

FRACTURED ATLAS
**Arts Entrepreneurship
Awards**



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WINNERS OF FIRST-EVER NATIONAL ARTS ENTREPRENEURSHIP AWARDS ANNOUNCED

Presented by Fractured Atlas, awards honor five leaders from Austin, Chicago, Erie, and NYC creating new models for fostering sustainable arts careers and organizations

New York, NY (January 30, 2014) – A pop-up artists colony, a nonprofit helping artists build financial assets through homeownership, and a fundraising collaborative between nationally recognized arts groups are among the five winners of the first-ever Arts Entrepreneurship Awards, unveiled today by [Fractured Atlas](#).

Empowering artists to think and work like entrepreneurs, Fractured Atlas is the leading national organization dedicated to providing artists with the technology and tools they need to raise money, insure themselves and their work, grow their audiences, find space to make and share their art, and more. It reaches a network of more than 250,000 artists in all 50 states.

The Arts Entrepreneurship Awards aim to inspire risk-taking and disruption in the arts field by honoring innovators from across the United States who are creating new models for building successful arts careers and organizations.

Selected from nominations received from across the country, the five inaugural winners are:

- [Rubber Repertory's Pilot Balloon Church-House](#) (Austin, TX) – Josh Meyer, 34, and Matt Hislope, 33, the co-founders of Austin's Rubber Repertory theatre company, are the creators of the Pilot Balloon Church-House, a pop-up artists' colony in a historic church in Lawrence, Kansas offering short term residencies to artists of any discipline and any financial means. To keep fees to a minimal \$50 for a week stay and to avoid the huge capital outlay of owning a facility to house the colony, the enterprising duo raised over \$9,000 via a crowd-funding campaign to cover a portion of rent and utilities. More than 80 artists from 11 states and four countries visited the colony over the course of the year-long pop-up, proving that Rubber Repertory's model is both a hit with artists and can be replicated by other arts groups anywhere.
- [Creative Partners](#) (Chicago, IL) –Setting out to demonstrate that cooperation among arts groups, rather than competition, can lead to fundraising and audience development success, Julia Rhoads launched Creative Partners, a collaboration between three nationally recognized, Chicago-based interdisciplinary arts groups – eighth blackbird (music) , Lucky Plush Productions (dance), and Blair Thomas & Company (theater). Under the pioneering partnership, the

organizations share a two-person development team and a professional fundraising infrastructure while splitting the overhead costs.

- [ArtHome](#) (New York, NY) – Looking beyond obvious barriers to a successful arts career like fundraising, marketing, and audience development, ArtHome was founded by Esther Robinson to help artists build wealth through homeownership, asset-building, and financial literacy. Recognizing the crucial role that homeownership has played in the lives of successful artists, ArtHome offers a variety of programs including: peer lending program to help broaden access to existing credit sources; Match Savings Accounts, which help low-income artists build assets for education or entrepreneurship; and counseling for first-time homeownership, foreclosure prevention, and loan qualification
- [Of a Kind](#) (New York, NY) – Leveraging the power of the internet to build audiences for emerging fashion and product designers, Of a Kind profiles a different up-and-coming designer every week who then creates a limited-edition, specially commissioned piece for Of a Kind customers. By integrating smart fashion editorial with cutting edge online retail and marketing, co-founders Claire Mazur and Erica Cerulo are now generating seven-figure sales figures and pioneering a new way for designers and artist to connect with fans.
- [Higherglyphics](#) (Erie, PA) – Artist and designer Todd Scalise, the founder of Higherglyphics, has redefined how public art can stimulate economic development by approaching every public art project as a business venture. By forging partnerships with cultural institutions, businesses, and nonprofits, Scalise has developed a business infrastructure for public art installations that increase brand awareness and patron interaction via sponsorships, such as on city bike racks in Erie, PA, and merchandising from t-shirts to beach towels.

“We are thrilled to honor these innovators and risk-takers who embody the spirit of entrepreneurship and bring the same extraordinary creativity to the office as they do to the studio,” said Adam Huttler, founder and executive director of Fractured Atlas. “By experimenting and challenging conventional wisdom, these five winners have developed new approaches to age-old challenges in the arts field that can serve as models and inspiration for artists everywhere”

The winners of the Arts Entrepreneurship Awards will be honored with a specially commissioned award created by emerging designers Terri Chiao and Adam Frezza of [Chiaozza](#), and receive lifetime membership to Fractured Atlas, which provides artists with access to affordable insurance, fiscal sponsorship, online courses, discounted business vendor services, and other critical tools for building successful careers and organizations.

About Fractured Atlas

Fractured Atlas is the country’s largest arts service organization, reaching a network of more than 250,000 artists and organizations in all 50 states and all 435 congressional districts. Dedicated to empowering artists with the support they need to work effectively and thrive, Fractured Atlas provides funding, insurance, technology, education, and other services critical to building sustainable careers and organizations. Founded in 1998, Fractured Atlas is headquartered in New York City. For more information, visit the Fractured Atlas Media Center at <http://www.fracturedatlas.org/site/about/media>.

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