

# AUGUST 2022 REPORT



## EXECUTIVE SUMMARY:

August included the opening of [Newly Juried 2022: A Torpedo Factory Art Center Exhibition](#), in partnership at [Principle Gallery](#) on King St. featuring recently selected artists via the 2022 Open Call. (Image 1) Announcement of selected artists was also made via the [2022 Selected Artists Catalog](#).

Hosted two open artist forums with tenants to gather feedback for potential change to Operating Rules and Procedures sublease policy to take effect October 1. The two forums were facilitated by two trained facilitators from RPCA. Change is now being considered by staff based on artist feedback and to be in concert with other Art Center and City policies.

Hosted [The Late Shift: Sidewalk Art Party](#) in partnership with the College of William & Mary [Virginia Institute of Marine Science](#) to explore art and science with a focus on climate change. (Image 2) The partnership explored connections with the Art Center's exhibition [Turning Tides](#) that explores the impact of climate change through a variety of artworks represented by different styles and media coming together in a dialogue.



Image 1: Exhibition reception at Principle Gallery, August 5.

## 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. Presented, in partnership, [Newly Juried 2022: A Torpedo Factory Art Center Exhibition](#), at [Principle Gallery](#). August 5-21. Free. Reception August 5, Free. (Image 1)
- B. Presented [2022 Selected Artists Catalog](#) of artists selected via the 2022 Open Call.
- C. Initiated meetings with the [New York Foundation for the Arts](#) (NYFA) to develop Professional Development seminars for artists.
- D. Began meetings with [Building Momentum](#) about potential partnership, with artists, to take place on the west end of Alexandria at [The Garden](#).
- E. Hosted [The Late Shift: Sidewalk Art Party](#) to spark Alexandria's Summer Sidewalk Sale (August 13) in partnership with the College of William & Mary [Virginia Institute of Marine Science](#) exploring climate change and connections with the Art Center's exhibition [Turning Tides](#). August 12. Free. 613 attended. (Image 2)
- F. New Community Opportunity: [Site Two Community Gallery](#), featuring exhibits by partner organizations.
- G. Curated a roster of public events/programs. (See "O-S" below)



Image 2: The Late Shift: Sidewalk Art Party, August 12.

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

- H. Experimenting with Studio 9 (the former cafe space) as an extension of the Target Gallery. (See "O" below)
- I. 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, enhanced lighting for the first floor, art moving systems for the first floor, building banners, and more.

### 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.

- J. Held monthly artist Team Meeting, on Wednesday, August 3.
- K. Hosted two facilitated open forums with artists and tenants to gather feedback for potential change to Operating Rules and Procedures sublease policy to take effect October 1. August 25 and 30.

## RELEVANT NUMBERS FOR THE MONTH:

- **Residents of Alexandria:** 157,613  
(alexandriava.gov/Demographics)
- **Studio Artists:** 90 (23 City residents, 67 non-residents)
- **Visitor Door Count:** 41,692
- **Target Gallery Visitors:** 3,023
- **Hours Open to the Public:** 251
- **Public Events:** 4
- **Official Meetings with Artists/Tenants:** 5
- **Group Emails to Artists/Tenants:** 4
- **Private Event Rentals:** 2 weddings
- **Tours to Potential Event Rental Clients:** 14
- **Rent:** \$16.39 per SF per year (or approx. \$1.36 per SF per month)
- **Subleases Administered:** 4
- **Artists Pro Tem:** 53
- **Studios Rented:** 69
- **Galleries (Only) Rented:** 5
- **Tenant Arts Organizations (Some with Galleries):** 4

- L. Brett John Johnson, Director, spoke by invitation at Artist Roundtable on Exploring A Vision for Artist Maker Space at [Frederic Arts Council](#). August 22.
- M. Brett John Johnson, Director, presented the Torpedo Factory Art Center artist program model, by invitation, at #ResidencesConnect, a virtual forum by the [Artist Communities Alliance](#) on alternative artist studio program models. August 25.
- N. Administrative:
  - i. Hired new seasonal part time employee (Exhibition Assistant) in the Target Gallery.
  - ii. Staff Training: Brett John Johnson, Director: GWU Center for Excellence in Public Leadership & the MWCOG Institute for Regional Excellence Regional Executive Program.

## ARTS AND CULTURE PLAN INITIATIVES:

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

- O. 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.

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

- P. Hosted exhibitions and public events/programs. (See “A, E & O” above)

#### Q. Public Programs:

- i. Hosted a [Workshop on the Waterfront](#), with Kamille Simone, Post Grad Resident artist. August 20. Free.

#### R. Exhibitions:

- i. Continues: [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.
- ii. New [Call for Entry](#): *Beyond the Frame: A Contemporary Exploration of Mixed Media Photography*. Due October 9. On view in Target Gallery January 28, 2022 – March 4, 2023. Juror Siobhan Rigg, Associate Professor of Studio Arts and currently also serves as Program Head of Design at the George Washington University’s Corcoran School of Arts & Design.
- iii. [Open Call](#) ended Aug 21: *2022 Fall Salon*, an affordable art buying exhibit, November 12 – December 11, in Target gallery. Jurors: [Hannah Barco](#), [Helen Criales](#), & [Twig Murray](#). Received 437 applicants.

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

- S. Developing Professional Development seminars for artists. (See “C” above)

## PRESS HIGHLIGHTS:

- [9 Fun Things to Do Near Washington DC: Best Places to Visit Nearby!](#), Family Destinations Guide, August 4. Featuring the Art Center as #2.
- [In the galleries: Old-time technology with a contemporary twist](#), Washington Post, August 5. Featuring an exhibition in a tenant gallery: Multiple Exposures Gallery, *Collaborative Exhibition*.
- ABC 7, 7News ON YOUR SIDE at 8AM interview with Brett John Johnson, Director, August 6. Discussion on newly selected artists and exhibition at Principle Gallery. (No link available)
- [In the galleries: Seasonal group shows include a singular artist](#), Washington Post, August 12. Featuring Newly Juried 2022: A Torpedo Factory Art Center Exhibition, at Principle Gallery.
- [25 Things to Do Around the DMV Before the End of Summer](#), Northern Virginia magazine, August 17. Featuring the Art Center and its *Turning Tides* exhibition.
- [In the galleries: Sequence of photographs creates a graphic continuity](#), Washington Post, August 27. Featuring an exhibition in a tenant gallery: Multiple Exposures Gallery, *Collaborative Exhibition*.

# NEXT MONTH OUTLOOK:

## VIBRANCY PLAN INITIATIVES:

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

- A. Opening: [Body Talk](#), on view September 17 – October 30 in Target Gallery and Studio 9. all media group exhibition on self-portraiture exploring themes of identify, culture, gender, and mental health.
- B. Curated a roster of public events/programs and exhibitions. (See “G-J” below)

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

- C. Working to finalize construction projects with Department of General Services.
- D. 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.

- E. Artist and Arts Organization Tenants:
  - i. Will hold monthly artist Team Meeting, Wednesday, September 7 at noon. Guest will be Matt Wise, Portfolio Manager from the Department of General Services.
  - ii. Finalize new Leases and changes to Operating Rules and Procedures, to start October 1.
- F. Administrative:
  - i. Scheduled to host 5 private event rentals, all weddings.
  - ii. Anticipating to hire temporary seasonal staff and contractors to support reduction in full time staff.
  - iii. Staff Training: Brett John Johnson, Director: GWU Center for Excellence in Public Leadership & the MWCOCG Institute for Regional Excellence Regional Executive Program.

## ARTS AND CULTURE PLAN INITIATIVES:

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

- G. Continue ongoing exhibition: [Through These Eyes](#), through September 4. Free in Studio 9.
- H. Post exhibitions and public programs in Spanish, Amharic, and Arabic (new).

GOAL 2: FACILITATE OPPORTUNITIES FOR INNOVATION AND COLLABORATION.

- I. Public Programs:
  - i. [The Late Shift: Heritage](#), celebrating the Ethiopian New Year and Hispanic Heritage Month. Plus, a ticketed poetry slam. September 9, 7-10 PM. Free.
  - ii. [Workshop on the Waterfront](#), September 17, 1-3 PM. Free.
- J. Exhibitions:
  - i. See A above.
  - ii. Ongoing: [Turning Tides](#), through September 11. (See R i in Month In Review above)
  - iii. [Open Call](#) deadline September 18: *2023 Target Gallery Solo Exhibition*, a solo exhibition by an emerging artist. Jurors: [Hoesy Corona](#), [Laila Jadallah](#), [Claudia Watts](#).

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.

