

OCTOBER 2022 REPORT



EXECUTIVE SUMMARY:

With the start of fall, the Art Center hosted its last Late Shift of the year, [Late Shift: Masquerade](#) on October 14, with costumes, artists activations, and more. Late night continues with 2nd Fridays each month.

October was also a favorite month for young artists, with the Arts Centers annual [Art Safari](#) on October 22, now in its 27th year. Art Center artists and community partners provided hands on activities for children throughout the building. 2,373 children and guests attended. (Image 1)



Image 1: 27th Annual Art Safari, October 22.

Visitors to the Art Center would have noticed 16 of the 71 studios being re-painted, cleaned, and inspected for new Resident Artists moving in on November 1. With a long history of artists turning over studios with little oversight items like poorly painted walls, furniture, uneven floors, non-licensed structural work, dirty carpet, and electrical equipment from the previous tenant was continuously left behind. The new process is for artists to receive a refurbished, safe, empty, white-painted studio to be returned to this condition upon leaving. Staff is working with artists to establish a new spot lighting system for studios which will be extended to occupied studios over the next two years.

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. Collaborating with Northern Virginia Local Arts Agencies on providing a series of [professional development workshops](#).
- B. Hosted [Late Shift: Masquerade](#), a celebration of October, with costumes, body painted artwork, DJ, artist demos, hands on activities, and a partnership with [Nova Labs](#). Free, October 14. Approximately 600 guests attended. (Image 2)
- 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". Through November 6. In partnership with [Community Building Art Works](#) and [Blue Star Families](#). Free, Site Two Community Gallery.
- D. Opened ["On the Road" exhibit in partnership with Hilton Alexandria Mark Center](#), in Alexandria's West End. Free, October 21, 2022-February 12, 2023. Intend to follow with more exhibits through calendar year 2023.
- E. Established a [Community Opportunity](#) page on website to facilitate community collaboration.
- F. New [Post Grad Kiel Posner](#) started residency, through December 31.
- G. Opened call for [Post-Graduation Residency](#), due January 15, 2023.
- H. Curated a roster of public events/programs. (See "P & R-U" below)



Image 2: Late Shift: Masquerade. October 14.

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

- I. Experimenting with Studio 9 (the former cafe space) as an extension of the Target Gallery. (See "P" above)
- J. 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, exterior banner installation, and more.
- K. Working with Department of General Services to prepare 16 studios for new artists to move in.

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.

- L. Held monthly artist Team Meeting, on Wednesday, October 12, including discussion on new check in/check out studio hours tracking system.
- M. Hosted two Orientation Seminars for new artists (open to all artists). October 6 and 15.
- N. Hosted "Welcome" Potluck with artists and staff. October 27.

RELEVANT NUMBERS FOR THE MONTH:

- **Residents of Alexandria:** 157,613
(alexandriava.gov/Demographics)
- **Studio Artists:** 64 (19 City residents, 45 non-residents)
- **Visitor Door Count:** 50,029 (last month 32,189. Last year 38,470)
- **Target Gallery Visitors:** 1,503
- **Hours Open to the Public:** 244
- **Public Events:** 3
- **Official Meetings with Artists/Tenants:** 3
- **Group Emails to Artists/Tenants:** 6
- **Private Event Rentals:** 8 celebrations, 1 non-profit
- **Tours to Potential Event Rental Clients:** 6
- **Rent:** \$16.88 per SF per year (or approx. \$1.40 per SF per month)
- **Subleases Administered:** 3
- **Artists Pro Tem:** 63
- **Studios Rented:** 55 (16 under renovation)
- **Galleries Rented:** 9

O. Administrative:

- i. The Art Center has 6.55 FTEs with 3 FTEs currently filled. The vacant FTEs will be filled with season staff until the Art Center Stakeholder Task Force process is completed (and a decision made by CMO/City Council). The following positions have been posted with the hope of filling them by December.
 - a. Rec Leader IV /GS 13: Artist Program 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
- ii. Concluding Art Center seasonal program and exhibition planning for January-June 2023.
- iii. Staff Training: Brett John Johnson, Director: Graduated from the GWU Center for Excellence in Public Leadership & the MWCOC Institute for Regional Excellence Regional Executive Program as a Certified Public Manager.

ARTS AND CULTURE PLAN INITIATIVES:

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

- P. Ended: [Body Talk](#), October 30. All media group exhibition on self-portraiture exploring themes of identity, culture, gender, & mental health. Juried by [Matt Storm](#). Free, Target Gallery/Studio 9. Attendance: 2,130.

GOAL 2: FACILITATE OPPORTUNITIES FOR INNOVATION AND COLLABORATION.

- Q. Hosted exhibitions and public events/programs. (See "A-G" above)
- R. Partnered with Campagna Center to host [Taste of Scotland](#) at the Art Center with art elements. Ticketed, December 2.
- S. Public Programs:
- i. Participated in Alexandria Arts Alliance Party for the Arts with 4 Art Center artists. Free, October 8.
 - ii. Hosted [27th Annual Art Safari](#), featuring hands on activities throughout the building for children. Free, October 22. 2,373 visitors attended. (Image 1)
 - iii. Participated in Old Town Business Association [Old Town Alexandria's Trick or Treat](#). Free, October 29.
 - iv. Participated in The Dog Park's [Doggy Trick or Treat](#). Free, October 30.
- T. Exhibitions:
- i. Artist [Saya Behnam](#) submitted a proposal and was selected for the Winter Seasonal Art Installations, presenting [The Cycle of Nature and Time](#). Free, Studio 9, November 19, 2022-February 12, 2023.
 - ii. Closed Open Call for *Beyond the Frame: A Contemporary Exploration of Mixed Media Photography*, on October 9. Received 77 applicants. Juror: Siobhan Rigg, Associate Professor of Studio Arts and Program Head of Design at the George Washington University's Corcoran School of Arts & Design.

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

- U. Presenting Professional Development series for artists and arts organizations. (See "A" above)

FEATURED TENANT ACTIVITIES:

- V. Paid classes offered by [The Art League](#) and [Discover Graphics Atelier](#).
- W. Jennifer Dunbar's Exhibition "[Elemental](#)," presented by Printmakers Inc. Free, ended October 31.
- X. [Bold and Fierce Membership Show](#), presented by the Torpedo Factory Artists Association. Free, Van Landingham Gallery. Ended October 31.
- Y. [Walk-in Photography Critiques](#), presented by Multiple Exposure Gallery. Free October 2.
- Z. [Pot Luck!](#), handcrafted bowl from a local artist, presented by Scope Gallery. Free, through November 6.
- AA. [Faux Fall Is here](#), presented by Enamelists Gallery. Free, through November 2.
- BB. Potomac Fiber Arts presented [Nature's Dance](#), inspired by the dancing leaves of autumn, presented by. Ended October 16. As well as [Bones](#), Halloween and Day of the Dead, October 18-November 13. Free.

NEXT MONTH OUTLOOK:

VIBRANCY PLAN INITIATIVES:

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

- A. Start artist [Professional Development](#) series with New York Foundation for the Arts. Free, November 9, 15, & 29.
- B. Continue collaborating with Northern Virginia Local Arts Agencies to offer [professional development workshops](#).
- C. Host 2nd Friday Art Night. Free, November 11.
- D. Host [Art Fest](#), starting the shopping season in a creative way, with art deals, demos, and receptions. Free to enter, ticketed for drinks and discounts. November 12 and 13.
- E. Participate in Old Town Business Association's Old Town Cookie Crawl. Ticketed, November 19.
- F. Participate in Plaid Friday on King St. November 25.
- G. Host Small Business Saturday, with music & free gift-wrapping by SafeSpace NoVA. November 26.
- H. Host Artist Sunday, a nationwide event. November 27.
- I. Curated a roster of public events/programs and exhibitions. (See "N-P" below)

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

- J. Working to finalize construction projects with Department of General Services.
- K. 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.

- L. Artist and Arts Organization Tenants:
 - i. Will hold monthly artist Team Meeting, Wednesday, November 2 at noon.
 - ii. New artists move in November 1-November 7.
 - iii. Finalize changes to Operating Rules and Procedures, 2D art in hallway allowance, and hours check in.
- M. Administrative:
 - i. Finalizing Art Center seasonal exhibitions and public program schedule for January-June 2023.
 - ii. Begin advertising 2023 Open Call for Resident Artists and Artists Pro Tem.
 - iii. Scheduled to host 4 private event rentals, including 3 weddings, 1 corporate event.

ARTS AND CULTURE PLAN INITIATIVES:

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

- N. Open [2022 Fall Art Salon](#), supports affordable art buying for art lovers and collectors. Jury Panel: Hannah Barco, Helen Criales, and Twig Murray. Free in Target Gallery, November 12-December 11.

GOAL 2: FACILITATE OPPORTUNITIES FOR INNOVATION AND COLLABORATION.

- O. Open *New Works on Paper* by *Mariella Bilitsa, A Galactic Panther Exhibition at Torpedo Factory Art Center*, featuring the work of an Albanian artist living in Greece. November 12, 2022-January 8, 2023. In partnership with Galactic Panther Gallery in Old Town Alexandria. Free, Site Two Community Gallery.
- P. Open Winter Seasonal Art Installations, [Saya Behnam](#), presenting [The Cycle of Nature and Time](#). Free, Studio 9, November 19, 2022-February 12, 2023.

For media inquiries, contact 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 or torpedofactory.org. For reasonable accommodation, email torpedofactory@alexandriava.gov or call 703.746.4570, Virginia Relay 711.

