

FRACTURED ATLAS NEWS BULLETIN - DECEMBER 7, 2009

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Fractured Atlas to develop open source ticketing software with support from Mellon and Duke

New York, NY - National non-profit arts organization, Fractured Atlas, has announced plans to build ATHENA, an open-source software platform for the cultural sector, with a ticketing software application called ATHENA Tix as its initial component.

ATHENA Tix is the first piece of the ATHENA project, Fractured Atlas' ambitious plan to develop an integrated open source software platform for the cultural sector. ATHENA - which is an acronym for *Advanced Technology Hub and Extensible Nexus for the Arts* - will ultimately include applications related to constituent relationship management (CRM), non-profit accounting, student records management, donor relations, and more.

The initial version of the ATHENA Tix software, to be developed over the course of 2010, will address the needs of small venues and independent producers, but its architecture will anticipate future use by the largest institutions. Fractured Atlas will release the software under an open source license and also offer affordable hosted access via **IndieTix.com**, a new website that will serve both performing arts organizations and their audiences.

Fractured Atlas is uniquely positioned for the ATHENA project, working over the past decade to establish itself at the crossroads of the arts and technology. Fractured Atlas has received generous lead gifts for ATHENA Tix from **The Andrew W. Mellon Foundation** (\$350,000) and the **Doris Duke Charitable Foundation** (\$100,000) to support the development of this first component.

"The Doris Duke Charitable Foundation is delighted to support this effort to develop an improved ticketing option for performing arts groups," said Ben Cameron, Program Director for the Arts at the Doris Duke Charitable Foundation. "By setting out to address needs that range from affordability to scalability, this project has the potential to empower performing arts organizations of all sizes to make smarter, faster decisions based on better information, thereby increasing their organizational capacity over time."

Full information on ATHENA Tix is available at <http://athena.fracturedatlas.org>

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FRACTURED ATLAS is the nation's largest non-profit arts service organization with a multi-disciplinary membership of independent artists and emerging arts organizations. Its core service areas include **healthcare**, **fiscal sponsorship**, the nation's only arts **liability insurance** program, **professional development**, and **advocacy**. Through the **Fractured Atlas Open Arts Network**, arts organizations nationwide can partner with Fractured Atlas to provide their constituents with access to affordable healthcare and other benefits, at no cost to the partner or its members.