



Organization contact:
Melodie Bahan, Artspace VP of Communications,
e: melodie.bahan@artspace.org; p: 612-850-8219

Media contact:
Jennifer Gilhoj, The Line Media,
e: jennifer@thelinemedia.com; p: 612-240-6589

Artspace Launches an Idea Lab, *Breaking Ground*, to Immerse Artists, Community and Civic Leaders, and Non-profit Partners in Creative Placemaking Conversation

Minneapolis, MN, August 30, 2016 – Artspace, the nation's leader in artist-led community transformation, launches a two-day immersive idea lab that will take place October 14-15, 2016, in the Twin Cities. The idea lab, an event format designed for idea generation and interaction, is an expansion of what Artspace has done annually -- recognize artists as leaders during an evening celebration.

"This year's vision is broader and deeper. It builds on the excitement we've historically experienced through recognizing artists around the country who are doing impactful things in their communities," says Kelley Lindquist, Artspace President. "In 2016, we're introducing more of an idea-lab format where attendees will come together for conversation spurred by a national line-up of artists' inspiration conveyed through TEDTalk-like vignettes, workshops on creative placemaking and neighborhood and studio tours."

The idea lab will kick-off on Friday, October 14 at The Cowles Center for Dance and the Performing Arts in Minneapolis, with a welcome from Lindquist followed by a keynote from Carlton Turner, Executive Director of Alternate ROOTS, a regional non-profit arts organization based in the south supporting artists working at the intersection of arts and social justice. Colin Hamilton, Artspace Senior Vice President of National Advancement says, "Sharing the context of how Artspace has evolved over our 31-year history along with Alternate ROOTS' exemplary story about the impact of a specific artist intersection with culture and community will set the stage for the idea-lab experience we're designing."

“It is important to understand Artspace's impact on community development through investing in artists as leaders and essential contributors to the development of healthy communities,” said keynote speaker Carlton Turner. “I’m excited to be part of this exciting conversation.”

As part of the first day, attendees will hear a series of four presentations by Artspace resident artists who are having an impact on their communities. One presenter, Nerissa Street, is an award-winning storyteller and social entrepreneur who’s been featured on *NPR*, in the *Miami Herald*, *Sun Sentinel* and *Miami Dade and Broward’s New Times*, and presented her transformative storytelling to audiences like TEDxMiami. Hamilton notes, “We’re seeing artists share in more mediums and to more diverse audiences than ever before. Our idea lab, in similar fashion to TEDTalks, will showcase how artists like Street have been able to share ideas with a larger community through performance methods like spoken word and video.”

The afternoon is about engaging with practitioners, funders, and government officials to examine best practices in arts development and find out what works. “The collaborative component behind this idea lab is essential to our learning,” says Hamilton. “We’re breaking out into smaller groups of mixed skill-sets and backgrounds to have conversations that will shape how we approach program development, tools for communities and our outreach efforts.” The conversations will be led by nationally recognized leaders including Margaret Hunt of Space to Create Colorado and Tim Schultz of the Boettcher Foundation, with Sue Gens of the Minnesota State Arts Board and Senator Dick Cohen on *How Colorado and Minnesota Have Transformed Art Investments at the State Level*; and Gretchen McLennon, Program Director of Hyde Family Foundations, on *Race and Space: Building with Inclusive Planning, Equitable Outcomes*.

Throughout the day, presenters will cover a range of topics like achieving scale in rural arts development; recognizing artists and arts organizations as partners; and Colorado and Minnesota’s transformation of art investments at the state level. “This is our moment to bring diverse artists, community and civic leaders, non-profit organizations from across the country together,” says Hamilton. “We have people coming as presenters and attendees from Washington, D.C., Memphis, Tenn., South Dakota, New York City and Seattle. It will be a culmination of vast cultural and arts experiences – it will make for great conversations.”

The idea lab attendees will build on these conversations into the evening and on Saturday, October 15, when Artspace will host guided tours and art experiences at Juxtaposition Arts, Chicago Avenue Fire Arts Center, Traffic Zone Center for Visual Arts, The Cowles Center, Hennepin Theatre Trust, the St. Paul Art Crawl and others. Saturday’s grand finale will be the Artspace Awards Celebration at Bedlam Theater in Lowertown followed by an After Crawl Ball at Bedlam Theater.

Sponsors for the idea lab include Bank of America Merrill Lynch, Eide Bailly, ARTS ink, Common Roots Catering, Hennepin Theatre Trust, and iDream.tv.

Tickets for the idea lab and awards celebration are \$200 (\$50 for the awards celebration only) and can be purchased at artspace.org/breakingground.

Media are invited to request press passes to join us over the course of the two-day Idea Lab by contacting [Jennifer Gilhoi](#), The Line Media. The Line Media, owned by Issue Media Group, is the media partner for *Breaking Ground: An Artspace Idea Lab*. Together, IMG, Artspace and The Line craft artists' stories, share the impact of artists on their diverse communities, and delve into the importance of artist live/work housing in fostering stability, vitality and creativity in urban and rural areas across the United States. See the series here: artspace.org/theline.

###

About Artspace

Artspace is non-profit organization that uses the tools of real estate development to create affordable, appropriate places where artists can live and work. We consistently develop these projects in ways that also support more stable, healthy communities anchored in existing assets. Because Artspace owns each of the projects it develops, we are able to ensure that they remain affordable and accessible to artists in perpetuity. Over the last three decades, Artspace has led an accelerating national movement of artist-led community transformation. While embracing the value the arts bring to individual lives, Artspace has championed the once-radical idea that artists living on the edge of poverty and chronically underfunded arts organizations can leverage fundamental social change. With headquarters in Minneapolis and offices in Los Angeles, New Orleans, 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.

Additional information is available at www.artspace.org, artspace.org/breakingground and on [@ArtspaceUSA](#) social media channels using the official idea lab hashtag [#BreakingGround](#).