

TRAFFIC ZONE CENTER FOR VISUAL ART

250 Third Avenue N., Minneapolis, MN 55401

artspace.org/traffic-zone



PROJECT DETAILS

Owner Artspace Projects, Inc.

Development Partner Traffic Zone Center for Visual Art

Architects LHB Engineers & Architects

Financing Greater Metropolitan Minneapolis Housing Corporation; Minneapolis Community Development Agency; Minnesota Nonprofit Assistance Fund; TCF Bank

Funders Dayton Hudson Foundation; General Mills Foundation; The McKnight Foundation; Minneapolis Heritage Preservation Commission; Piper Jaffray Foundation; Winthrop & Weinstine

Total Development Cost \$4.3M

Total Area 100,421 sq. ft.

Number of Working Studios 23

OVERVIEW

With its distinctive limestone exterior, the six-story Traffic Zone is one of the most beautiful buildings in Minneapolis' historic Warehouse District. Built in 1886 as a farm implement warehouse, it was converted into a bakery two years later. From 1951 to 1992, the building was an appliance parts warehouse. It is on the National Register of Historic Places.

The Traffic Zone was created to meet the needs of a group of mid-career artists who approached Artspace in the early 1990s because they were being forced out of their studios in another building in the area. Pooling their resources, the artists formed a for-profit corporation that now owns and operates the property in partnership with Artspace.

The Traffic Zone contains 23 large studios on its first, second and third floors. All studios feature hardwood floors, high ceilings, exposed brick and beams, and large windows; many also afford views of the downtown skyline. The artists share their

building with several commercial tenants — including an architecture firm, Graywolf Press and Artspace itself. The artists also curate the Traffic Zone Gallery on the ground floor and host annual spring and fall open studio events, each of which typically draws more than 1,200 visitors to the building.

“Stability for artists is really important. Artists tend to be working in spaces that aren’t being used for anything else at the time, but they don’t have a sense of what’s happening next year or next month.”

— Jim Dryden, Artist



artspace

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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