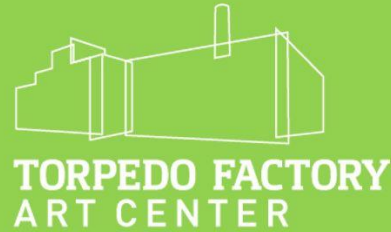


SEPTEMBER 2022 REPORT



EXECUTIVE SUMMARY:

September included the opening of [Body Talk](#), an all-media group exhibition themed on self-portraiture, figural work, or depictions of the self on view in Target Gallery and Studio 9. The exhibit explores themes of identity, culture, gender, and mental health through the expression of the physical form. (Image 1 & 4)

The Art Center also hosted [The Late Shift: Heritage](#), celebrating Enkutatash (Ethiopian New Year), as well as the start of Hispanic Heritage Month honoring the Latin American community, both vibrant and essential cultures in Alexandria. (Image 3) The event included signature cocktails in collaboration with Old Town Business Association's Cocktail Week and a *Words on Water Poetry Slam* in the new 3rd floor event room.

September was the last month of current leases which started in 2019. 79 unique leases were written and executed for new and returning artists and galleries. September also marks the first time the Art Center has begun bilingual handouts, gallery statements, and program schedules, in [Spanish](#), [Amharic](#), and [Arabic](#).

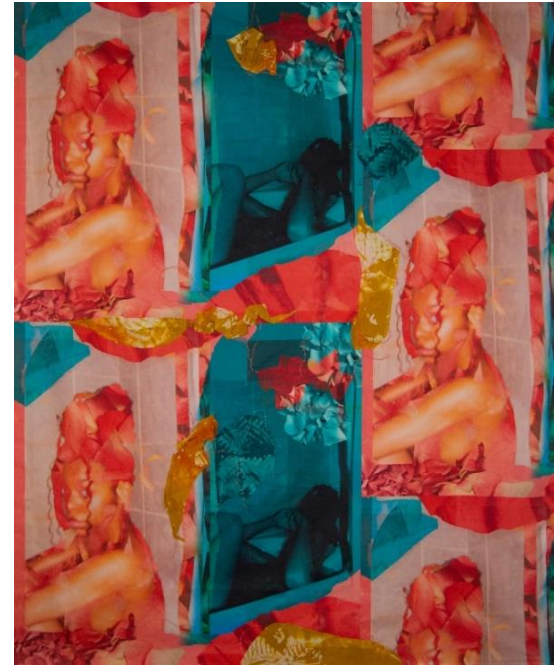


Image 1: Aliana Grace Bailey (Washington, DC), *Water Gaze*, Mixed media on cotton, 2021.

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. Confirmed partnership with [New York Foundation for the Arts](#) (NYFA) to offer free Professional Development seminars for artists this November and December.
- B. Participating in Northern Virginia Local Arts Agencies collaborative offer of [professional development workshops](#).
- C. Opened: [Body Talk](#), on view September 17 – October 30. All media group exhibition on self-portraiture exploring themes of identify, culture, gender, and mental health. Juried by [Matt Storm](#). Free, Target Gallery and Studio 9. (Image 1 & 4)
- D. Curated a roster of public events/programs. (See "N-S" below)



Image 2: New 3rd floor event room in use for Military and Families event.

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

- E. Experimenting with Studio 9 (the former cafe space) as an extension of the Target Gallery. (See "C" above and "O" below)
- F. Continuing work with the Department of General Services, Information and Technology Services Department, and the Finance Department on building and furnishing the new 3rd floor event space, enhanced lighting for the first floor, art moving systems for the first floor, building banners, and more.
- G. Completed construction, with support of Department of General Services, of 3rd floor event room, the Overlook Room. The occupancy limit of the space is 91 people standing, 61 people with chairs,

RELEVANT NUMBERS FOR THE MONTH:

- **Residents of Alexandria:** 157,613
(alexandriava.gov/Demographics)
- **Studio Artists:** 87 (23 City residents, 64 non-residents)
- **Visitor Door Count:** 32,189
- **Target Gallery Visitors:** 1,848
- **Hours Open to the Public:** 238
- **Public Events:** 3
- **Official Meetings with Artists/Tenants:** 1
- **Group Emails to Artists/Tenants:** 7
- **Private Event Rentals:** 5 weddings & 1 corporate event
- **Tours to Potential Event Rental Clients:** 9
- **Rent:** \$16.39 per SF per year (or approx. \$1.36 per SF per month)
- **Subleases Administered:** 4
- **Artists Pro Tem:** 54
- **Studios Rented:** 66
- **Galleries (Only) Rented:** 5
- **Tenant Arts Organizations (Some with Galleries):** 4

or 30 people with tables and chairs. Has already been used for multiple event rentals and public programs.
(Image 2)

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. Held monthly artist Team Meeting, on Wednesday, September 7. Guest included a presentation and Q&A with Matt Wise, building Portfolio Manager with the Department of General Services.
- I. Hosted surveys with artists and tenants to gather feedback for potential change to Operating Rules and Procedures sublease policy, a process for 2D art to be hung in public hallways, and new address signage for studio/gallery doors.
- J. Administered new leases based on new Open Call jury system, offering one-, two-, or three-year leases based on jury date or lease type.
- K. Provided support to vacating artists, including:
 - a. Professional Development services.
 - b. Emails with helpful explanations on lease requirements related to vacating.
 - c. A scheduled dumpster on site for a week open for all tenants to utilize.
 - d. Scheduled walkthroughs of studios with vacating tenants to answer questions with Art Center staff and Department of General Services staff.
 - e. Provided a way for vacating tenants to transfer property to incoming tenants if they so desired.
 - f. Offered to create door signs for vacating artists to provide the public with their contact information or new locations, to be on view during the month of October.
- L. Administrative:
 - i. Staff further reduced. The Art Center has 7 budgeted employees, with 3 currently in operation.
 - ii. Provided HR with full documentation to hire four temporary seasonal employees the first week in September. Waiting for positions to be approved and posted. Positions include:
 - a. Rec Leader IV /GS 13: Registrar Associate for Torpedo Factory Art Center
 - b. Rec Leader IV /GS 13: Public Program Associate for Torpedo Factory Art Center
 - c. Rec Leader III / GS 10: Art Center Assistant for Torpedo Factory Art Center
 - d. Rec Leader II / GS 08: Private Event Rental Assistant for Torpedo Factory Art Center
 - iii. 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.

- M. Produced, for the first time, bilingual handouts, gallery statements, and program schedules, in Spanish, Amharic, and Arabic.
- N. Hosted [The Late Shift: Heritage](#), celebration of Enkutatash (Ethiopian New Year) in the Ethiopian community, as well as the start of Hispanic Heritage Month honoring the Latin American community, both vibrant and



Image 3: The Late Shift: Heritage, [Armonías Peruanas](#), September 9.

essential cultures in Alexandria. Free, September 9.

- O. Ended: [Through These Eyes](#), an exhibition featuring perspectives of BIPOC identity, LGBTQ+ identity, and physical or mental disabilities in the form of film shorts, Concluded September 4. Juried by [Naoko Wowsugi](#). Free, Studio 9.

GOAL 2: FACILITATE OPPORTUNITIES FOR INNOVATION AND COLLABORATION.

P. Hosted exhibitions and public events/programs. (See “B, C, N & O” above)

Q. Public Programs:

- i. See B & N above.
- ii. Hosted a [Workshop on the Waterfront](#), with Saya Behnam, Resident Artist in studio 229. Free, September 17.
- iii. Hosted [Post Grad Artist Talk: Kamille Jackson](#), virtually. Free, September 29.
- iv. Participated in [Old Town Business Cocktail Week](#). September 9.

R. Exhibitions:

- i. Announced opportunity for Winter Seasonal Art Installations in Studio 9 and common areas, open to artists at the Art Center. Requesting proposal and budget requirements.
- ii. Ended: [Turning Tides](#), a group exhibition exploring the effects of climate change. Juried by [Diane Burko](#). Concluded September 11. Free, Target Gallery. 5,318 visitors.
- iii. Ended: [Open Call](#) on September 18: *2023 Target Gallery Solo Exhibition*, a solo exhibition by an emerging artist. Jurors: [Hoesy Corona](#), [Laila Jadallah](#), [Claudia Watts](#). 42 applicants.

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

S. Developed Professional Development series for artists and arts organizations. (See “A & B” above)

FEATURED TENANT ACTIVITIES:

T. Paid classes offered by [The Art League](#) and [Discover Graphics Atelier](#).

U. [Reflections](#), new juried membership shows, presented by the Torpedo Factory Artists Association. Free, September 1-30.

V. [Walk-in Photography Critiques](#), presented by Multiple Exposure Gallery. Free September 4.

W. [Linocut Block Making Demonstration](#), presented by the Torpedo Factory Artists Association. Free, September 18.

X. [Recto / Verso](#), a solo exhibit by member artist, presented by Multiple Exposure Gallery. Free, August 21-October 2.

Y. [Inspirations](#), members exhibition, presented by Scope Gallery. Free, August 29-October 2.

Z. [Fall is more than a Feeling](#), members exhibition, presented by Enamelists Gallery. Free, September 8-October 6.

AA. [Nature's Dance](#), an exhibit inspired by the dancing leaves of autumn, presented by Potomac Fiber Arts. Free, September 20-October 16.

PRESS HIGHLIGHTS:

- [16 Virtual And IRL Things To Do Around D.C. This Weekend](#), Dcist, September 15. Featuring *Body Talk* exhibition.
- [In the galleries: Recognizing our environmental emergencies](#), Washington Post, September 23. Featuring an exhibition in a tenant gallery: Multiple Exposures Gallery, *Recto/Verso*.
- [Divino Niño, Celebrating Dance and Tech, and More Best Bets for Sept. 29–Oct. 6](#), Washington Citypaper, September 29. Featuring an exhibition in a tenant gallery: Multiple Exposures Gallery, *Recto/Verso*.

NEXT MONTH OUTLOOK:

VIBRANCY PLAN INITIATIVES:

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

- A. Continue participating in Northern Virginia Local Arts Agencies collaborative offer of [professional development workshops](#).
- B. Ending: [Body Talk](#), on view through October 30. All media group exhibition on self-portraiture exploring themes of identify, culture, gender, and mental health. Juried by [Matt Storm](#). Free, Target Gallery and Studio 9. (Image 1 & 4)
- C. Opened [Through Our Eyes: Finding Home Again](#), an exhibition of photography by Military Teens, children of active-duty Service members expressing their way of "Finding Home Again". October 1 – November 6. In partnership with [Community Building Art Works](#) and [Blue Star Families](#). Free, Site Two Community Gallery.
- D. Partnering on an exhibition at Hilton Alexandria Mark Center in Alexandria West End to feature artists from the Art Center.
- E. Curated a roster of public events/programs and exhibitions. (See "J-L" below)

CSD #2: CURATE THE BUILDING, WITH A FOCUS

ON THE FIRST FLOOR, FOR IMPROVED VISITOR EXPERIENCE AND ARTIST/STUDIO PROGRAM.

- F. Working to finalize construction projects with Department of General Services.
- G. 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.

- H. Artist and Arts Organization Tenants:
 - i. Will hold monthly artist Team Meeting, Wednesday, October 12 at noon.
 - ii. Finalize changes to Operating Rules and Procedures.
 - iii. Finalize 2D art in hallway allowance procedure.
 - iv. Will host Welcome Artist Potluck on October 27, 6pm for all new and returning artists.
 - v. Renovating 16 studios for new artists to move into on November 1 with support from Department of General Services.



Image 4: Reheat Wondemu (Washington, D.C), Holding on to you, Platinum palladium print, 2020. From *Body Talk*.

- I. Administrative:
 - i. Finalizing Art Center exhibitions and public program schedule for January - June 2023. Planning through a lens of equity, diversity, and inclusion guided by the Guiding Documents 1 and 2 listed above.
 - ii. Scheduled to host 9 private event rentals, 7 weddings, one non-profit event and 1 birthday party.
 - iii. Anticipating temporary seasonal staff positions to be posted to support reduction in full time staff.
 - iv. Staff Training: Brett John Johnson, Director: Completion of, and awarding of Certified Public Manger, 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.

- J. Continue ongoing exhibition: [Body Talk](#), through October 30. Free, Target Gallery and Studio 9.

GOAL 2: FACILITATE OPPORTUNITIES FOR INNOVATION AND COLLABORATION.

K. Public Programs:

- i. Participating in Alexandria Arts Alliance [Party for the Arts](#), October 8, 4-7pm.
- ii. [The Late Shift: Masquerade](#), costumes, Halloween-themed music, and activations by [Nova Labs](#). October 14, 7-10 PM. Free.
- iii. [27th Annual Art Safari](#), art activities for kids and families throughout the building. October 22, 12-4pm. Free. (Image 5)
- iv. See "A" above.

L. Exhibitions:

- i. Ending [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.
- ii. See "B-D" above.

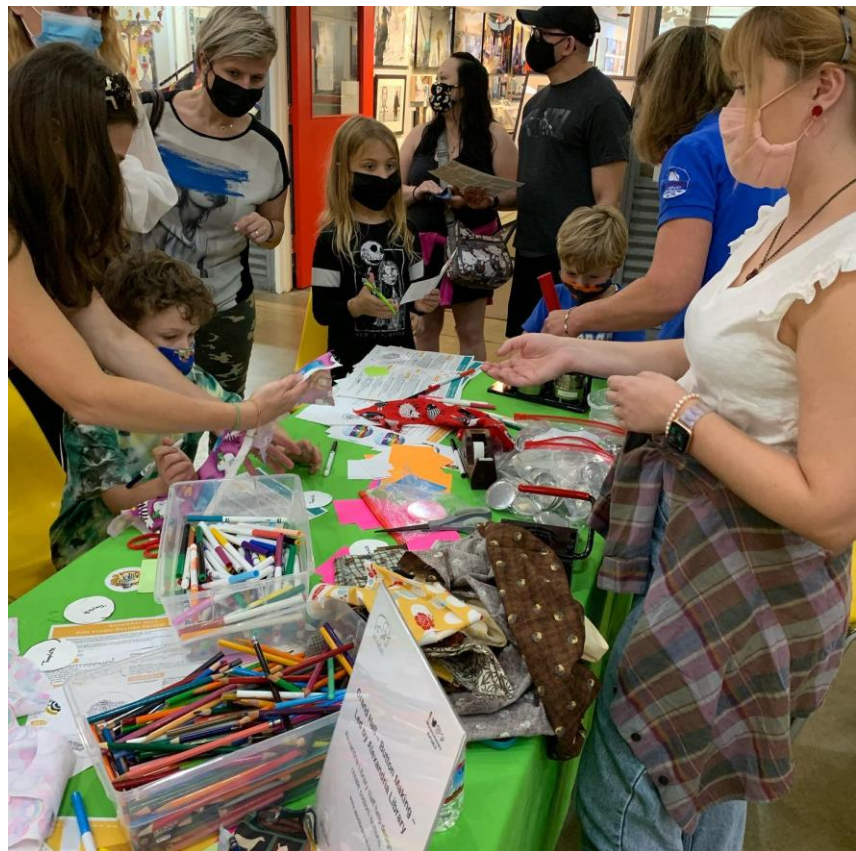


Image 5: 26th Annual Art Safari, October 16, 2021.

