



FRACTURED ATLAS

Fractured Atlas Launches New Enterprise — Exponential Creativity Ventures

Organization Continues to Innovate by Promoting Four Leaders to Equitable C-Suite Structure.

Adam Huttler
Chief Executive Officer

Board of Directors

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Vice Chair & Treasurer

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Alexandra Farkas

Christopher Mackie

Andrew Taylor

New York, NY (November 13, 2017) – Fractured Atlas today announced the creation of a new entity to advance its mission of democratizing access to the arts and advancing human creativity. Fractured Atlas’s Board of Directors has approved the creation of Exponential Creativity Ventures, a new investment enterprise that will make early stage investments in start-ups that are innovating at the intersection of technology and human creative capacity. Fractured Atlas is seeding the effort with a \$2 million investment. The venture will seek additional capital from outside investors.

Fractured Atlas Founder and CEO, Adam Huttler, will step away from his role at Fractured Atlas to serve as the CEO of Exponential Creativity Ventures. In a related move, the Fractured Atlas Board of Directors approved a new four-person leadership structure for Fractured Atlas, a tested approach that reflects the organization’s ongoing commitment to advancing equity and equitable decision-making. There are no plans to conduct a CEO search at this time.

"The Board of Fractured Atlas is extremely grateful to Adam Huttler for his pioneering work as our founder and CEO," said Holly Sidford, Chair of the Board. "We are equally excited about the prospects for Fractured Atlas’s next phase of growth and development, and tremendously optimistic about the potential of the new, independent entity Exponential Creativity Ventures (ECV). In making the commitment to ECV, we are simultaneously investing in new forms of human-centered technology that will propel people’s creativity, and in Fractured Atlas’s own future."

Founded by Adam Huttler in 1997, Fractured Atlas provides an array of services to artists, creatives and arts organizations, annually serving more than 60,000 arts-based entities in the United States and Canada. Best known for its fiscal sponsorship program, through which it has served more than 1.2 million artists and assisted in raising more than \$130 million for artistic projects, Fractured Atlas also provides services related to space, business insurance, and human resource management.



“I am enormously proud of the impact Fractured Atlas has had and the many thousands of artists we’ve supported over the past twenty years,” said Huttler, “I believe we have pioneered new approaches to serving creativity with technology and encouraged new ways of thinking about this realm. Having spent the last 9 months developing a new strategy for supporting human-centered technology, I am confident Exponential Creativity Ventures will bring forward new mechanisms for people to express their creativity, tell and disseminate their stories, and enable the arts to better serve humanity.”

Exponential Creativity Ventures will launch in early 2018. While ECV will be a separate corporate entity, Huttler will continue to work closely with Fractured Atlas’s Board and staff as it develops, along with independent advisors.

The newly restructured management team includes Shawn Anderson, Chief Technology Officer; Tim Cynova, Chief Operating Officer; Lauren Ruffin, Chief External Relations Officer; and Pallavi Sharma, Chief Program Officer. The four senior managers oversee distinct aspects of the organization’s core business and report directly to the board.

ABOUT FRACTURED ATLAS

Fractured Atlas is a nonprofit technology company that creates business tools for artists and arts organizations, reaching a network of more than a million artists across all 50 states and all 435 congressional districts. Based in New York and committed to eliminating barriers to artistic expression, Fractured Atlas provides fundraising support, access to insurance, technology, education, and other services critical to building sustainable careers and organizations.

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