

City of Alexandria, Virginia

Action Plan for Vibrancy & Sustainability at Torpedo Factory Art Center Implementation Update

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Presented by:

Diane Ruggiero, Deputy Director, Recreation, Parks and Cultural Activities



Action Plan: Core Strategic Direction #2

Action: Re-design and evaluate third floor to afford better use of space for a greater audience, more programs and income potential.

Outcome: Identify and repurpose space to institute a large inviting flexible, technologically updated, publicly accessible/rentable lecture and event space capable of accommodating more than 100 people and hosting events during open hours that minimally disturb working artists.



Action Plan: Core Strategic Direction #3



Action: Update the Art Center's policies, procedures, and standards, to fit external facing direction and be in line with a 21st century Art Center and allow for Art Center to operate as an entrepreneurial and fundraising organization to ensure vibrancy and sustainability within the larger City framework.

Outcome: Modify open days and hours to meet needs of visitors and lesson artists fatigue/ provide more private studio time.

Action Plan: Core Strategic Direction #1

Action: Expand the artist studio program to better reflect contemporary best practices, diversity, and public interaction.

Outcome: Design and implement an impeccable, credible, artist selection process to determine studio leases. Grounded in best practices, selection is based on art quality, ability to work and interact with the public, working for greater good of Art Center/community, and diversity including media, place in career, and personal background.



Action Plan: Core Strategic Direction #3



Action: Update the Art Center's policies, procedures, and standards, to fit external facing direction and be in line with a 21st century Art Center and allow for Art Center to operate as an entrepreneurial and fundraising organization to ensure vibrancy and sustainability within the larger City framework.

Outcome: Phase in a lease holder re-jurying process to ensure vibrancy and vitality based on new artist selection process addressed in CSD #1.

Studio Application Process

- Four independent jurors (staff does not vote).
- Torpedo Factory Art Center juries by studio. Group applications will be scored together.
- Applications reviewed through a three-phase process:
 - Phase I considers artistic merit and is judged blind, with jurors only viewing the art.
 - Phase II is non-blind and considers applicants' backgrounds. They will review applicants' career highlights and how they have marketed themselves or their work.
 - Phase III gives the jurors an opportunity to meet and interact with the applicants and consider the applicants' ability to communicate about their artwork.
- Resident artists divided into four groups.
- Selected artists will receive a three-year lease.

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Thank You

Questions?

