Building a New Home for Santa Barbara High School’s Visual Arts and Design Academy

VADA CAPITAL CAMPAIGN

vadasbhs.org
“I support VADA because the program is dedicated to fostering creativity. And creative expression — no matter the form — is the strongest vehicle we have to express a point of view, inspire, and connect with each other in ways that are central to the Human experience.”

JEFF BRIDGES
AMERICAN ACTOR, MUSICIAN, PHOTOGRAPHER, PAINTER, SCULPTOR
THE VADA MISSION

VADA PROVIDES A UNIQUE CREATIVE EDUCATIONAL EXPERIENCE FOR SANTA BARBARA STUDENTS

The Visual Arts & Design Academy (VADA) is a unique academy inside of Santa Barbara High School that combines a concentration in art, design and creative thinking with a rigorous academic curriculum including AP and honors level coursework. We engage students by specializing their education around their interests. Diversity and inclusivity are foundational to the program, and our students reflect the economic and ethnic diversity of our city.

VADA students build both creative thinking and technical skills in a wide range of traditional and digital media. Painting, drawing, printmaking, mixed media, graphic design and photography are all part of our curriculum. By providing a complimentary creative component to standard curriculum, VADA enables students to better prepare for college and their professional lives.

BUILDING FOR THE FUTURE

To fully reach our mission and launch our students to meet their full potential for the 21st century, we need new facilities and modernization of existing buildings. Our current buildings are more than 50-years-old and lack the flexibility and space we need.

Working with a team of industry advisors including Adobe, Deckers & Patagonia, we have designed an integrated Design Lab and Art Studio training environment that will prepare our students to flourish in their future.

To achieve our goals, we have launched the VADA Capital Campaign to help raise the funds we need to build a leading campus for art and design studies.

Through our partnership with the Santa Barbara Unified School District and a matching grant from the California Department of Education, we have secured more than $5M towards a funding total of $7M. Please join us by helping us reach our goal.
VADA Pillars

Creative Design & Thinking
The new campus will allow us to systematically implement Design Thinking processes to cultivate empathy and human centered design as a skill, and an innovation mindset across the program.

Equitable Access to Education
VADA is the leader in addressing educational and opportunity gaps, achieving a notable increase in socio-economically disadvantaged students (46%) and an increase in the number of special needs students (23%).

Professional Readiness
VADA students see their education directly supporting their future success. Companies and local institutions who hire our graduates advise on curriculum, including partners from Adobe, Deckers, Patagonia, and preeminent cultural institutions, such as The Getty, LACMA, The Norton Simon, MOCA, and more.

VADA students build skills in a wide range of media, including both traditional and digital media. Painting, Drawing, Printmaking, Mixed Media, Graphic Design and Photography are all part of the curriculum.
VADA offers a truly exceptional program that fills a major gap in education. The skills, attitudes and mindsets of the artist-designer, practiced in a creative, working studio environment, are highly transferable to other domains of life and work.

Students move fluidly between art, design and linked academic courses, acquiring a variety of essential skills and knowledge, teaching students the top job skills forecasted by the World Economic Forum for 2020.

The Academy’s advanced and specialized instruction in fine arts and design is integrated with core academic curriculum, including AP and Honors level coursework. Complex problem solving, critical thinking, collaboration, emotional intelligence, and cognitive flexibility are all purposefully developed within the program.

The unique combination of academic rigor and creative development gives our students the skills to work, the imagination to solve problems, and the transcripts to get accepted into four-year universities.

VADA students learn all aspects of the creative process from strategy and technical skills to presentation and display.
The new VADA Campus links Santa Barbara High School’s historic legacy to our mission of preparing students for their future.
DEVELOPING A 21ST CENTURY CAMPUS FOR 21ST CENTURY EDUCATION AND TRAINING

We are raising funds for a much needed VADA campus upgrade which will support the program’s goal of developing a diverse group of students to prepare them for college, their professional lives and ultimately global citizenship.

Specifically, the VADA campaign goal has three funding goals: build a new classroom, renovate the existing old and overcrowded 1950’s classroom, and to provide sustainable funding for the organization’s ongoing operations.

The new VADA space will double our existing space and be purpose-built to optimize the experience for our growing students and staff, overcoming the current overcrowded and inflexible classroom workspaces. It will be designed to mirror the standards of colleges, design firms, and creative businesses that are depending on us to develop students with critical skills.

VADA students fluency with both traditional art and digital design media is fundamental to the VADA mission. The new building architecture physically links these two, creating an integrated design/studio work space.

Artists paint on location at VADA’s massive Annual Spring Exhibition, where all students showcase their work.
Exhibition Walls

In-Wall Storage

Flexible Space

Lots of Casters

Note: Images are inspirational concepts for proposed facility.
VADA students, AKA “the VADA Family” visit the UCLA School of Arts & Architecture, one of their many field trips.

“The creative outlet that VADA gave me at high school enabled me to develop critical new skills that helped me find the right college.”

Natalie Goss, VADA Alum
JOIN US IN THIS UNIQUE OPPORTUNITY TO CREATE A LASTING LEGACY

Through our partnership with the Santa Barbara Unified School District, a matching grant from the California Department of Education, and private donations we have successfully raised $5M towards our goal of $7M.

There is a unique opportunity to contribute to this exciting educational environment and leave a legacy for both current and future generations of students. This new development and refurbishment will positively impact thousands of Santa Barbara students’ lives by significantly enhancing their readiness for college and beyond. They will develop critical skills that will lead to a positive impact on local, regional and national levels.

We believe this opportunity matches with your values and philanthropic priorities and VADA invites you to be a part of this unique opportunity. Various naming and other opportunities exist for specified levels of funding. We would be happy to work with you to review those opportunities and determine an appropriate level.

*Please join us in raising the critical matching funds to make the new VADA campus a reality!*

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**NEW FACILITY BUDGET**

- **Endowment** $500,000
- **Construction Costs:**
  - New State of the Art Facility $4,000,000
  - Renovation of Existing VADA Classrooms $1,500,000
- **Project Expenses:**
  - Architects, Site Work, & Misc. $1,000,000

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“Education becomes truly impactful and effective when it reaches students by nurturing their core skills and talents, supports their dreams and illuminates positive possibilities for young people’s futures. The arts do save lives and VADA is enabling students to mine the depth of their creative souls, giving them hope and vision for their creative careers.”

ROD LATHIM
DIRECTOR, PLAYWRIGHT, VISUAL ARTIST

YOUR DONATION WILL IMPACT SBHS STUDENTS FOR GENERATIONS TO COME.

For more information please contact a member of our Donor Relations Committee:

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