

NE SCULPTURE | Gallery **Factory**



Strategic/Visioning Planning Session with Steering Committee & Friends

On April 5th 2019 twenty-one people joined **NE SCULPTURE | Gallery Factory** for a Strategic Vision Session. The participants were Alyssa Baguss, Tom Carruthers, Joy Fusco, Philippe Gallandat, Tasha TashaHock, John JohnHock, Mary Johnson, Ronald Kopeska, John Kremer, Alex Lindsay, Andrew MacGuffie, Mary Jane Mansfield, Herman Milligan, Peter Morales, Jennifer Newsom, Peyton Russell & daughter Rowan, Tina Tavera, Xavier Tavera, Pocket Toscani, Joan Vorderbruggen, and Jennifer Young.

NE SCULPTURE | Gallery Factory's Emerging Artist and Intern Artist Fellowship Program, offers an opportunity for career-bound artists to experience the working life of a professional artist.

NE MISSION is to support artists in the cultivation and enrichment of or community through art, public art, exhibitions and transformative place-making.

NE VISION is to be a leader in exhibiting and placing public art within the Northeast Minneapolis Arts District and other communities around the country.

NE MPLS (CITY) as a Sculpture Park

- Create Density of artistic expression and experience
- Create a gravitational field in NE that others are attracted to and want
- Transformation of culture – built environment as gallery
- Connection to culture – opportunity for culture bearers
- Create energetic core group of people

Winds of Change/Global Reach

- Residency with Canadian Arts Organization i.e. Atelier Setlux near Montreal and Edmonton University of Alberta
- Musicians have bands from around the world come here to open for. It is the kind of partnership sharing a stage that builds careers. Artists need a similar opportunity. After all, who gets to benefit from big name artists that come to town??
- Network of global, art-conscious mini or macro villages
- Connecting to various indigenous communities

Inspiration

- Allowing individuals to connect with the art in and around then (relationship to art as natural) necessary
- To create a national landmark/s
- More funk
- Aesthetic should be less corporate/nothing generic (cats with yarn, little houses, hearts)



Diversity/Equity

- No tokenizing
- Gauge enjoyment with various publics
- More Gays
- Name diversity courageously
 - Race
 - Socioeconomic
 - Age
 - Region/geography
 - Gender/Trans., etc.
 - Artistic style
 - All dimensions
 - Political
 - Economic
- Equity in publicly owned space
- Feeling in-place
- Accessible sculpture tours with training for tour guides i.e. visual description, models for people to touch/feel, ASL, etc.



Investigation and/or Invigoration

- Challenge the norms of today
- Cutting edge contemporary art
- Open opportunities for all
- Park Your Art Here – Daily installations in parking spots
- Active dialogue around art
- Artists/non artists – one day a summer put a sculpture in their yard – walking tours (I have a tone of sculpture)

What is NE SCULPTURE I Gallery Factory's role?

- Launch pad for Art and Artists, connector to opportunities
- Remove barriers to entry
- Inspire creativity
- Inspire self-confidence
- To do things that have not been tried before, take risks to enable artists and the public
- Connect the public to art to foster future support
- Help artists get out of NE MPLS – connect to regional/national/international resources
- Creating paid opportunities for Artists – connect to collectors/economic empowerment/advising
- Connecting Artists to what they need
- Build communities
- Create opportunities



Funding: Foundations, Private, State/National

- Models: Private, public, illicit
- Build support among funders
- Identify sources : Educate funding sources
- Stay away from as much as possible – work in private sector – be entrepreneurial like you know how to do
- Plan far enough in advance to allow for local grant cycles to support the work
- Ask your Mom & Dad for money
- See “economic potential”
- You gotta spend \$ to make \$ - Hire talented fundraisers (Tasha will help hiring)
- Look at the Peanuts model/Chicago Cows model. Icon free

Cultural tourism

- Market organization
- Identify centers of influence relative to this topic (events coming to town, etc)
- Culture = Values demonstrated through action
- Now we need dedicated money for marketing and communications
- Artist led walking tours and picnics in sculptural places
- Tours, salons; build collector base, lectures, presentations

What do we import? What do we export?

- Import: Talent, creativity, access, connections, money for artists
- Export: Knowledge, awareness, creativity, inspiration, responsibility, inclusion, money for artists

How do we differ from other organizations?

- We use the city as a canvas
- Art Services/product offered
- Being entrepreneurial and working private sector – living more in the right market for culture not the nonprofit ghetto
- Use the Mississippi River – Please!
- Not only a space to show work but a space to debate and discuss art
- Only Twin Cities based arts organization focused on sculpture
- Only arts organization in Minneapolis focused on public art (Forecast is in St. Paul)
- Facilitate public spaces for art
- Grass roots: we are doers



Niche or Brand

- A comprehensive creative ecosystem – Sculpture created/displayed within a defined boundary
- IT ALL MATTERS
- Active, energetic, unbureaucratic
- Brand by doing, ask for permission later

What is the public good?

- To be better than what we think we ae and not settle for what we think we deserve
- Interaction and inclusion and building equity
- Buy in
- Exposure
- Civic pride
- Economic impact
- Positive change
- Active and vibrant
- Arts as an indicator of health: Individual/Human and System/Community
- Collective ownership of public space
- Public art/energy is why I live in NE MPLS. We are not Hugo. See the difference you want to be
- Realizing equity



Empowering Artists and public economic potential

- Value proposition – make it demonstrate it – it will sell itself
- Sign code DID/BID
- Policy/Strategy: -1% for art – Ordinance changes, NE Arts District, rate pay, 501c6?, develop ordinance
- Corporate sponsorships:
 - Naming rights
 - Event sponsors
 - Projects/art building
 - Fundraisers

- Naming rights for art spaces in existing buildings
- Leadership
- Board? Positions
- Membership model?
- Rental opportunities
- Measurement
- Developer funded “permanent” works

Future direction, strategies

- Next wave thinking
- Short and long-range planning
- Impact analysis
- Export model
- Revenue generation
- Other places, a place for young artists to explore and learn about how we can be relevant and vital in the life of American culture
- Different direction of thought – lots of talk about development happening North of the River (Industrial area)...heard lots about possible Amphitheatre? Maybe we could make/put/build a sculpture park over there, like Socrates,LIC,NY. It would buffer the noise from the amphitheatre (this could be an idea for us to build)
- Partnerships with the schools – Artist residencies in schools to build sculpture with students to be placed outside the schools
- Exchange residency

Empowering Artists and the public

- Guerilla art installations!!
- Convenings
- Get it in unexpected places, places that don't seem friendly i.e. Home Depot? Pet Smart?
- Ask Artists what they need, don't assume
- Connecting Artists and community by having Artists work in public spaces while in progress, accessible to community education/informed visits/participation
- Leadership to connect community to societal concerns
- Leadership to drive our civic commons
- Leadership to pose courageous conversations through creativity
- Empathy!! Compassion, healing, dignity and humanity

Potential Artists for exhibition young & emerging

- Advertise (locally, regionally, nationally, internationally)
- Heather Lamano
- Guest curators under 40, 30, 20...
- I have tons of students. Students are hungry.
- Grupo Soap del Corazon

Themed shows, guest curators

- Curators and shows (local, regional, national, international)
- Tim Doud and Zoe Charlton/Stable in DC
- International/national critics

- Invite upcoming artists for shows, public lectures, residencies
- Organizational partnerships: Skowhegan, McDowell
- Not a fan of themed shows. Let artists lead the direction of their work without being prompted
- Carnival shows, outdoor festivals with music

2D and 3D art in the Gallery & beyond

- More big work
- What is sculpture these days?
- What about parades
- Explore relation between art creation and music
- Involve musicians in process, not just as background or performers
- All is fair game? Is what will have the best impact and what is the goal?

NE SCULPTURE Steering Committee:

Alyssa Baguss, Neal Cuthbert, Mary Johnson, Ronald Kopeska, Ben Janssens, Andrew MacGuffie, Herman Milligan Jr., Peter Morales, Christine Podas-Larson, William Ransom, Peyton Scott Russell, Carissa Samaniego, Xavier Tavera, Pocket Toscani and Jennifer Young



NE SCULPTURE | Gallery Factory is a 501c3 non-profit through sponsorship by the Northeast Community Development Corporation. Thank you!