



Liberate the Artist

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Fractured Atlas awarded contract from The William and Flora Hewlett Foundation to develop Bay Area Cultural Asset Map

New York, NY – National non-profit arts organization, **Fractured Atlas**, was awarded a \$350,000 contract from The William and Flora Hewlett Foundation to begin developing the Bay Area Cultural Asset Map (BACAM), a Hewlett Foundation project. The BACAM project seeks to create a constellation of discrete but tightly integrated web applications that collectively aggregate, analyze and publicize data on the Bay Area cultural sector.

BACAM will consist of multiple modules from which the cultural sector, funding community, policymakers and the general public will be able to easily see who is making art, who is engaging with it, where is it happening, and how is it being funded. Of BACAM, John McGuirk, The Hewlett Foundation's Performing Arts Program Director said, "A centralized database and asset map is potentially a very useful tool for funders, artists and arts organizations, and the general public. We look forward to working closely with Fractured Atlas to develop and pilot this new tool."

The BACAM project leverages Fractured Atlas's existing knowledge and expertise at the crossroads of technology and the arts, its community engagement experience, and its relationship with software development company Gemini SBS. Two current Fractured Atlas programs that best illustrate this expertise are **NYC Performing Arts Spaces** (nycpaspaces.org), a comprehensive online database of rehearsal and performance spaces for music, dance, and theatre around New York City, and **Place + Displaced**, a community mapping and civic participation effort in multiple New York City neighborhoods that identifies sources of cultural vitality through the lens of electoral districts, helping to build new channels of communication among artists and their elected officials.

"We're thrilled to be given this opportunity to help The Hewlett Foundation reach a deeper and more nuanced understanding of the Bay Area arts community," stated Adam Huttler, Executive Director of Fractured Atlas. "Institutional funders are, obviously, essential participants in our cultural ecosystem. Anything that informs their grantmaking will ultimately benefit the entire field."

Fractured Atlas's newly hired Research Director, Ian David Moss, will oversee BACAM data collection and development.

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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 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. In December 2009, with the assistance of The Andrew W. Mellon Foundation and Doris Duke Charitable Foundation, Fractured Atlas began developing **ATHENA**, an open-source software platform for the cultural sector, beginning with an open-source ticketing software application called ATHENA Tix.