



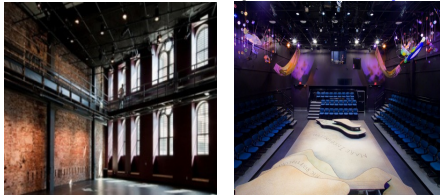
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SPACEFINDER MASS LAUNCHES TO HELP CULTURAL VENUES RENT

UNDER-UTILIZED REHEARSAL, EVENT, AND PERFORMANCE SPACE

SpaceFinder Mass matches Bay State artists to space that fits their budgets, creative needs and would otherwise go unrented

Boston, MA (January 6, 2015) – Similar to how OpenTable and Uber have opened new marketplaces for restaurants and car services, [SpaceFinder Mass](#) launches today to provide cultural venues with a powerful new tool for marketing under-utilized rehearsal, event, and performance space to Bay State artists.

Developed by [Fractured Atlas](#), a non-profit technology company dedicated to helping artists build sustainable careers, SpaceFinder Mass is a project of the Arts & Business Council of Greater Boston with support from the Massachusetts Cultural Council. Massachusetts is the 11th U.S. market to join Fractured Atlas's [SpaceFinder](#) network, which has been dubbed an "[OpenTable for artists](#)" by The Next Web.

SpaceFinder Mass officially launches with over 200 rental spaces for activities within Theatre, Dance, Music, Film and Visual Art. Artists can easily search for space based on specific schedule, budget, location, capacity and creative needs, and then book via the venue's preferred method (online, phone or email) Because the tool matches searches based on the renter's practical needs, artists can discover viable rental spaces they didn't know to look for by name.

Venues can upload their booking calendar for free to show their available rental times; early adopters of the feature range from Central Square Theater in Cambridge—whose black box theatre is available for rental any time their own programming is dark—to affordable, multi-use spaces such as Boston Babydolls Burlesque Academy's 950 square foot studio which is available 24/7—anytime there isn't a burlesque class.

SpaceFinder NYC, the very first SpaceFinder site, launched in 2012 and has proven effective at promoting rental space inventory that could otherwise go unrented. Venues who adopt the free option to upload their rentals calendar experience as much as a 50 percent increase in bookings, and renters are matched to available space with a 73% success rate. In all, more than 1000 searches are made on SpaceFinder NYC daily, over 1,800 rental spaces are listed, and the service has earned philanthropic support from New York City Council, Bloomberg Philanthropies and The William and Flora Hewlett Foundation.

SpaceFinder Mass is the second statewide SpaceFinder to launch, a unique departure from past launches in metro hubs such as Chicago, Philadelphia, Toronto and D.C. It is the first SpaceFinder to offer branded community directories at no cost for regional arts councils and neighborhood groups interested in leveraging SpaceFinder Mass for their specific community. It is also the very first SpaceFinder project to experiment with hiring local artists to assist with outreach specifically around affordable and 'under the radar' spaces.

"We see SpaceFinder Mass as a natural addition to the Arts and Business Council's platform of programs and services," said Jim Grace, Executive Director, Arts & Business Council of Greater Boston. "We are committed to building the immediate value of promoting up-to-date available space as well as the long-term value of comprehensive cultural space data."

"Affordable space is a critical issue for artists establishing themselves in this region. SpaceFinder Mass offers a huge competitive advantage to small-mid sized, non-traditional, and new spaces who are open to using this proven discovery tool to market themselves to a growing audience that needs space." – Julie Hennrikus of StageSource

"Artists need affordable, functional, accessible spaces to do the work that is the foundation of our Commonwealth's creative economy," said Anita Walker, Executive Director, Massachusetts Cultural Council. "SpaceFinder is a smart online tool to help them find available work space, rehearsal rooms and performance venues to practice and present their art. We're thrilled to support this new public service."

SpaceFinder Mass builds on Fractured Atlas's track record providing artists with technology tools that help them raise money, insure themselves and their work,

manage their careers, and grow their audiences. Its major initiatives include [Artful.ly](#), a free, cloud-based software system that enables small arts organizations to easily sell tickets and raise funds, as well as its [fiscal sponsorship program](#), which helped more than 3,500 arts projects raise over \$17.6 million in 2013-2014.

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>.

About the Arts & Business Council of Greater Boston

The mission of the A&BC is to strengthen a vibrant arts community by providing quality direct legal and business services and ongoing educational programs--some of which have existed for over 30 years--to the creative community within Massachusetts. Programs include business training for artists and creative entrepreneurs, pro bono legal services through the Volunteer Lawyers for the Arts, nonprofit board service training and placement through Business on Board, microlending, fiscal agency, estate and legacy planning, human resources support, insurance programs, and corporate art lending partnerships.