Philosophy Department  
University of Central Florida  

2008/2009 CAH Interdisciplinary Award  
Final Program Report

Principal Investigator:  Kristin Congdon (Philosophy)  
Co-Principal Investigators:  David Bowie (English)  
Joo Kim (Art)  
Ed Heiland (UCF TV)  

Departments Involved in Project:  Film (in 2008), Philosophy, English, Art, and UCF TV  
Project Number:  23010007  
Project Title:  ChinaVine: Travel and Exhibition  

Award Dates:  
Start Date: September 2008  
End Date: May 31, 2009  
No extension requested

Amount Awarded: $12,400

Departments Involved:  Because ChinaVine involves students and faculty from all over the university, the departments are many and varied. They include: Anthropology, Art, Business, Communications, Digital Media, Engineering, English, Film, History, Humanities, Modern Languages, Philosophy, and UCF News and Television.

Brief Description of Project Objectives:  1) To curate and produce a (real-space) exhibition of 35-40 color photographs taken by UCF ChinaVine students in March 2008 and May 2008. The show will travel to three spaces. 2) To send four students and/or faculty to China for two weeks to do more documentation on Chinese traditional culture and to have it used on UCF TV.

Were These Objectives Accomplished as Scheduled?  Both goals were accomplished. Thirty photographs were exhibited instead of 35-40 since team members decided it was better to have fewer large photos than more, smaller ones.

If the Objectives Were Not Accomplished, Please Provide Reasons.  Objectives were accomplished.

Detail the Most Relevant Activities of the Project:  

The exhibition, Expressions of China, opened at the UCF Burnett Honors College and was on display from November 17, 2008 to January 5, 2009. It then traveled to the University of Oregon and was on display at the Erb Memorial Union from January 25 to February 8, 2009. From April 30, 2009 to June 1, 2009 the exhibition was at the UCF
Cocoa Campus Library. There were opening receptions at each site and the four photographers (Ian Hernand, Blair Remington, Sharon Weaver, and Tomas Valladares) gave a one-hour presentation at the Cocoa site. The exhibition was also posted on Chinavine.org at: http://www.chinavine.ucf.edu/exhibition/ Posters and invitations were made for each site and 70 copies of a color catalog were created for distribution. The exhibition is currently permanently being installed in the Philosophy Department hallways.

The ChinaVine team has worked extensively with the university’s media relations office and its television services department to promote its project across the country. These efforts have included contacting more than 100 reporters at the national, regional and local level. The team has also provided video footage to the UCF News & Information office for its media outreach efforts. To date, several dozen news websites and media outlets have reported on ChinaVine. Among them are:

New America Media
Orlando (Fla.) Sentinel
Asian Reporter (Portland, Ore.)
WESH Channel 2 (NBC Affiliate, Orlando, Fla.)
Seattle Times
Oregon Public Broadcasting
Artdaily.org
ArtBeat WUCF-FM

The university’s PBS-affiliated television station has also aired three 30-minute interview programs focusing on ChinaVine and its students.

Three students (Tomas Valladares, Jackie Bacal, Megan Peck) and one faculty member (Kristin Congdon) traveled to Guizhou province in China in March 2009. We were able to make two new partnerships with Chinese organizations: Kejia, Chief Editor, Chinese Festival Cultural Organization and Zhang Quan, Guizhou Musicians Association. Film footage was taken and is currently being made into 3-4 films. Field notes have been transcribed and information about the Miao has been written and is ready for posting. Numerous photographs are being archived.

Jackie Bacal was hired on funding from the Center for Humanities and Digital Research along with some funds from the University of Oregon to revamp the entire website and post new information. Ten new members have been assigned work to do for the website.

Describe Project Findings. Explain Future Funding Possibilities:

We have expanded the website in numerous ways: It will include minority populations, it is more accessible to people with disabilities, it has more than doubled its informational content, and we have expanded our partnerships. It is now ready for its next phases, which are twofold: to open it up to children and youth through curricular expansion, and
to include the work of major contemporary Chinese artists whom we will visit on our September 2009 trip.

The LIFE program granted ChinaVine $500 to assist with research. As mentioned above, CHDR granted ChinaVine $2,800 and the University of Oregon granted us $1,000 more for work by Jackie Bacal, the Lead Web Designer. David Bowie, Tomas Valladares, Megan Peck, and Jackie Bacal worked with Kristin Congdon to present two presentations to the LIFE program on ChinaVine. $400 received from the LIFE presentations helped support the March 2009 travel.

A major NEA grant has been submitted for $56,239. If awarded this funding will support the development of the website to be used as an interactive social networking site to support curriculum in grades 4-12 using Web 2.0.

Other efforts to seek funding have been: Bonnie Gould at NEH was contacted about ChinaVine funding in the Digital Technology category. We determined that it did not easily fit their guidelines. This was also the case for the Andy Warhol Foundation. The Maxine Green Foundation, which invites projects, was contacted about ChinaVine, as was the Rockefeller Foundation. We have not heard back from these last two organizations.

**Describe Any Publications from the Project:**


Several scholarly presentations have also taken place, both nationally and internationally and two more national presentations will take place in AY 09/10.

**Describe Any Other Specific Products and Contributions of the Project:** The project has provided students from all over campus with a research opportunity. Some have taken on ChinaVine work as a credited class. One student, Crystal Bell, is now working at a major art gallery in Beijing. Students have had the opportunity to be on radio, television, and in print media. I have talked about ChinaVine in my classes and ChinaVine has now been accessed in more than 60 countries. The number of hits is substantially increasing each month.

**List General Conclusions:** ChinaVine was always a huge project. Organizations, universities, and scholars continuously ask if they can work with us or include their work on the website. We can no longer handle the many requests for meetings or phone calls
from interested groups. In September 2009, our Shandong University of Art and Design is hosting an invitation-only international conference of folk art scholars. A major focus will be ChinaVine. Doug Blandy (from UO) and I have invited eight of the participants from the U.S., Canada, and Europe. Other participants will come from Australia, Japan, and other Asian countries. We are being asked to help with art educational organizations in China. The National Art Education Association, the International Society for Education Through Art, the National Network on Folk Arts in Education, and the United States Society for Education through Art are all now partners for the next phase should the NEA grant be received.

In conclusion, this project has gotten so big that we are now working on an exit plan in two years. We need to give it to some other organization to monitor and grow. This goal has been listed as part of the NEA grant. Working toward this goal, The American Folklife Center has invited us to make a gift of our materials to the Library of Congress. We will be working on organizing our materials and depositing them in AY 09/10.

Seed Money for Future Projects: In order to have credibility as a website, we needed to begin including minority groups, which we did when we traveled to Guizhou province. The exhibition helped us highlight the talent of our student photographers emphasizing the nonhierarchical nature of the research model we have employed and are writing about. The CAH grant has allowed us to meet both these goals. It has also given us the opportunity to build the site with new materials making it much more expansive than it was last summer. Because of the work we have accomplished we are ready for the next two phases: developing interactive curriculum for grades 4-12 based on Web 2.0 and the move toward social networking in education, and incorporating Chinese “fine” artists into the site.

Additional Comments: Without this funding ChinaVine would not have had the success it now enjoys. Thank you.

Note on Budget: The attached budget does not indicate a zero balance, but in fact all money has been spent. One travel item has not yet been reimbursed but it is in process.

Date: June 25, 2009