging field(s) of interest

- *SOC-300 - The Sociology of Consumer Culture – Rita Isola* – This course focused on the construction of consumer culture in contemporary society. Specific attention was paid to the processes by which consumer society is created, reproduced and sustained through the media and advertising. This course directly relates to my interest in business and markets. It provided insight on how people consume products and the different approaches companies take to increase sales.
- *AHIS-251 – Art & Business – Sandra Seekins* – This course revealed the complex nature of one of the wealthiest markets in the world. It showed how outrageous the art market can be and how artists have either combated it or laid down to it. The course gave me a breadth of knowledge on a market that I am extremely interested in working in. I have a further understanding of the various business tycoons, events, significant artists, and financial workings of the art world because of this course.
- *POL-111 – Political Ideologies – Ramjeet Singh* – This course was a very detailed and thorough examination of the history and dramatic influence of political ideologies. It

provided me with a stronger understanding of how the world functions and things to be wary of throughout my journey as a human being tackling modern society. It was specifically essential in giving me multiple perspectives to gaze through when thinking critically.

- *Tutorial I – Sandra Seekins* – An assessment of the financial and sociological impact and limits of the art world within the culinary world. The goal for the tutorial is to obtain historical and contemporary knowledge of the partnership between restaurants and artists. This tutorial is first focused on contrasting two case studies that detail specific relationships between two artists and the restaurants they got involved with. I then attempt to detail how important visual art can be for a space and the different approaches various artists have had when commissioned to decorate a restaurant.

List of extra-curricular experiences related to your emerging field(s) of interest:

- *Assistant Manager (2019-Present) – Browns Socialhouse* – This new full-time position I've started with Browns directly relates to my goal of joining higher level management in the future. I'm not sure if I want to stay in the restaurant industry, but this position has allowed me to get experience in areas such as interviews, teamwork, accounting, human resources, public relations, business deals, and much more.
- *Big Brothers Volunteer (2017-Present)* – Volunteering for Big Brothers has drastically changed my life. I was lucky to grow up in a privileged household with a loving family and my relationship with Aiden has opened my eyes to the flip side of that. He's ten years-old now and we're very lucky to have seen each other almost every week for two years now.

His Grandma and I have worked hard to create a good environment and positive influence on him. This relates to my interest in being part of a community, helping people, and becoming a role model for others, something which I'm required to be in my job as well.

- *Paris and London art museum trips (2015 & 2018, respectively)* – I took these two trips to gain knowledge and first hand experience of the art museums and artists I'd admired for years. It's the reason I now have an Associate's Degree in Art History from Capilano and it directly fuels my desire to have a place for art within my career in the future.

Signature work analysis:

Many of my notable academic works have been essays relating to topics I'm deeply interested in. The most recent one that is directly tied to my emerging interests was for a class I took called Sociology of Consumer Culture with Rita Isola. My final paper for the course was focused on the redevelopment of Oakridge Centre. My research involved visiting the showroom at Oakridge Mall for the new development and relating the massive project to sociological concepts and theories we were studying.

This research paper allowed me to explore modern consumerism and business thoroughly through the lens of a case study. My interest in business management and financial markets tied directly to this research. I got to see how developers approach marketing such a massive project and the amount of interest it garners from other businesses, professionals, and consumers. My paper focused more on the consumer perspective of the development rather than the business perspective because of the format of the course. However, that perspective allowed for the emergence of many questions including: How do projects like this affect a

community? How powerful is their marketing strategy? Are they tricking consumers? What is the direction of modern day business and consumer culture?

My main benefit from this research essay was the line of inquiry it created for me. My thinking shifted towards a more rounded conceptualization of the business and consumer world we live in. My finished paper was the most critical I've ever been throughout my academic life. It was something of a turning point for me. Instead of doing a straight forward literature review and research analysis, I got to use my own academic voice and insert more of my own educated opinions. I now have direct interest in going into the business field, but with a broader understanding of each perspective involved in it.

Another important work in my academic career was my research paper on the artist Takashi Murakami. My journey through the art history program at Capilano allowed me to become familiar with a world I had little experience in. Sandra Seekins' class on Art & Business showed me the monetary, branding, and commercial scale of some art. My term paper on Takashi Murakami was a deep dive into these aspects of the wealthy art industry.

Murakami is one of the most famous contemporary artists on the planet. I got to experience his work directly at the Vancouver Art Gallery. His work is particularly notable for becoming a brand of sorts. Characters that Murakami created have become purchasable stuffed animals and posters. He's also designed shoes for Vans and clothing for companies like Louis Vuitton. This kind of interaction between artist and business peaked my interest. It solidified my change from focusing academically only on art to also learning about business. Sandra offered insight into the economic churnings and motivations that drive the art world.

My paper dissected the way an artist like Murakami can obtain power and prestige within that world. It is the essence of my emerging interests colliding together. I'm now exploring these interests further with Sandra in my first Tutorial.

Sample research projects:

After I complete my current tutorial on the relationship between art and restaurants, I'd like to further my investigation into the business and art world. I'd also like to take it a step further by exploring the way music participates in these areas. It's hard to imagine a restaurant, club, or bar space with nothing on its walls, but its nearly impossible to imagine such a space without any music. Music is something that can create an entire atmosphere on its own. A restaurant space can exist without art on its walls and still set a mood with the right music. Moreover, it is something of an art to choose the right kind of music and the right visual art to create a successful room. Therefore, my line of inquiry for my next tutorial would explore the most unique and successful spaces in the world that utilize art and what makes them so paramount. I also want to explore the affect that such spaces have on the communities around them. How does a neighbourhood pub/restaurant/creative space dictate the atmosphere of the community around it? Is it a gathering place for artists? Does it have a negative impact on the environment it occupies? Does it support local artists or shun them? What makes it unique from other spaces? I'd like to deeply explore these topics within my next two tutorials. I'd also be interested in working with a professor in the business department at Capilano for one of these tutorials in order to get a deeper financial perspective on the topics in question.

My graduating project is not yet a fully formed idea. However, I'd like it to be a more hands-on culmination of all the research I will have accumulated in my tutorials. I've been a musician for most of my life and would like to explore ways of creating a presentation for my project that incorporates some of my own artistic work. I'm still formulating what it would look like, but perhaps maybe a brief exhibition that imagines the "perfect" restaurant/art space. I'd like my research for my final project to hone in on all the ideas and information I've accumulated from my tutorials to produce a creative and poignant presentation of art and business. It will focus more on the management of such businesses that work directly with artists and how they are successful. I plan on utilizing my own management experience to gain perspective as well as conducting interviews with other management teams, artists, and business owners. The final product will hopefully be an informative and inventive project that details and concentrates my interdisciplinary interests.