



# FRACTURED ATLAS

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Download photos: <http://georgia.spacefinder.org/pages/press-images>

## SPACEFINDER ATLANTA EXPANDS TO SERVE ALL OF GEORGIA

**Atlanta, Georgia (January 22, 2016)** – Finding space for your next rehearsal, performance, exhibit or special event just got easier. [SpaceFinder Georgia](#) launches as a state-wide expansion of SpaceFinder Atlanta with over 300 rental spaces across the state for activities within the creative disciplines of Theatre, Dance, Music, Film and Visual Art. Renters 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).

In addition to Georgia, SpaceFinder currently serves 13 regions across North America, and helped generate nearly \$1,000,000 in rental referrals for participating venues in 2015.

Venues can upload their booking calendar for free to show their up-to-date available rental times. Being searchable by availability can increase bookings for a venue as much as 50%. While it is common for venues to say “just call us for details”, SpaceFinder Georgia is a game changer for savvy space managers that want to turn pain points of busy renters looking for available space, into a marketing opportunity.

“There’s a valuable inventory of unique spaces that often sit empty between bookings,” explains Lisa Niedermeyer, Program Director of Fractured Atlas’s SpaceFinder program. “There is more affordable and available space than it seems, it just needs to be collected in one easily searchable place.”

Initiated by [C4 Atlanta](#) and [ArtsGeorgia](#), the new expanded service is part of a long view strategy to bundle Georgia’s arts resources as economic assets. “C4 Atlanta is proud to partner on SpaceFinder Georgia,” said Jessyca Holland, Executive Director. “Not only is SpaceFinder Georgia a great tool for the creative community in our state, but it also unites and highlights artistic spaces from one end of the state to another.” ArtsGeorgia President Bill Gignilliat agreed: “We are stronger together when Georgia’s arts organizations join forces.”



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Multiple arts service partners cooperated to expand the existing Atlanta program into a statewide service, becoming the first state in the South with SpaceFinder. Fractured Atlas, the non-profit technology company based in New York, developed the SpaceFinder web service and will manage customer service and venue data collection ongoing; C4 Atlanta contributed technical expertise and local artist involvement; the Georgia Association of Museum and Galleries helped with listing their membership spaces that focus on special event rentals, and ArtsGeorgia provided support, marketing and community outreach.

In an effort to build participation in this free service across the state Fractured Atlas is offering branded community directories on SpaceFinder Georgia at no cost for regional arts councils, discipline specific arts service organizations, municipalities and neighborhood groups. A notable example of this on a national scale is the Chicago Parks District, who listed over 100 arts classroom and rehearsal spaces available for rental on SpaceFinder Chicago, and launched the [Chicago Parks Arts Spaces directory](#). On SpaceFinder Georgia, the Atlanta Film Society has their own [Spaces for Filmmakers](#) community directory to help their members find available film screening, rehearsal and audition spaces. To see if your organization is eligible for SpaceFinder Georgia community directory please contact [Georgia@SpaceFinder.org](mailto:Georgia@SpaceFinder.org).

SpaceFinder Georgia is free to search for space and free to list space. Visit <http://SpaceFinderGeorgia.org> for details.

## **About Fractured Atlas**

Fractured Atlas is the country's largest arts service organization, reaching a network of more than 400,000 artists and organizations in all 50 states and all 435 congressional districts, with 800 active members in Georgia. 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. <https://www.fracturedatlas.org>

## **About C4 Atlanta**

C4 Atlanta Inc. is a non-profit arts service organization whose mission is to connect arts entrepreneurs to the people, skills and tools they need to build a successful artistic career in metro Atlanta. The organization was founded in July 2010 in response to a growing need for business services for Atlanta's arts community. C4 Atlanta fulfills this mission by offering professional practice classes for artists, fiscal sponsorship, co-working space, and more. <https://c4atlanta.org>



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## **About ArtsGeorgia**

ArtsGeorgia is a state-wide arts service organization working to support the arts with resources and programs to raise awareness, strengthen advocacy, encourage communication and develop innovative policy. The ArtsGeorgia website offers advocacy, business and communication resources for the arts. <http://www.artsgeorgia.net>

