



Changing the Performance: A Companion Guide to Arts, Business and Civic Engagement

Julia Rowntree

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A result of many years of research and practice, *Changing the Performance* is a book about the arts and about business, and the interplay between the two. Julia Rowntree gives a fascinating account of her experiences forging the business sponsorship campaign at the London International Festival of Theatre (LIFT).

Raising intriguing questions, this book proposes that fundraising for the arts is much more than simply a function for generating income. It fulfils an ancient social role of connection across levels of power, expertise, culture, gender and generation. Rowntree describes why these dynamics are vital to society's ability to adapt.

Changing the Performance is an inspiring manual for arts practitioners concerned with the relationship between business, the arts and wider society, and particularly those engaged in fundraising.



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