

MAYOR'S FUND TO ADVANCE NEW YORK CITY

MICHAEL R. BLOOMBERG
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NEW YORK CITY'S SPACEWORKS RECEIVES GRANT FROM THE NATIONAL ARTPLACE INITIATIVE

\$500K Investment for Public-Private Collaboration to Revitalize America's Cities and Towns

The Mayor's Fund to Advance New York City today announced that it was awarded a \$500,000 ArtPlace grant in support of Spaceworks, a specialized real estate initiative to expand access to affordable workspace for artists. Spaceworks was selected as one of 34 grants awarded nationally by ArtPlace, an innovative public-private collaboration to support creative placemaking projects in cities and towns across the United States.

"We are grateful for ArtPlace's selection of the Spaceworks initiative," said Mayor's Fund to Advance New York City President Megan Sheekey. "New York City is a magnet for artists and affordable workspace is essential for them to thrive. With the help of Spaceworks, artists will continue to enhance the fabric of our city by invigorating communities and spurring economic growth"

ArtPlace is an initiative of eleven of America's leading foundations working in conjunction with the National Endowment for the Arts and seven federal agencies. Its aim is to drive revitalization across the country by putting the arts at the center of economic development. ArtPlace has now announced its first round of grants, investing \$11.5 million in 34 locally initiated projects in cities across the United States. Each project supported by ArtPlace has been selected for developing a new model of helping towns and cities thrive by strategically integrating artists and arts organizations into key local efforts in transportation, housing, community development, job creation and more.

Spaceworks—initially supported by The Charles H. Revson Foundation in coordination with the Mayor's Fund to Advance New York City and the New York City Department of Cultural Affairs—is a collaborative real estate intermediary that creates long-term and permanent studio and rehearsal space, and repurposes existing underutilized space, for use by artists. Public buildings as well as privately held space will be transformed into affordable studio and rehearsal spaces. The goal of Spaceworks is to create a network of permanent rehearsal and studio facilities for the creative workforce, and develop a model that can be replicated nationally to support visual and performance artists.

"Thanks to support from ArtPlace, the Spaceworks initiative will help address the longstanding need for affordable workspace in the arts community," said New York City Department of Cultural Affairs Commissioner Kate D. Levin. "We look forward to working with artists and arts organizations around the City on this creative real estate initiative."

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"The development of affordable workspace for artists is critical to the vitality of the arts in New York City," said The Joyce Executive Director Linda Shelton. "We have created successful subsidized workspace programs through our Joyce SoHo and DANY facilities, and we welcome initiatives like Spaceworks that give artists more opportunities to rehearse and create new work."

"Spaceworks is an incredibly timely initiative for visual artists in New York City," said Creative Time President and Artistic Director Anne Pasternak. "For years we have watched the City evolve and artists struggle to function in the rising real estate market. This entity to create affordable permanent studio and rehearsal facilities is the antidote the arts community so desperately needs."

The approach being taken by ArtPlace, known as "creative placemaking," has emerged over the past twenty years as a promising way to increase the vitality of communities and help them grow. In 2011, the NEA built on its two decades of work in creative placemaking by announcing the first grants in its new Our Town program, designed to support public-private partnerships to strengthen the arts while energizing the overall community. ArtPlace takes this movement a step further, as the first major public-private partnership to encourage creative placemaking across America.

"ArtPlace is accelerating creative placemaking, where cities and towns are using the arts and other creative assets to shape their social, physical and economic futures," said NEA Chairman Rocco Landesman. "This approach brings new partners to the table to support the arts and recognizes the arts as vital drivers of community revitalization and development."

"Economic development historically has been about bagging the buffalo—competing for the big employer to move operations to your city," said ArtPlace President Carol Coletta. "But now we know the economic development game is all about how you deploy local assets to develop, attract and keep talent. So why would you not deploy every asset you have—including artists and the arts—to do that? That's what ArtPlace is all about."

"ArtPlace represents a new paradigm," said President of The Ford Foundation and Chairman of the ArtPlace Presidents' Council Luis A. Ubiñas. "It brings to the arts the kind of economic development thinking that has long been pursued for attracting and developing businesses, big and small, across the country. ArtPlace's integrated, interwoven approach has the potential to kick-start local economies and transform communities. The arts can play a central role spurring local economic activity."

ArtPlace grants are provided with support from Bloomberg Philanthropies, The Ford Foundation, The James Irvine Foundation, The John S. and James L. Knight Foundation, The Kresge Foundation, The McKnight Foundation, The Andrew W. Mellon Foundation, The Rockefeller Foundation, Rasmuson Foundation, and The Robina Foundation. In addition to the NEA, federal partners are the departments of Housing and Urban Development, Health and Human Services, Agriculture, Education and Transportation, along with leadership from the White House Office of Management and Budget and the

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Domestic Policy Council. Federal partners do not provide funding to ArtPlace but participate in the ArtPlace Presidents' Council and Operating Committee meetings, ensuring alignment between high priority federal investments and policy development and ArtPlace grants.

As the ArtPlace initiative moves forward, the public can follow its progress on the blog at artplaceamerica.org. Grant recipients will post images and updates as these dynamic programs develop and integrate the arts into their communities' economic growth strategies. Concurrently with announcing its first round of grants, ArtPlace has initiated its second funding cycle. A Letter of Inquiry has been posted on www.artplaceamerica.org as of September 15, 2011. Submissions may be made through November 15, 2011.

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