The Art of Science Learning

Harvey Seifter

A recognized authority on innovation in business and arts-based learning, Harvey Seifter earned his bachelor’s degree from [Brandeis University in Waltham](http://www.brandeis.edu/), Massachusetts. Since 1995, he has been the president of New York-based Seifter Associates, a consulting firm helping clients develop innovative brands, creative leaders, and strong partnerships. In addition to leading his firm, Harvey Seifter is the founder, director, and principal investigator at The Art of Science Learning, which is dedicated to exploring how the arts can enhance learning in the STEM (science, technology, engineering, math) disciplines.  
  
The Art of Science Learning came about as a result of business leaders’ recognition of what is termed an “innovation gap,” or a shortfall in their workforces’ capacity for creativity, collaboration, and communication. Research into the nature of creativity suggests that it is a quality inherent to all of us that develops best when nurtured and encouraged; one of the ways this is accomplished is arts-based learning.   
  
Business enterprises are increasingly seeking out this type of approach, using artistic skills and experiences to foster creative thinking. Programs designed to teach leadership skills to executives have effectively used artistic resources from ceramics to improvisational theater. In addition, museums, science centers, and educators have also broadened informal science education programs with artistic resources.   
  
Funded by the National Science Foundation, The Art of Science Learning is embarking on Phase Two, a four-year project that will develop an arts-based curriculum for teaching to groups crossing disciplinary and generational boundaries. In addition, Phase Two will research the inclusion of the arts in STEM curricula and provide arts-based incubators for STEM innovation at several venues nationwide. It will also develop an exhibition that will travel throughout the country to demonstrate the effectiveness of arts-based learning.