

# JULY 2022 REPORT



## EXECUTIVE SUMMARY:

July included confirming new Resident Artists' studio selection and finalizing the list of new and returning artists selected through the 2022 Open Call, the first Taste of Art event, and the opening of a new exhibition in Target Gallery.

[Taste of Art](#), held on Sunday July 17, was described in the Vibrancy Plan as a celebration of "food as art in a food/drink centered event/festival, utilizing regional restaurants and or breweries" (pg. 5). 21 Art Center artists/galleries participated with six food/drink vendors including Goodies Frozen Custard & Treats, Balduccis, and Together We Bake. More than 1,300 visitors attended. It will be an annual event. (Image 1 & 2)



Image 1: Taste of Art event, Jul 17

*Turning Tides*, opened on July 23 in Target Gallery, is a group exhibition featuring 20 national/regional artists that explores the impact of climate change. This exhibition discusses the issue through a variety of artworks represented by different styles and mediums. The juror, [Diane Burko](#), is an artist who explores the environment with a solo exhibition, [Seeing Climate Change](#), opening August 28 at American University Museum. (Image 3)

## 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): Completed studio placement of selected Resident Artists and finalized Artists Pro Tem list.
- B. Connected Incumbent Artists who did not receive a studio with [Art Hero, LLC](#) for yearlong outplacement professional development services.
- C. Presented [Taste of Art](#), event to celebrate food as art. 21 Art Center artists/galleries participated with six food/drink vendors. July 17, Free. (Image 1 & 2)
- D. Updated [torpedofactory.org](#) to include [Vibrancy Initiative](#).
- E. Curated a roster of public events/programs. (See "L-P" below)



Image 2: Taste of Art event, Jul 17

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

- F. Experimenting with Studio 9 (the former cafe space) as an extension of the Target Gallery. (See "L & M" below)
- G. Continuing work with the Department of General Services, Information and Technology Services Department, and the Finance Department on building and furnishing the new 3<sup>rd</sup> floor event space.

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.

- H. Tested dynamic pricing for Taste of Art event, sold 132 tickets. (See "C" above)
- I. Announced greater enforcement of current Operating Rules and Procedures starting in August.
- J. Artist and Arts Organization Tenants: Held monthly artist Team Meeting, on Wednesday, July 6.
- K. Administrative:
  - i. Offer letter presented to hire seasonal employee (Exhibition Assistant) in the Target Gallery.
  - ii. Received approval to advertise to hire Private Event Rental Manager (has been contracted for past 4 years).
  - iii. Staff Training: Brett John Johnson, Director: GWU Center for Excellence in Public Leadership & the MWCOG Institute for Regional Excellence Regional Executive Program.

### RELEVANT NUMBERS FOR THE MONTH:

- **Residents of Alexandria:** 157,613  
([alexandriava.gov/Demographics](http://alexandriava.gov/Demographics))
- **Studio Artists:** 90 (23 City residents, 67 non-residents)
- **Visitor Door Count:** 44,217
- **Hours Open to the Public:** 246
- **Public Events:** 3
- **Official Meetings with Artists/Tenants:** 2
- **Group Emails to Artists/Tenants:** 7
- **Private Event Rentals:** 4 weddings (Image 4)
- **Tours to Potential Event Rental Clients:** 21
- **Rent:** \$16.39 per SF per year (or approx. \$1.36 per SF per month)
- **Subleases Administered:** 1
- **Artists Pro Tem:** 53
- **Studios Rented:** 69
- **Galleries (Only) Rented:** 5
- **Tenant Arts Organizations (Some with Galleries):** 4

## ARTS AND CULTURE PLAN INITIATIVES:

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

- L. Continues: [Through These Eyes](#), an exhibition featuring perspectives of BIPOC identity, LGBTQ+ identity, and physical or mental disabilities in the form of film shorts, June 10 - September 4. Juried by [Naoko Wowsugi](#). Free in Studio 9.
- M. Ended [Call for Entry: Body Talk](#). Closed July 10. Received 166 applications with 22 artists selected by juror [Matt Storm](#). Themed on self-portraiture, figural work, or depictions of the self to explore themes of identity, culture, gender, and mental health through the expression of the physical form. September 17 - October 30. Free in Studio 9.
- N. New Post-Grad Resident artist [Kamille Jackson](#) started residency on July 1 in Studio 319, ending September 30.

### GOAL 2: FACILITATE OPPORTUNITIES FOR INNOVATION AND COLLABORATION.

- O. Public Programs:
  - i. Hosted 2<sup>nd</sup> Friday late night with open galleries and DJ. Free, July 8.
  - ii. Hosted a [Workshop on the Waterfront](#), with Hyun Jung Kim (Studio 18), Saturday, July 16. Free.
  - iii. Hosted Taste of Art. (See "C" above)
- P. Exhibitions:
  - i. Closed: [LE DRIP: The Uncontainable Sauce of Black Essence](#), Blu Murphy solo exhibition, ended July 17. Juried by [Maps Glover](#), [Heather Hakimzadeh](#), & [Thomas James](#). Free in Target Gallery. Visitor count: 9,841.
  - ii. Opened: [Turning Tides](#), a group exhibition exploring the effects of climate change. Received 92 artist applications. Juried by [Diane Burko](#). On view July 23 - September 11. Free in Target Gallery. (Image 3)
  - iii. New [Call for Entry: 2023 Target Gallery Solo Exhibition](#), Deadline: September 18. Jury Panel TBA. Exhibition in Target Gallery, April 22 – July 16, 2023.

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

- Q. Connected artists with professional development agency. (See "B" above)



Image 3: Susan Hoffman-Fishman, *The Earth Is Breaking Beautifully #5*, 2021. Acrylic, oil pigment stick, mixed media on paper

## PRESS HIGHLIGHTS:

- [In the galleries: Connections in text, image, writing and drawing](#), Washington Post, July 9. Featuring [Le Drip: The Uncontainable Sauce of Black Essence](#), Target Gallery, and an exhibition in a tenant gallery: Multiple Exposures Gallery, Tom Sliter: Cold Warriors.
- [Spring Silver, Julien Baker, and More Best Bets for July 14–21](#), Washington City Paper, July 14. Featuring an exhibition in a tenant gallery: Multiple Exposures Gallery, Tom Sliter: Cold Warriors.
- [East City Art Reviews - Le Drip: The Uncontainable Sauce of Black Essence](#), East City Art, July 18.
- [New Exhibit Examines Climate Change](#), WLJA ABC News, July 26. Featuring [Turning Tides](#), Target Gallery.

# NEXT MONTH OUTLOOK:

## VIBRANCY PLAN INITIATIVES:

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

- A. Vendor beginning to print new banners for outside of building.
- B. Experimenting with "on the road" offerings via locations such as Principle Gallery (Vibrancy Plan pg. 5). (See J below)
- C. Developing a "systematic process for selecting partners" for exhibition in Site II Community Gallery (Vibrancy Plan pg. 5).
- 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. Nearly finalizing construction on 3rd floor new event room.
- F. Continue experimenting with Studio 9 as Target Gallery extension.

### 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. Will hold monthly artist Team Meeting, Wednesday, August 3 at noon.
  - ii. Greater enforcement of Operating Rules and Procedures begins August 23.
  - iii. Will begin hosting open forums (in-person & online) with artists and community to discuss potential change to Operating Rules and Procedures sublease policy to take effect October 1.

- H. Administrative:
  - i. Scheduled to host 2 private event rental weddings.
  - ii. Beginning preparation for leases starting October 1.
  - iii. Staff Training: Brett John Johnson, Director: GWU Center for Excellence in Public Leadership & the MWCOC Institute for Regional Excellence Regional Executive Program.



Image 4: Jul 2, private event rental wedding

## ARTS AND CULTURE PLAN INITIATIVES:

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

- I. Continue ongoing exhibition: [Through These Eyes](#), through September 4. Free in Studio 9.

GOAL 2: FACILITATE OPPORTUNITIES FOR INNOVATION AND COLLABORATION.

- J. [Newly Juried 2022: A Torpedo Factory Art Center Exhibition](#) opening at [Principle Gallery](#) (208 King Street) featuring new and returning artists selected via the 2022 Open Call, August 5-21, with a public reception on August 5, 6-8:30 PM. (Image 5)
- K. Public Programs:
  - i. [The Late Shift: Sidewalk Art Party](#), live music, art demos, chalk drawing on eve of Alexandria Sidewalk Sale. August 12, 7-10 PM. Free.

- a. This Late Shift includes a partnership with the College of [William & Mary, Virginia Institute of Marine Science](#), bringing art and science

together. The partnership highlights climate change as featured in the Art Center's exhibition [Turning Tides](#). A gallery reception is also to be hosted.

- ii. [Workshop on the Waterfront](#): Saturday, August 20, 1-3 PM. Free.
- L. Exhibitions:
  - i. See I above.
  - ii. Ongoing: [Turning Tides](#), a group exhibition exploring the effects of climate change. Juried by [Diane Burko](#). On view July 23 - September 11. Free in Target Gallery. (Image 3)
  - iii. [Open Call](#) deadline Aug 21: *2022 Fall Salon*, an affordable art buying exhibition. Jurors: [Hannah Barco](#), [Helen Criales](#), and [Twig Murray](#).
  - iv. [Open Call](#) for *Overexposed*, a new Target Gallery group exhibition goes live August 9.

GOAL 4: BE A CONVENER AND FACILITATOR FOR ARTISTIC AND CULTURAL EXPRESSION.

- M. Developed a partnership for educational opportunity to teach art and science with the College of William & Mary. (See "K. i. a." above)

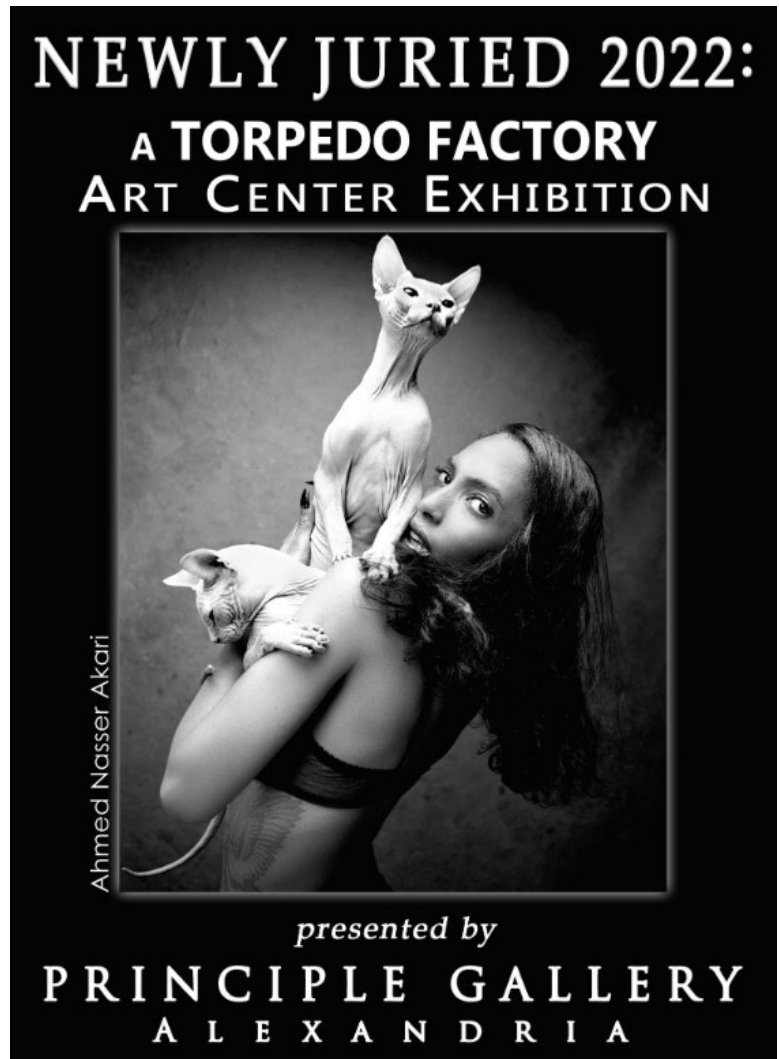


Image 5: Post Card front cover, produced by Principle Gallery, 2022

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.

