

# JUNE 2022 REPORT



## EXECUTIVE SUMMARY:

June was the culminating month of the Open Call for Resident Artists at Torpedo Factory Art Center, wrapping up Phase II and Phase III of the process. Phase III included in-person artist presentations to jurors. Applications were due on April 19, 2022. Four jurors scored the applications based on criteria including a blind review of artwork, and the artists ability to communicate about their art. Jurors included Zoë Charlton, M.F.A., acclaimed artist and Professor of Art at American University; Jaynelle Hazard, M.A., Executive Director and Curator of Tephra Institute of Contemporary Art, Jack Rasmussen; Ph.D., Director and Curator of the American University Museum at the Katzen Arts Center; and John Ruppert, M.F.A., acclaimed artist and Professor of Art at the University of Maryland.

78 artists applied in 63 applications. 26 artists in 22 applications were offered a studio & 34 were offered to become an Artist Pro Tem (sublease eligible and on a studio wait list). 80% of artists who applied completed a survey that ranked the application at 83% in fairness and transparency. A full report is available. New leases begin in the Fall.

June was also the culminating month of a process to create new studio/gallery hour requirements and building open hours. Started in March, the method was based on a win-win problem solving solution process. A group of artists, community members, and staff developed a proposal to ensure that there are enough Artists working when the Art Center is open to the public to create a vibrant atmosphere. The proposal was voted on by Art Center artists. It was not accepted.

## GUIDING DOCUMENTS:

1. [Action Plan for Vibrancy & Sustainability at Torpedo Factory Art Center \(Vibrancy Plan\)](#), by Chora & Smithgroup, approved by City Council on December 14, 2021. Core Strategic Directions (CSD):
  - CSD #1: Re-establish the Art Center's Identity for a 21st Century Audience.
  - CSD #2: Curate the Building, with a Focus on the First Floor, for Improved Visitor Experience and Artist/Studio Program.
  - CSD #3: Establish Policies and Procedures that Identify the Art center as a High Performing Organization and Rebuild the Art Center's Role as a Leader in the Country.
2. [Arts and Cultural Master Plan 2016 – 2026 \(Arts and Culture Plan\)](#), by The Cultural Planning Group, approved by City Council on December 17, 2016. Primary Goals related to the Art Center:
  - Goal 1: Achieve equity, inclusion and access for arts, cultural, and creative endeavors.
  - Goal 2: Facilitate opportunities for innovation and collaboration.
  - Goal 3: Support and foster a sustainable and diverse community of the arts.
  - Goal 4: Be a convener and facilitator for artistic and cultural expression.
3. Torpedo Factory Next Steps Memorandum, by Mayor Justin Wilson, December 13, 2021
  - Note: Being led by DPI and AEDP.

# MONTH IN REVIEW:

## VIBRANCY PLAN INITIATIVES:

### CSD #1: RE-ESTABLISH THE ART CENTER'S IDENTITY FOR A 21ST CENTURY AUDIENCE.

- A. 2022 Open Call for Resident Artists (Jurying)
  - i. Announced outcome of Phase II of jury process, Fri, Jun 3.
  - ii. Hosted artists [in-person presentations](#) to jurors, Wed, Jun 15, and Sat, Jun 18. Free and open to public in new (not yet completed) event room Studio 325.
  - iii. Announced outcome of Phase III and offered 20 studios to top scorers on Jun 30. Two of the top artists preemptively turned it down due to other commitments. New leases to start in the Fall.
- B. Received PO and engaged vendor to produce banners for the outside of the building. Design is complete and passed procurement procedures. DGS working with vendor. (See Image 1)
- C. Contracting with [Art Hero, LLC](#), and [Latela Curatorial](#) to develop free Professional Development for artists in the Fall.
- D. Curated a roster of public events/programs. (See "I-M" below)

### CSD #2: CURATE THE BUILDING, WITH A FOCUS ON THE FIRST FLOOR, FOR IMPROVED VISITOR EXPERIENCE AND ARTIST/STUDIO PROGRAM.

- E. Experimenting with New Project Studio 9 as Target Gallery extension. (See "K" below)
- F. Continuing work with DGS and Procurement on new 3<sup>rd</sup> floor event room and waiting on funding allocation.



Waterfront banners coming from King st.

Waterfront banners coming from Cameron st.

CSD #3: ESTABLISH POLICIES AND PROCEDURES THAT IDENTIFY THE ART CENTER AS A HIGH PERFORMING ORGANIZATION AND REBUILD THE ART CENTER'S ROLE AS A LEADER IN THE COUNTRY.

G. Artist and Arts Organization Tenants:

- i. All artists informed of opportunity to apply for Art Center Stakeholder Task Force.
- ii. On Jun 2, held artist vote on proposed new hours developed through a win-win problem solving process with artists, community members, and staff. Proposed changes were not adopted.
- iii. Held monthly artist Team Meeting with guest Julian J. Gonsalves, Assistant City Manager for Public-Private Partnerships, on Wed, Jun 1.

H. Administrative:

- i. Began process to hire Private Event Rental Manager (has been contracted for past 4 years).
- ii. Staff Training:
  - Leslie Mounaime, Curator of Exhibitions: Improving Your Project Management Skills: The Basics for Success, American Management Association.
  - Brett John Johnson, Director:
    - GWU Center for Excellence in Public Leadership & the MWCOC Institute for Regional Excellence Regional Executive Program.
    - Leadership Principles class provided by the City's Office of Organizational Excellence.



Image 2: Blu Murphy, *Please Don't Touch the Art*, 2022. Mixed Media Portrait: photography, spray paint, acrylic paint, acrylic markers, upcycled frame.

## ARTS AND CULTURE PLAN INITIATIVES:

GOAL 1: ACHIEVE EQUITY, INCLUSION AND ACCESS FOR ARTS, CULTURAL, AND CREATIVE ENDEAVORS.

- I. Hosted [Late Shift: ALX Pride](#), 2<sup>nd</sup> Fri, Jun 10. Free. (See Image 3)
- J. Hosted [Juneteenth at the Art Center](#), Sat, Jun 19. Free.
- K. Opened: [Through These Eyes](#), an exhibition featuring perspectives of BIPOC identity, LGBTQ+ identity, and physical or mental disabilities in the form of film shorts, Jun 10 - Sept 4. Received 39 artist applications. Juried by [Naoko Wowsugi](#). Free in New Project Studio 9.

### RELEVANT NUMBERS FOR THE MONTH:

- **Residents of Alexandria:** 157,613  
(alexandriava.gov/Demographics)
- **Studio Artists:** 91 (23 City residents, 68 non-residents)
- **Visitor Door Count:** 46,339
- **Hours Open to the Public:** 240
- **Public Events:** 5
- **Official Meetings with Artists/Tenants:** 4
- **Group Emails to Artists/Tenants:** 8
- **Private Event Rentals:** 4 weddings
- **Tours to Potential Event Rental Clients:** 23
- **Subleases Administered:** 3
- **Artists Pro Tem:** 31
- **Studios Rented:** 70
- **Galleries (Only) Rented:** 5
- **Tenant Arts Organizations (Some with Galleries):** 4
- **Open Call for Resident Artists:** See full Report



GOAL 2: FACILITATE OPPORTUNITIES FOR INNOVATION AND COLLABORATION.

L. Public Programs:

- i. Hosted a [Workshop on the Waterfront](#), with Guido Zanni (Studio 344), Sat, Jun 18. Free.
- ii. Offered Artist Demonstrations and Community Projects at the [Port Side Festival](#) in collaboration with Visit Alexandria, Sat, Jun 18. Free.
- iii. Hosted a [Virtual Artist Talk](#), with Julia O'Bryan, Post Grad Resident Artist, Fri, Jun 24. Free.

M. Exhibitions:

- i. Ongoing Exhibition:  
[LE DRIP: The Uncontainable Sauce of Black Essence](#), Blue Murphy solo exhibition, through Jul 17. Juried by [Maps Glover](#), [Heather Hakimzadeh](#), & [Thomas James](#). Free in Target Gallery. (See Image 2)
- ii. Hosted *Teen Winter Art Contest 2022*, an exhibition in partnership with Alexandria Library, through Jun. Free in Site II.
- iii. New [Call for Entry: 2022 Fall Salon](#). Application due Aug 21. On view: Nov 5 - Dec 11, in Target Gallery.

- N. Initiated a partnership with [Principle Gallery](#) (208 King Street) to host an exhibition of newly juried Art Center Artists (Resident Artists and Artists Pro Tem) at Principle Gallery, Aug 5, - 21, with a public reception on Aug 5, 6-8:30 PM.

GOAL 3: SUPPORT AND FOSTER A SUSTAINABLE AND DIVERSE COMMUNITY OF THE ARTS.

- O. Contracting for artist Professional Development. (See C above)



Image 3: Late Shift: ALX Pride, June 10

## PRESS HIGHLIGHTS:

- [In the galleries: Artists deliver unique perspectives on found objects](#), Washington Post, Jun 3. Featuring an exhibition in a tenant gallery: Multiple Exposures Gallery, *Van Pulley: Tree Eternal*.
- [Best Things to Do in the DC Area 6/6-6/12:](#), Washingtonian, Jun 6. Featuring Late Shift: ALX Pride.
- [Capital Pride's big return:](#), The Washington Post, Jun 9. Featuring Jun Late Shift: ALX Pride.
- [Last-Minute DC-Area Ideas 6/9-6/12:](#), Washingtonian, Jun 9. Featuring Late Shift: ALX Pride.

# NEXT MONTH OUTLOOK:

## VIBRANCY PLAN INITIATIVES:

CSD #1: RE-ESTABLISH THE ART CENTER'S IDENTITY FOR A 21ST CENTURY AUDIENCE.

- A. [Taste of Art](#), event to celebrate food as art. Sun, Jul 17, 12-5 PM. Free.
- B. Curated a roster of public events/programs (see "F-H" below).

CSD #2: CURATE THE BUILDING, WITH A FOCUS ON THE FIRST FLOOR, FOR IMPROVED VISITOR EXPERIENCE AND ARTIST/STUDIO PROGRAM.

- C. Schedule further construction on 3rd floor new event room.

CSD #3: ESTABLISH POLICIES AND PROCEDURES THAT IDENTIFY THE ART CENTER AS A HIGH PERFORMING ORGANIZATION AND REBUILD THE ART CENTER'S ROLE AS A LEADER IN THE COUNTRY.

- D. Artist and Arts Organization Tenants:
  - i. Will hold monthly artist Team Meeting, Wed, Jul 6 at noon.
  - ii. Will begin hosting open forums (in-person & online) with artists to discuss potential changes to Operating Rules and Procedures (to take effect Oct 1). Possible changes are based on an artist survey and feedback.
- E. Administrative:
  - i. Scheduled to host 4 private event rentals, all weddings.
  - ii. Staff Training: Brett John Johnson, Director: GWU Center for Excellence in Public Leadership & the MWCOG Institute for Regional Excellence Regional Executive Program.



Image 4: Susan Hoffman-Fishman, *The Earth Is Breaking Beautifully #5*, 2021. Acrylic, oil pigment stick, mixed media on paper.

## ARTS AND CULTURE PLAN INITIATIVES:

GOAL 1: ACHIEVE EQUITY, INCLUSION AND ACCESS FOR ARTS, CULTURAL, AND CREATIVE ENDEAVORS.

- F. Ongoing exhibition: [Through These Eyes](#), through Sep 4. Free in New Project Studio 9.

GOAL 2: FACILITATE OPPORTUNITIES FOR INNOVATION AND COLLABORATION.

G. Public Programs:

- i. 2<sup>nd</sup> Fri open late Friday with live music: Jul 8, 6-8 PM. Free.
- ii. Curated a roster of public events/programs (see "A" above).
- iii. [Workshop on the Waterfront](#): Sat, Jul 16, 1-3 PM. Free.

H. Exhibitions:

- i. [Call for entry](#): *Body Talk*, ending Jul 10. Juried by [Matt Storm](#). To be on view Sep 17 - Oct 30.
- ii. Opening: [Turning Tides](#), a group exhibition exploring the effects of climate change. Received 92 artist applications. Juried by [Diane Burko](#). On view Jul 23 - Sep 11. Free in Target Gallery. (See Image 4)
- iii. Ongoing exhibition: [LE DRIP: The Uncontainable Sauce of Black Essence](#), through Jul 17. Free in Target Gallery.

For media inquiries, contact [newsroom@alexandriava.gov](mailto:newsroom@alexandriava.gov).

Torpedo Factory Art Center is managed by the City of Alexandria's Office of the Arts, a division of the Department of Recreation, Parks and Cultural activities. More at [alexandriava.gov/Arts](http://alexandriava.gov/Arts) or [torpedofactory.org](http://torpedofactory.org). For reasonable accommodation, email [torpedofactory@alexandriava.gov](mailto:torpedofactory@alexandriava.gov) or call 703.746.4570, Virginia Relay 711.

