

DECEMBER 2022 REPORT



EXECUTIVE SUMMARY:

December continued the holiday excitement at Torpedo Factory Art Center. Many celebrations took place the first weekend of the month. The Art Center partnered with the [Campagna Center](#) to host their annual Taste of Scotland event in the Grand Hall, kicking off the holiday weekend. The event included 6 selected artworks exhibited from artists at the Art Center, juried by [David Moore](#) of the Edinburgh College of Art (Scotland). Selected artists attended the event. (Image 2)



Image 1: Santa at Holiday Festival, December 3, 2022.

The day after, December 3, was the Art Center's annual [Holiday Festival](#) from 2 - 8 pm (free), playing host to Santa who arrived via fire boat, art activations, and hundreds of families. 3,881 visitors attended (image 1). Holiday Festival finished with artist projections on the Waterfront side of the building during the Alexandria Holiday Boat Parade of Lights. New this year was a ticketed event in the new Overlook Room with fabulous views of the river, [Lights, Cocktails, & Torpedo Merriment: A Holiday Boat Parade of Lights Viewing Party with an Artistic Twist](#), featuring art activations, locally catered food, and a bar.

Weekend visitors to the Art Center also experienced [ESP Tea & Coffee Pilot Pop-Up Program at Torpedo Factory Art Center](#), offering a pop-up café in the Grand Hall through the month.

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. Hosted [Holiday Festival](#), annual holiday party on Alexandria's most festive weekend, with a visit from Santa via Fireboat. Included art activities, live music, and artists discounts. Free, December 3.
- B. Co-hosted, with [Campagna Center](#), [Taste of Scotland](#) at the Art Center with art elements including 6 selected artworks exhibited and juried by [David Moore](#) of the Edinburgh College of Art (Scotland). Selected artists attended. Ticketed. December 2. (Image 2)
- C. Concluded Fall artist [Professional Development](#) series with New York Foundation for the Arts. Free, December 13.
- D. Closed [2022 Fall Salon](#), in Target Gallery on December 11 (free), supported 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. 3,367 attended.
- E. Opened: [2022 Post-Grad Residents](#) exhibition in Target Gallery. Free, December 17 – January 21, 2023. (Image 4)
- F. Ongoing:
 - i. Winter Seasonal Art Installations, [Saya Behnam](#), presenting [The Cycle of Nature and Time](#). Free, Studio 9, through February 12, 2023.
 - ii. ["On the Road" exhibit in partnership with Hilton Alexandria Mark Center](#), in Alexandria's West End. Free, through February 12, 2023.
 - iii. Partnered with [ESP Tea & Coffee](#) (located on King St.): [ESP Tea & Coffee Pilot Pop-Up Program at Torpedo Factory Art Center](#), every Saturday and Sunday in December, 10:30am-4pm.
- G. Curated a roster of public events/programs. (See "Q, S, & T" below)

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

- H. Continued experimenting with Studio 9 (the former cafe space) as an extension of the Target Gallery. (See "F i." above)



Image 2: Artists Rosemary Covey (left, Studio 224), Rashad Ali Muhammad (center, Studio 222), and Saya Behnam (right, Studio 229) at Taste of Scotland event, December 2, 2022.

RELEVANT NUMBERS FOR THE MONTH:

- **Residents of Alexandria:** 157,613
(alexandriava.gov/Demographics)
- **Studio Artists:** 81
- **Visitor Door Count:** 41,817 (last month 37,715. Last year 46,237)
- **Target Gallery Visitors:** 2,784 (last month 2,411)
- **Hours Open to the Public:** 237 (closed December 25)
- **Public Events:** 3
- **Official Meetings with Artists/Tenants:** 2
- **Group Emails to Artists/Tenants:** 4
- **Private Event Rentals:** 7
- **Tours to Potential Event Rental Clients:** 8
- **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

- I. Installed new window decals on outside of building, installed due to vendor postponement of building banners. (Image 3)
- J. Continuing work with the Department of General Services, Information and Technology Services Department, and the Finance Department on building improvements.
- K. Added LED column uplighting, with ability to change color, to add light and color, to Grand Hall.



Image 3: Temporary signage added to Waterfront side of Art Center.

- L. Began installation of newly designed Studio Address Signs on studios and galleries, after tenant feedback on the makeup of the sign and tenant provided information for the signs. Signs are uniformly designed to be easily read by visitors, color coded to distinguish between studios and galleries, and offered tenants opportunity for customization.

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.

- M. Held monthly artist Team Meeting, on Wednesday, December 7.
- N. Hosted [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. This event was ticketed. December 3.
- O. Administrative:
 - i. Updated Sublease Agreement to match updated Operating Rules and Procedures.
 - ii. Hired Part Time Private Event Rental Manager.
 - iii. 3 vacant FTEs to be filled with seasonal positions until the Art Center Stakeholder Task Force process is completed (and a decision made by CMO/City Council). They include Artist Program Registrar Associate, Public Program Associate, Art Center Assistant/Marketing, with expectation of having them start February 4, 2023.

ARTS AND CULTURE PLAN INITIATIVES:

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

- P. See “A, & C-F” above.
- Q. Concluded of 2022 Post Grad Resident Kiel Posner’s residency, December 31.

GOAL 2: FACILITATE OPPORTUNITIES FOR INNOVATION AND COLLABORATION.

- R. Hosted exhibitions and public events/programs. (See “A - F” above)
- S. Hosted [2nd Friday Art Night](#). Free. December 9.
- T. Hosted [Olde Year’s Day](#), with hands-on activities. Free. December 31 (daytime).

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

- U. Presented Professional Development series for artists and arts organizations. (See “C” above)

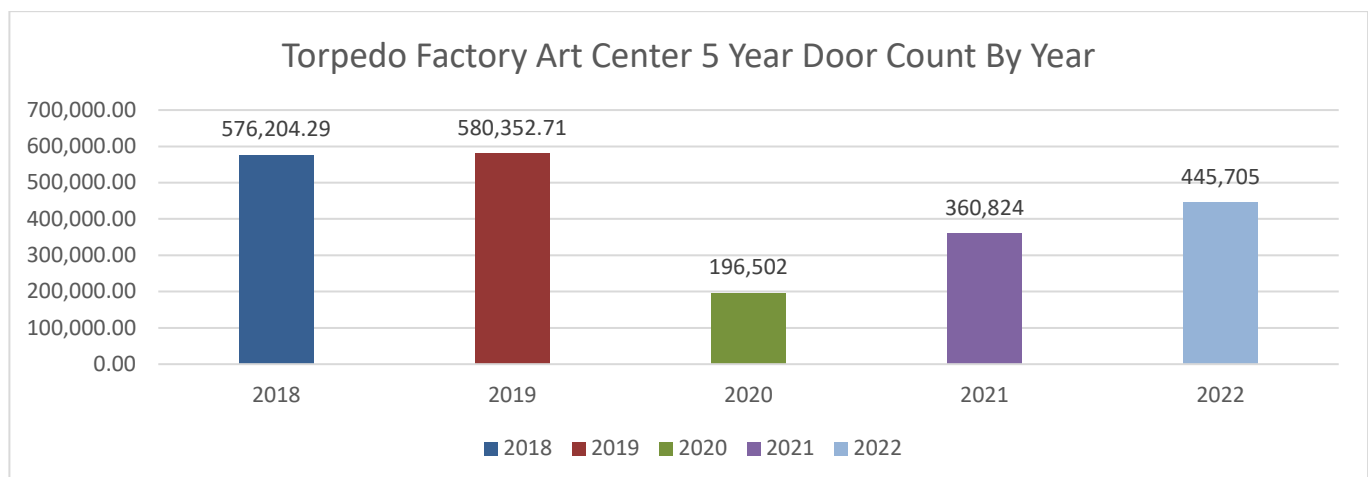
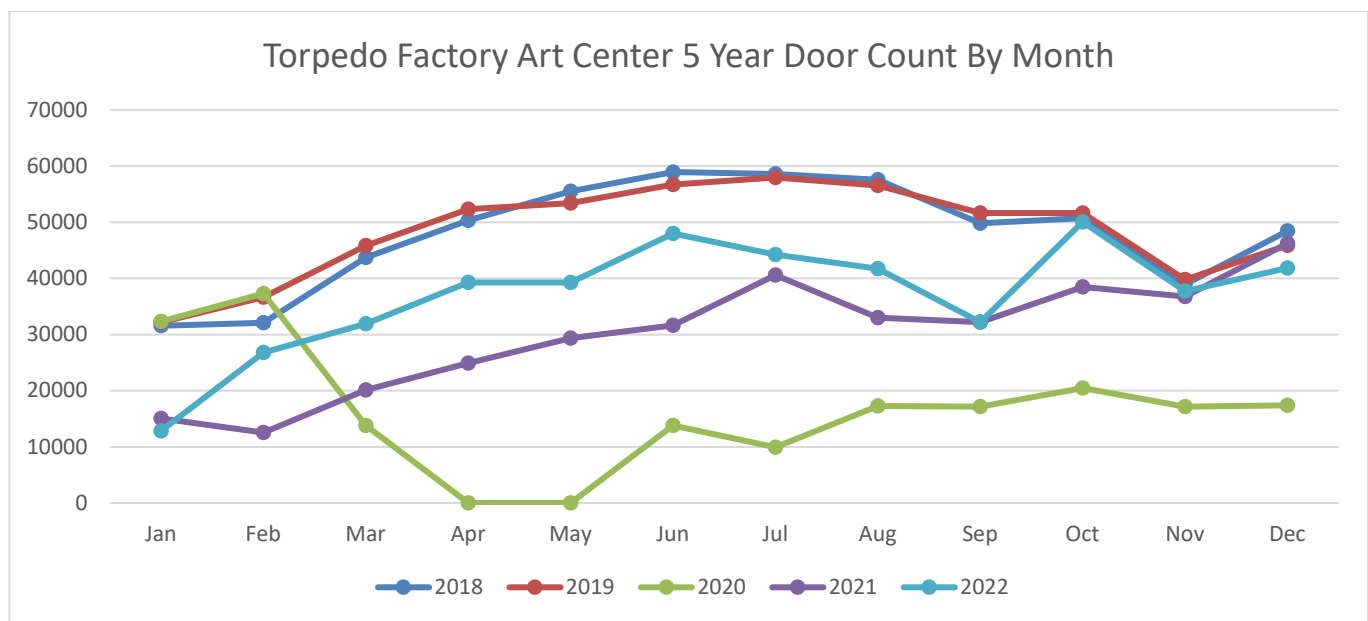
FEATURED TENANT ACTIVITIES:

- V. Paid classes offered by [The Art League](#) and [Discover Graphics Atelier](#).
- W. [To Give the Gift of Art – 2022](#). Presented by the Torpedo Factory Artists Association. Free, Van Landingham Gallery. Free through December 31, 2022.

- X. [Multiple Exposures Gallery New Photography Exhibition Juried by Barbara Southworth](#). Free. Through December 31, 2022. [Walk-in Photography Critiques](#), presented by Multiple Exposure Gallery. Free December 4, 2022.
- Y. [Share the Joy](#). Presented by Scope Gallery. Free. Through January 1, 2023.
- Z. Potomac Fiber presents [Let's Light It Up](#), Free through January 8, 2023.
- AA. [Frosty](#), presented by Printmakers Inc. Free. Through December 31, 2022.
- BB. [Not in the house for the Holidays!](#) Presented by Enamelists Gallery. Free. Through January 4, 2023.
- CC. [Petite December](#), small works, presented by The Art League Gallery. Free. December 7, 2022 - January 8, 2023.

YEAR END DOOR COUNT:

2022 ended with a final door count of 445,705. A five-year review of Torpedo Factory Art Center's door count, by calendar year, shows the impact of COVID and the continual recovery. The numbers correlate to Visit Alexandria's [Fiscal Year 2022 Annual Report](#).



NEXT MONTH OUTLOOK:

VIBRANCY PLAN INITIATIVES:

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

- A. Ongoing:
 - a. Winter Seasonal Art Installations, [Saya Behnam](#), presenting [The Cycle of Nature and Time](#). Free, Studio 9, through February 12, 2023. Artist talk to take place on January 21 at 2pm, free.
 - b. ["On the Road" exhibit in partnership with Hilton Alexandria Mark Center](#), in Alexandria's West End. Free, through February 12, 2023.
- B. Opening: [Beyond the Frame: A Contemporary Exploration of Mixed Media Photography](#), experimentation in photography. Free in Target Gallery. January 28 – March 4, 2023.
- C. Curated a roster of public events/programs and exhibitions. (See "H-L" below)



Image 4: Post Grad Kamille Jackson prepping for 2022 Post-Grad Residents exhibition.

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

- D. Working with Department of General Services on continuous upgrades.
- E. Continue experimenting with Studio 9 as Target Gallery extension. (See "A a." 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.

- F. Artist and Arts Organization Tenants:
 - i. Will hold monthly artist Team Meeting, Wednesday, January 4 at noon.
 - ii. Plan to introduce 2D Artwork in Hallway approval agreement (produced after artist input).
 - iii. Begin advertising 2023 Open Call for Resident Artists and Artists Pro Tem.
- G. Administrative:
 - i. Scheduled to host 3 private event rentals.
 - ii. Finishing interviewing 3 new part time temporary staff positions include Artist Program Registrar Associate, Public Program Associate, Art Center Assistant/Marketing.

ARTS AND CULTURE PLAN INITIATIVES:

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

- H. Beginning of 2023 Post Grad Resident program with Aliana Grace Bailey, January 2 – March 31, 2023.
- I. Ongoing: [2022 Post-Grad Residents](#) exhibition in Target Gallery. Free, December 17 – January 21, 2023.
- J. [13th Annual March 150 panels sale](#), providing opportunity for all artists to exhibit in Target Gallery. \$15 per panel (\$10 for Art Center artists). January 7 – February 24, 2023.

GOAL 2: FACILITATE OPPORTUNITIES FOR INNOVATION AND COLLABORATION.

- K. 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.
- L. Host [January 2nd Friday](#) art night. Free. January 13.

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.

