

# NOVEMBER 2022 REPORT



## EXECUTIVE SUMMARY:

On November 1, Torpedo Factory Art Center (Art Center) and the Alexandria community welcomed 17 new artists to the building in 16 studios. Artists received 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.

The Art Center started the holiday season early with its 2nd annual Art Fest (image 2), on November 12 & 13, and Fall Salon exhibition on view November 12 - December 11. Both programs were designed to bring people into the building and encourage art buying as an affordable alternative to traditional retail shopping.

After Thanksgiving, the Art Center was a buzz with programming during Plaid Friday, Small Business Saturday, and Artist Sunday. The Center published its annual [Holiday Helper](#) guide for shopping. Additionally, new partnerships were established with the [On The Road](#) exhibitions at the Hilton Alexandria Mark Center (image 1) and an [ESP Tea & Coffee Pilot Pop-Up Program at Torpedo Factory Art Center](#) (image 5).



Image 1: Ribbon Cutting for *Torpedo Factory Art Center On The Road*: Hilton Alexandria Mark Center

## 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. Co-hosted artist [Professional Development series](#) with New York Foundation for the Arts (NYFA). Free, November 9, 15, & 29. (Image 6)
- B. Established a following over 10K on Instagram.
- C. Continue collaborating with Northern Virginia Local Arts Agencies to offer [professional development workshops](#).
- D. Hosted [Art Fest](#), starting the shopping season in a creative way, with art deals, demos, and receptions. Promoted as an event for adults that included alcohol served. Free to enter, ticketed for drinks and discounts. November 12 and 13. Hosted 2,223 visitors over 8 hours. (Image 2)
- E. Opened [2022 Fall Salon](#), in Target Gallery November 12, supports affordable art buying for art lovers and collectors. juried by Hannah Barco, Associate Curator and Festival Director at Tephra ICA, Helen Criales, DC-based artist and curator, and Twig Murray, Gallery Director of Athenaeum Gallery. Free, through December 11. (Image 4)
- F. Closed [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". Ended November 6 in Site Two Community Gallery. In partnership with [Community Building Art Works](#) and [Blue Star Families](#). Free, Site Two Community Gallery.
- G. Opened [New Works on Paper by Mariella Bilitsa, A Galactic Panther Exhibition at Torpedo Factory Art Center](#) on November 12, in partnership with [Galactic Panther Gallery](#) of Alexandria in Site Two Community Gallery. Free through January 8, 2023.
- H. Co-hosted opening reception and ribbon cutting for the ["On the Road" exhibit in partnership with Hilton Alexandria Mark Center](#), in Alexandria's West End. Free, November 15. Exhibition ends February 12, 2023.
- I. Opened [The Cycle of Nature and Time](#), a commissioned installation by an Art Center artist, [Saya Behnam](#), for the winter season in Studio 9. Free through February 12, 2023.



Image 2: Art Fest, November 12

## RELEVANT NUMBERS FOR THE MONTH:

- **Residents of Alexandria:** 157,613  
(alexandriava.gov/Demographics)
- **Studio Artists:** 81
- **Visitor Door Count:** 37,715 (last month 50,029. Last year 36,772)
- **Target Gallery Visitors:** 2,411 (last month 1,503)
- **Hours Open to the Public:** 231 (closed Thanksgiving)
- **Public Events:** 8
- **Official Meetings with Artists/Tenants:** 1
- **Group Emails to Artists/Tenants:** 7
- **Private Event Rentals:** 4
- **Tours to Potential Event Rental Clients:** 12
- **Rent:** \$16.88 per SF per year (or approx. \$1.40 per SF per month)
- **Subleases Administered:** 2
- **Artists Pro Tem:** 63
- **Studios Rented:** 71 (full capacity)
- **Galleries Rented:** 9



- J. Participated in Old Town Business Association's Old Town Cookie Crawl. Ticketed, November 19.
- K. Published the annual [Holiday Helper](#) showcasing artists in the Art Center to help art buying.
- L. Produced [Give The Gift Of Art Weekend!](#)
  - a. Participated in Plaid Friday on King St. November 25.
  - b. Hosted Small Business Saturday, with music & free gift-wrapping by SafeSpace NoVA and artists on King Street. November 26.
  - c. Hosted Artist Sunday, a nationwide event. November 27.
- M. Introduced partnership with [ESP Tea & Coffee](#) (located on King St.): [ESP Tea & Coffee Pilot Pop-Up Program at Torpedo Factory Art Center](#), Plaid Friday, November 25, then every Saturday and Sunday through December, 10:30am-4pm, at the Art Center. (Image 5)
- N. Curated a roster of public events/programs. (See "Y & Z" below)

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

- O. Experimenting with Studio 9 (the former cafe space) as an extension of the Target Gallery. (See "I" above)
- P. 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, exterior banner installation, and more.
- Q. Added signage (internally) to new 3<sup>rd</sup> floor event room.
- R. Worked with Department of General Services to complete preparation of 16 studios for new artists to move into.

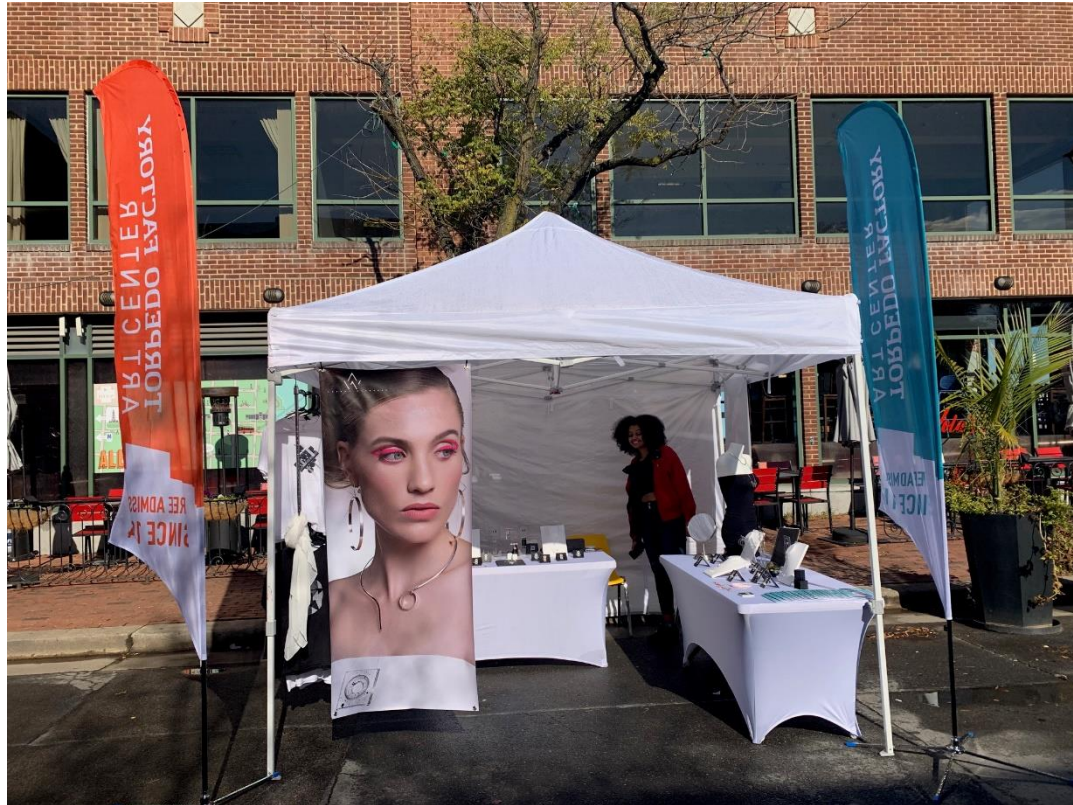


Image 3. Art Center on Unit Block of King St. on Plaid Friday, November 25.

**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.**

- S. Held monthly artist Team Meeting, on Wednesday, November 2.
- T. Held meetings and discussions with the Virginia Museum of Fine Arts and New York Foundation for the Arts for partnerships and programming in the spring.
- U. Established a partnership with Alexandria City High School, St. Stephens and St. Agnes School, Bishop Ireton High School, and Commonwealth Academy to host an All City High School Art Exhibition in the Art Center's Grand Hall February 27 – March 10, 2023, with a reception on March 10.
- V. Administrative:
  - i. The Art Center has 6.55 FTEs with 3 FTEs currently filled. The vacant FTEs will be filled with seasonal positions until the Art Center Stakeholder Task Force process



is completed (and a decision made by CMO/City Council). The following position are now under review with the hope of filling them by end of January.

- 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

## ARTS AND CULTURE PLAN INITIATIVES:

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

W. See "F, G, & U" above.

GOAL 2: FACILITATE OPPORTUNITIES FOR INNOVATION AND COLLABORATION.

- X. Hosted exhibitions and public events/programs. (See "A, & C - M" above)
- Y. Partnered with [Campagna Center](#) to host [Taste of Scotland](#) at the Art Center with art elements including 6 selected artwork to be on exhibit juried by [David Moore](#) of the Edinburgh College of Art (Scotland). Ticketed. December 2.
- Z. Hosted 2nd Friday Art Night. Free, November 11.

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

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

## FEATURED TENANT ACTIVITIES:

- BB. Paid classes offered by [The Art League](#) and [Discover Graphics Atelier](#).
- CC. [Explorations – Membership Show](#), presented by the Torpedo Factory Artists Association. Free, Van Landingham Gallery. Free through December 3.
- DD. [Walk-in Photography Critiques](#), presented by Multiple Exposure Gallery. Free November 6.
- EE. [Multiple Exposures Gallery New Photography Exhibition Juried by Karen Keating](#). Free through November 27.
- FF. [FUNction Reigns Supreme](#), Functional work, presented by Scope Gallery. Free, through December 4.
- GG. Potomac Fiber presents [Bones](#), Halloween and Day of the Dead, Free through November 13. As well as [Let's Light It Up](#), Free November 15 2022 – January 8, 2023.
- HH. [Frosty](#), presented by Printmakers Inc. November 7 – December 31.

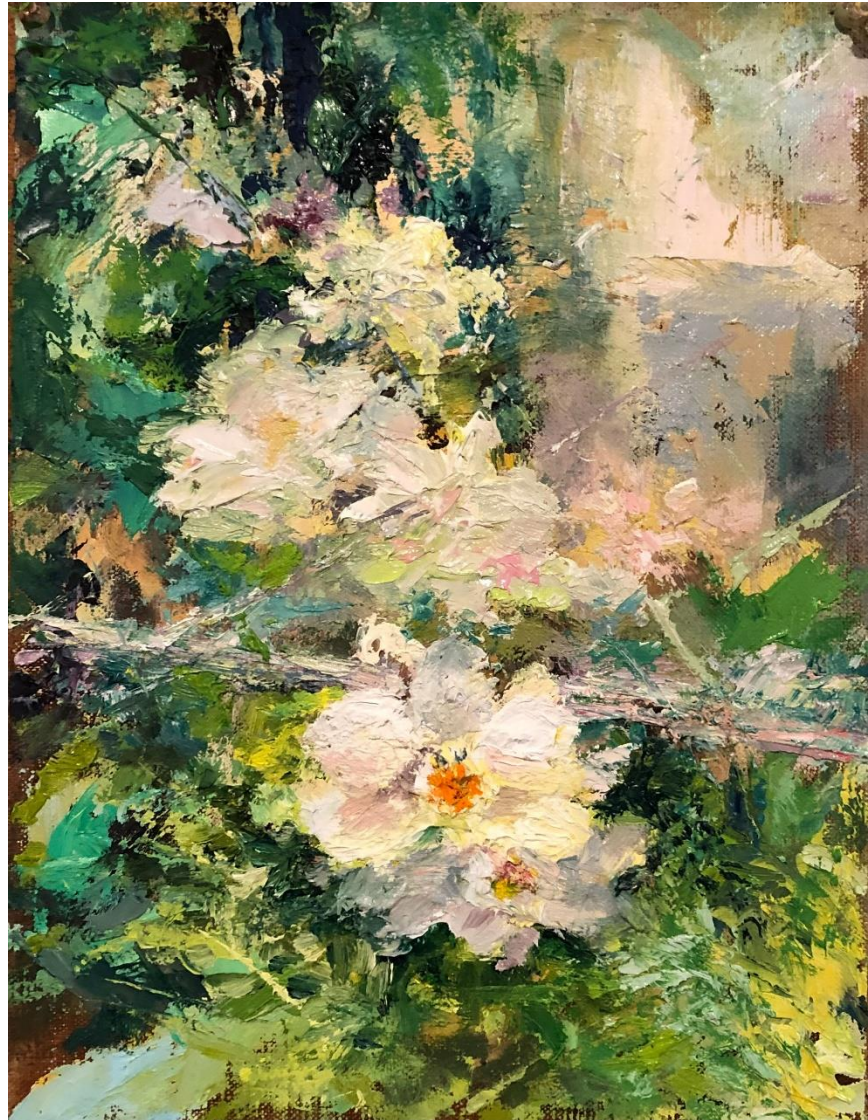


Image 4: Lisa Bernstein, White Orchids, Kogod Courtyard, 2022. Oil on canvas. 9" x 12". In 2022 Fall Salon.

# NEXT MONTH OUTLOOK:

## VIBRANCY PLAN INITIATIVES:

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

- A. Conclude artist [Professional Development](#) series with New York Foundation for the Arts. Free, December 13. (Image 6)
- B. Continue partnership with [ESP Tea & Coffee](#) (located on King St.): [ESP Tea & Coffee Pilot Pop-Up Program at Torpedo Factory Art Center](#), every Saturday and Sunday through December, 10:30am-4pm, at the Art Center. (Image 5)



Image 5: ESP Tea & Coffee Pop-Up Program

- C. Co-host, with [Campagna Center](#), [Taste of Scotland](#) at the Art Center with art elements including 6 selected artwork to be on exhibit juried by [David Moore](#) of the Edinburgh College of Art (Scotland). Selected artists to attend. Ticketed. December 2.
- D. Host [Holiday Festival](#), annual holiday party on Alexandria's most festive weekend, with a visit from Santa via Fireboat. Includes art activities, live music, and artists discounts. Free, December 3.
- E. Host [Lights, Cocktails, & Torpedo Merriment: A Holiday Boat Parade of Lights Viewing Party with an Artistic Twist](#) in new event room (Overlook Room). With art activations, food, and bar. Ticketed, December 3.
- F. Host [2nd Friday Art Night](#). Free, December 9.
- G. Host Olde Year's Day, with hands-on activities. Free December 31 (daytime).
- H. Ongoing: Winter Seasonal Art Installations, [Saya Behnam](#), presenting [The Cycle of Nature and Time](#). Free, Studio 9, through February 12, 2023.
- I. Curated a roster of public events/programs and exhibitions. (See "N-R" 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. (See "H" above)

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 7 at noon.
  - ii. Plan to introduce 2D Artwork in Hallway approval agreement (produced after artist input).
- 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 7 private event rentals.



## ARTS AND CULTURE PLAN INITIATIVES:

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

- N. Ongoing: [2022 Fall Art Salon](#), Jury Panel: Hannah Barco, Helen Ciales, and Twig Murray. Free in Target Gallery. Free through December 11.
- O. Ongoing: [“On the Road” exhibit in partnership with Hilton Alexandria Mark Center](#), in Alexandria’s West End. Free, through February 12, 2023.
- P. Conclusion of 2022 Post Grad Resident Kiel Posner’s residency, December 31.
- Q. Opening: [2022 Post-Grad Residents](#) exhibition in Target Gallery. Free, December 17 – January 21, 2023.

GOAL 2: FACILITATE OPPORTUNITIES FOR INNOVATION AND COLLABORATION.

- R. Ongoing: [New Works on Paper by Mariella Bilitsa, A Galactic Panther Exhibition at Torpedo Factory Art Center](#), through January 8, 2023. Free, Site Two Community Gallery.

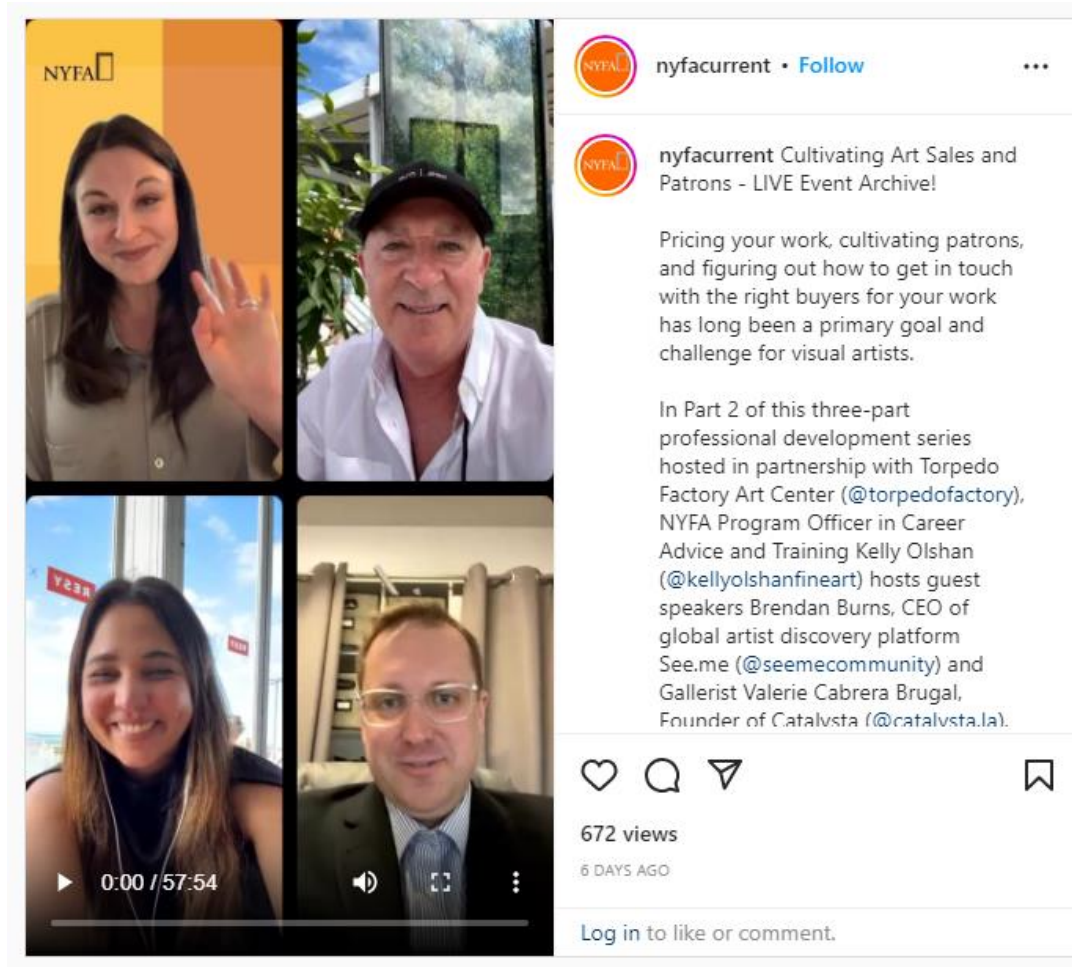


Image 6: Professional Development seminar with NYFA, November 29

