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Artspace's Newest Arts Center Scheduled to Open June 1

Digital Media and Creative Arts Center Preserves Historic Tannery Buildings as Innovative Space for Artists

(S*anta Cruz, Calif.*) Artspace is pleased to announce opening of their latest effort in the area of sustainable creative placemaking – The Digital Media and Creative Arts Center at The Tannery Arts Center in Santa Cruz. A joint project with the City of Santa Cruz, the new, 28-studio complex adds another historic preservation success story to the Artspace portfolio.

The completion of the Digital Media and Creative Arts Center represents a major milestone in the history of The Tannery Arts Center. The Digital Media and Creative Arts Center is a 25,000-square-foot facility consisting of two historic tannery buildings that have been renovated into 28 studio spaces for artists and creative businesses. Studios range in size from 200 to 3,200 square feet. Tenants of the Tannery Digital Media and Creative Arts Center represent a broad range of disciplines, including jewelry, ceramics, printmaking, glass making, painting, book arts, animation, photography, a literary magazine, dance and a cafe.

The new facility represents Phase 2 of the Tannery Arts Center project, which began with construction of the 100-unit Artspace Tannery Lofts, developed by Artspace and completed in 2009, with assistance from the former Redevelopment Agency of the City of Santa Cruz. Phase 2 was developed by the former Agency and funded largely through several major state and federal grants including a $4.7 million dollar grant from the Economic Development Administration and two grants from the California Cultural Historical Endowment totaling $2.2

million. “The construction of the project has generated hundreds of local jobs and will benefit our community for decades to come”, says former Redevelopment Agency Director Bonnie Lipscomb. “The Tannery Arts Center is the culmination of years of effort by many community stakeholders working together to realize a vision to preserve and support the rich cultural and artistic heritage that makes Santa Cruz unique”. Phase 3 will involve the adaptive reuse of another old tannery building into a performing arts center, which includes a large open-air plaza for events and a 200-seat theater.

“We’re thrilled to celebrate the opening of this exciting phase of the Tannery Arts Center,” said Artspace President Kelley Lindquist. “Artspace is dedicated to creating and preserving affordable space for individual artists and arts organizations, and the Tannery is a wonderful asset for the artists and residents of Santa Cruz.”

Mayor Don Lane remarked upon the occasion of the project’s completion. “The arts community is such an integral part of Santa Cruz—bolstering both our cultural life and economic vitality. With The Tannery Arts Center’s expansion, we continue to demonstrate why Santa Cruz is recognized around the country as a true mecca for the arts.”

The grand opening celebration begins on June 1 with an official ribbon cutting at 4:30 pm, featuring a short program of local dignitaries and artists, including Mayor Don Lane. The celebration continues after the ribbon cutting from 5:00 pm to midnight with free performances by local musicians, dancers and theater performers, open art studios, food and refreshments. Saturday’s open house runs from 12:00pm to 5:00pm and includes family-friendly art activities, art demonstrations, free dance classes, live music and food.

About Artspace

With headquarters in Minneapolis and offices in Los Angeles, New Orleans, New York and Seattle, Artspace is America’s leader in arts-driven community transformation with 30 projects in operation in 13 states. To date we have completed more than 1,000 affordable live/work units for artists and their families as well as a million square feet of non-residential space for artists, arts organizations and creative enterprises. Additional information is available at www.artspace.org.

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