

DIGITAL MEDIA AND CREATIVE ARTS CENTER

1050 & 1060 River Street, Santa Cruz, CA 95060

artspace.org/dmccac



PROJECT DETAILS

Owner Artspace Projects, Inc.

Development Consultant Michael Zilver

Architect Mark Cavagnero Associates

Financing City of Santa Cruz Redevelopment Agency; California Cultural & Historical Endowment; U.S. Economic Development; Administration (EDA)

Funders Sachs Family Foundation

Total Development Cost \$7M

Total Area 23,662 sq. ft.

Number of Units 28

OVERVIEW

Santa Cruz's ever-evolving Tannery Arts Center reached another major milestone with the 2012 opening of the Digital Media and Creative Arts Center, a nearly 24,000-square-foot facility consisting of two historic tannery buildings that have been renovated into 28 studio spaces for artists and creative businesses. Studios range from 200 to 3,200 square feet.

The new facility represents Phase 2 of the Tannery project, which began with the construction of the 100-unit Artspace Tannery Lofts, developed by Artspace and completed in 2009. The Tannery allowed Artspace to create its first "arts campus," with a mix of historic buildings and new construction, housing and working studios. Artspace will be involved as a supportive neighbor for Phase 3, which includes the adaptive reuse of another old tannery building into a performing arts center. The completed complex will also provide a new home for the Cultural Council of Santa Cruz County.

The 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, dance, a literary magazine and a café.

“The construction of the project has generated hundreds of local jobs and will benefit our community for decades to come. 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.”

— Bonnie Lipscomb, Economic Development Director,
City of Santa Cruz



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AMERICA'S LEADER IN ARTIST-LED COMMUNITY TRANSFORMATION

Artspace is a nonprofit organization that uses the tools of real estate development to create affordable places where artists can live and work. Artspace consistently develops these projects in ways that support stable, healthy communities, anchored in existing assets. Because Artspace owns each of the projects it develops, they are able to ensure that the spaces remain affordable and accessible to artists in perpetuity. With 50+ projects developed over the last three decades, Artspace has supported artist-led community transformation, representing a \$653 million investment in America's arts infrastructure. While embracing the value the arts bring to individual lives, Artspace has championed the once-radical idea that both artists living with financial hardship, and chronically underfunded arts organizations, can leverage fundamental social change. With headquarters in Minneapolis and offices in Denver, New York, Seattle, and Washington D.C., Artspace is America's leading developer of arts facilities; and has served as a consultant to hundreds of communities and arts organizations nationwide.

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