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WINTER ISSUE 2016

An overview of ArtsGeorgia's first five years, our website with business resources, the arts tag and public awareness initiatives, our many communication and social media options, our arts advocacy campaigns & much more.



ATLANTA CONTEMPORARY NOW FREE

RACHEL REESE
Communications Manager



Atlanta Contemporary, Hillyer Photography

Atlanta Contemporary has experienced many transitions and growth in its 42-year history. The newest begins September first when visitor admission fees are dropped. Like many national arts presenters, Atlanta Contemporary believes in the transformative potential of contemporary art. Free admission reinforces our commitment to continually engage, enhance and expand audiences.

After experimenting with Free Thursdays in 2009, supported by a local donor, the idea significantly boosted attendance and involvement. The next logical step was free admission every day.

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ATLANTA CONTEMPORARY NOW FREE



Orlando Thompson

Kimberly Binns



Kimberly Binns



Kimberly Binns

Founded in 1973 as Nexus, a grassroots artist photography co-op, Atlanta Contemporary presents several exhibitions each year complemented by more than 50 free public programs in our Westside Atlanta location. We also offer a vibrant Studio Artist Program on campus, a tradition dating back to the early '80s when Nexus transformed an old elementary school on Ralph McGill. Currently, 14 studio spaces stimulate a collaborative environment that nurtures the creative process. "From the beginning, we've supported artists as they experiment and spark public discourse around contemporary art," says new executive director Veronica Kessenich. Appointed in July, she is charged with growing audiences and visitor engagement by taking full advantage of the new free admission policy.

With strong experience as a gallerist, arts educator, and nonprofit professional, Kessenich feels emboldened by the future

of arts groups in Atlanta. "I look forward to championing our peers to propel everyone's forward momentum and increased engagement with contemporary art."

During our popular, annual ART PARTY Atlanta Contemporary recently introduced a new brand and visual identity, spearheaded by New York City-based design firm Familiar — a small team of designers who collaborate with creative businesses, nonprofits and artists. Recent clients include the New Museum, Kunsthall Stavanger in Norway, The Kitchen, Salon94, UrbanGlass and Matthew Marks Gallery.

Shortening its name to Atlanta Contemporary is meant to sharpen the brand with a bold yet friendly identity. Our new website (atlantacontemporary.org) was also designed by Familiar. New wayfinding signage, advertising initiatives, and donor outreach are all part of the package. Free admission will activate a plan to engage members as civic donors and

emphasize audience-building. One new program, called Contemporary+, allows people to earn support benefits through repeat visits.

Board chair Tim Schrager adds, "From the founders to the present-day stewards of Atlanta Contemporary, we strongly believe in the power of art and its ability to foster dialogue and enrich lives. That's why our new initiative — offering free admission every day — is so critical."

Last summer Atlanta Contemporary organized the 9/50 Summit, bringing together 18 arts groups from around the Southeast to share what inspires, challenges and drives them. Featuring both public components like exhibition booths and panel discussions, as well as internal sessions for participants only, the Summit is a good example of future Atlanta Contemporary programs. Just this year, we have partnered with innovative Atlanta groups

like Film Love, Creative Mornings, Dad's Garage, Ladyfest Atlanta, Root City Market, Atlanta Community Food Bank, Creative Time and Art21. Look for future collaborations with the Letters Festival, Emory University, artsATL, Burnaway, Flux Projects and C4 Atlanta.

Another free public program with meaningful impact is Contemporary Kids, a family-friendly initiative to engage young children with contemporary art. Using focused hands-on arts activities, a Contemporary Kids component is offered with each exhibition.

Three solo exhibitions highlight the fall season, continuing our tradition of presenting nationally and internationally recognized artists. All three showcase new perspectives in contemporary art by cutting-edge artists.

→ John Riepenhoff's exhibition will have two parts: a collection of large-scale plein air paintings of the night sky made at Atlanta Contemporary last summer. The second includes collaborative sculptures with papier-mâché legs outfitted in Riepenhoff's pants and shoes holding large paintings by artists from Atlanta, Milwaukee, Chicago and New York.

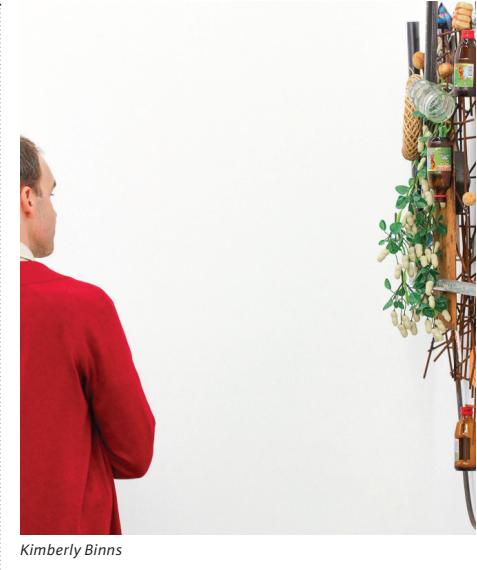
→ Marlon Mullen's paintings use found images – primarily lifestyle, news and contemporary art magazines. Original source materials become abstracted and replaced by Mullen's own unique language of interlocking shapes. Mullen is autistic and does not speak; he lives in Rodeo, California and creates his work at the Nurturing Independence through Artistic Development Art Center in Richmond, California.

→ In her video Turbo Sculpture, Aleksandra Domanović questions the emergence of a new public art in the ex-Yugoslavia republics, which she defines in a popular style of regional music called Turbofolk. Unlike war memorials, these public monuments don't refer to a common history of a specific site or occurrence;

instead, they're based on popular culture that knows no specific place or source.

Kessenich believes these dynamic exhibitions "support artists in taking risks with their work and create a safe environment for visitors to engage with difficult issues." Thanks to the new free admission, the entire community is encouraged to return and be an active part of "Atlanta's cultural ecology."

Atlanta Contemporary 535 Means Street, N.W., Atlanta, GA 30318, 404.688.1970
atlantacontemporary.org



Kimberly Binns

ATLANTA CONTEMPORARY

Free admission starts September 1

atlantacontemporary.org

Photo credit: Hillyer Photography



BLUE RIDGE MOUNTAIN ARTS ASSOCIATION ANCHORS LOCAL ARTS SCENE

NICHOLE POTZAUF

Executive Director



Staff Members: Back row (L to R) Sandra Zadroga, Nichole Potzauf, Caroline Mann; Front row (L to R) Devon Faria, Jennifer Danner

Ninety minutes north of Atlanta, the mountain town of Blue Ridge is becoming a mecca for artists and art lovers. Blue Ridge has had a historically artistic soul with the Blue Ridge Mountains Arts Association and The Art Center (BRMAA) serving as a magnet in this rural community where mountains and miles often separate neighbors. "Many of my artist friends live in surrounding towns, but everybody converges on Blue Ridge. The Art Center is our focal point," says Tom Chambers, a North Georgia artist and an active member, volunteer and festival artist with BRMAA.

Now celebrating its 35th anniversary as Fannin County's community arts council, we're supported by the generosity of our artists, collectors, art lovers and a membership of more than 1,000. Essential to our sustainability are successful partnerships with city and county government, the Fannin County Chamber of Commerce, local businesses and others.

The depth and breadth of the Blue Ridge arts community advanced even further when Blue Ridge was named by Georgia Trend magazine as a top "Arts and Leisure Community" in 2013. We were also designated by the Georgia Council for the Arts

and the Georgia Municipal Association as one of the top five "Art Towns" in Georgia for our success leveraging the economic development benefits a vibrant arts scene can deliver.

BRMAA is guided by four strategic values:

- *Enhancing and preserving the quality and accessibility of the arts*
- *Honoring the rich artistic mountain culture of the area*
- *Promoting multicultural and contemporary arts*
- *And serving as a catalyst for economic development*

The Art Center, home to Blue Ridge Mountains Arts Association, resides in the Historic Fannin County Courthouse featuring five artist guilds, six galleries, classrooms, a pottery studio and an artist residency program. With workshops, classes, camp and special events year round in a range of mediums for every skill level and age, we are balancing our role of showcasing fine art and crafts with our commitment to art education. Presenting about 25 first-rate exhibits every year such as Women Painters of the Southeast and work from the Georgia Watercolor Society, our audience is far reaching, demonstrated

by our impact on students, members and visitors from over 45 states.

This fall, two major exhibits will be on view — the Blue Ridge Mountains Photographers National Juried Photography Show in September and the Southern Appalachian Artist Guild Juried Show in October. Both are among the most highly anticipated shows we offer, allowing us to introduce our community to art from across the country.

As the weather cools and fall foliage turns on brightly, artists revel in the natural beauty here. For these artists, September ushers in the Annual Fall Plein Air Event hosted by the Blue Ridge Mountains Arts Association, in partnership with the International Plein Air Paint-Out Event. Highlights include a workshop with a nationally recognized artist, three days of paint-outs and over \$1,000 in cash and prizes thanks to sponsor Binders Art Supplies and Framing. Artists will brave the elements to capture the breathtaking beauty of Fannin County. With over 43% of the County designated as National Forest, complemented by our stunning downtown district, orchards and wineries, the plein air artists are in no short supply of subjects.

Mary Keasler*Arts in the Park Festival**Arts Center- Children's Program**© M. Eben Mann**Art Center-Local Musicians*

The famed Fall Arts in the Park Festival is another fall highlight attracting an estimated 10,000 visitors annually. It's among North Georgia's largest fine arts and crafts fests. Join us October 10 and October 11 this year.

The Festival's origins began decades ago with a simple clothesline in the city park when community artists and Fannin County high school students and teachers displayed a wealth of artistic talent. In 1976, local art enthusiasts, students and educators created a small arts festival to celebrate the nation's Bicentennial and the rich culture of our mountain town. Featuring local specialties like quilting, wood turning and wood carving, Arts in the Park was born. From that success, it became clear Fannin County was rich in artistry and would support an arts council.

Arts in the Park was one inspiration for creating the Blue Ridge Mountains Arts Association back in 1980. The original charter signed by 200 founding members still hangs prominently in the Art Center today. Fast forward almost 40 years and Spring Arts in the Park is now one of the most reputable and longest running art festivals in North Georgia every Memorial Day weekend. In 2016, more than 175 artists and vendors will participate.

As new artists continue to be attracted to Blue Ridge's natural beauty and charms, the need to expand Spring Arts in the Park was hard to ignore. So in 2011, we created the Fall Arts in the Park Festival held on the second weekend in October. Both festivals are a source of community pride and bring thousands of tourists to Blue Ridge each year, feeding the dwindling mountain economy. It was estimated in 2014 by Americans for the Arts (AFTA) and Georgia Council for the Arts (GCA) that these festivals contribute about \$500,000 to the region and about \$225,000 to the state of Georgia every year. Proceeds from Arts in the Park festivals help ensure the continued growth of BRMAA's programs and the Art Center's operations. Both festivals are juried and only the finest arts and crafts are included. No manufactured items are allowed; everything must be original art created by the hands of artists.

As the Blue Ridge Mountains Arts Association grows and matures, our artistic outreach continues to impact positively on our own community, throughout the region and across the state of Georgia. We invite you to become part of our canvas.

For schedules and details, visit BlueRidgeArts.net.

The Fall Plein Air Event will be held September 10 - 13. For more information and registration visit BlueRidgeArts.net or contact us via email at BlueRidgeArts@gmail.com.

The Arts in the Park Festival series takes place in the downtown Blue Ridge City Park. This year's Fall Arts in the Park will be held October 10 and 11 from 10am-5pm, rain or shine. There is a weekend festival admission charge of \$5 for adults, but children under 12 are admitted free. All proceeds from this festival help to fund the arts programming provided by the Blue Ridge Mountains Arts Association.

For workshop and class information, please contact the Art Center at (706) 632-2144 or via email at BlueRidgeArts.programming@gmail.com

The Art Center, home to the Blue Ridge Mountains Arts Association, is located at 420 West Main Street, Blue Ridge, GA. BlueRidgeArts.net (706) 632-2144 BlueRidgeArts@gmail.com



SPACEFINDER ATLANTA

LISA NIEDERMEYER

Program Director of SpaceFinder

SpaceFinder Atlanta is an online discovery tool for artists looking for space and venues with rental space to promote. SpaceFinder is unique because it takes the “pain points” of people frustrated by the status quo of finding a rental space to make their work or share it with an audience, and turns those pain points into marketing opportunities for entrepreneurial space owners. For example, an artist can spend hours calling and emailing just to find out a space isn’t available, while on SpaceFinder Atlanta venues upload their digital calendar and promote unbooked time slots matched to renters searching for space. Greater visibility of up-to-date availability means less wasted space, smarter marketing of space, and more time spent on creating or sharing art.

The free service, built and managed by the non-profit Fractured Atlas, started in New York City and has blossomed as a go-to resource with over \$800,000 in rental referrals last year. In addition to Atlanta, SpaceFinder serves 12 other cultural hubs across North America. Atlanta was the very first region in the South to participate in this solution for visibility around space resources. SpaceFinder is an open marketplace built for all creative disciplines and types of spaces.

If you haven’t heard of SpaceFinder Atlanta yet; it is likely because it originally launched in 2012 as Atlanta Spaces. The recently rebranded site has been upgraded with venue calendars, online booking,

and mobile-friendly search. Currently, 135 spaces are listed on the site; however, the potential impact as proven in other regions using SpaceFinder is much greater. Arts Georgia, C4 Atlanta, ARC and Fractured Atlas are coordinating efforts to increase participation by spaces and artists throughout Greater Atlanta. Based on success there, the service could expand to state-wide as SpaceFinder Georgia.

Explore for yourself by visiting SpaceFinderAtlanta.org. It is free to list space and free to search for space.



Find this space and more! Photo: Rhythma Dance Studio

**Discover new creative spaces
Search by availability
Find affordable rates**

SpaceFinderAtlanta.org



The image shows two screenshots of websites. The top screenshot is the homepage of SpaceFinderAtlanta.org, featuring a yellow header with the text 'CONNECTING THE ARTS IN GEORGIA'. Below the header are sections for 'Arts Councils', 'Dance', 'Literacy', 'Theater', 'Music', and 'Visual Art'. The bottom screenshot is for 'CONNECTING GEORGIA COMMUNITIES TO THE ARTS', also with a yellow header. This version includes a map of Georgia and sections for 'Arts Councils', 'Arts Education', 'Arts Organizations', 'Museums', 'Literacy', 'Theater', 'Music', and 'Visual Art'. A red box on the right side contains the text 'Coming Soon: DIRECTORY of the ARTS IN GEORGIA'.

GEORGIANS FOR THE ARTS MONTH

ArtsGeorgia announces Georgians for the Arts Month for the month of October which is National Arts and Humanities Month. We are all Georgians for the Arts, something we share in common as the citizens of a culturally rich state. We sincerely believe the 90% cuts sustained to the state arts budget over the last five years should be reversed with an increase in state funding to provide financial support for the arts and arts education.

artsga@artsgeorgia.net

We are stronger together. We are asking for your support. What can you do? You are invited to wear a button or use a sticker to be recognized as Georgians for the Arts. We are asking you to consider writing or calling Governor Deal or your Senator or House member.

Contact us for Georgians for the Arts buttons & stickers. Contact us on how YOU can join the campaign.



WE ARE STRONGER TOGETHER.

*Wear a button.
Use a sticker.
Voice your support!*

1

To participate in the *Georgians for the Arts* campaign,
we ask you to take the following actions:

*Visit the ArtsGeorgia website
where you can:*

Read about the Georgians
for the Arts campaign



Subscribe to our State of the
Arts eNewsletter

2

*Other ways you can support the
Georgians for the Arts campaign:*

Like ArtsGeorgia on Facebook for
updates and calls to action



Follow ArtsGeorgia on Twitter
as we build the campaign



Tell friends about the campaign
& share your buttons and stickers

3

*ArtsGeorgia is fighting for the arts
and arts education to achieve
these primary goals:*

Unite support for the arts & arts
education in a campaign appealing to all



Restore annual state arts funding
to \$5.2 Million Dollars in FY2017



Increase annual state arts funding
to \$1.00 per capita by FY2020



Invest state funding in arts education
for every child from K-12

Will you help us accomplish these goals? Wear your button, use your sticker, join the Georgians for the Arts campaign and speak out. You can support the campaign by joining ArtsGeorgia as a member, or you can make a tax deductible donation via PayPal on our website. Your donations are dedicated to the campaign.



ARTS GEORGIA
STATE OF THE ARTS™

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Lithia Springs, GA 30122

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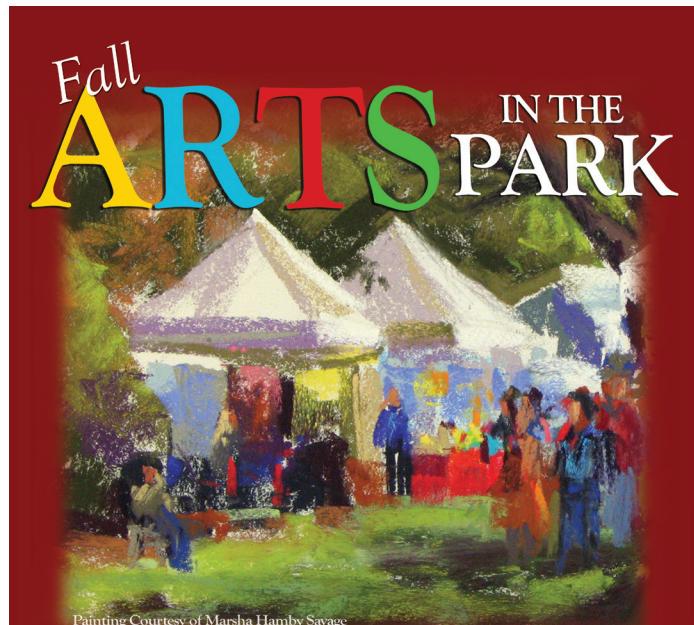


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OCTOBER 10 & 11, 2015
10am-5pm

Admission: Adults \$5, Children Free

Proceeds Benefit the Blue Ridge Mountains Arts Association

Downtown Blue Ridge
Rain or Shine



420 West Main St., Blue Ridge, GA 30513 706-632-2144 www.BlueRidgeArts.net

