



Liberate the Artist

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Contact: Adam Huttler, Executive Director, (212) 277-8021, adam.huttler@fracturedatlas.org
or Tiffany Bradley, Marketing Specialist, (212) 277-8020, tiffany.bradley@fracturedatlas.org

Fractured Atlas Finds Space for Creativity with the NYC Theater Subdistrict Council

New York, NY – Fractured Atlas, a national leader in serving artists and arts organizations, announces a new initiative for New York City. The New York City Theater Subdistrict Council (TSC) has granted \$200,000 in support of the Creative Economy Workspace Initiative, a program that simplifies renting affordable workspace for artists and assists local stakeholders in allocating cultural resources. By harnessing an unparalleled trove of data on arts workspace, Fractured Atlas will address the chronic lack of affordable space for rehearsals and performances.

By leveraging its deep experience in technology, Fractured Atlas has developed a unique and efficient system for finding workspace through NYC Performing Arts Spaces (NYCPAS), which became a program of Fractured Atlas in 2008. NYCPAS's websites (<http://nycpaspaces.org>) allow artists to search available spaces for theatre, music, and dance use according to a wide variety of criteria including cost, location, and amenities, free of charge. Thousands of NYC artists currently use the websites, which offer hundreds of spaces in the Theater Subdistrict alone. The Creative Economy Workspace Initiative will allow Fractured Atlas to take this resource one step further. An online reservation calendar and rental engine will be added into the existing website, streamlining the transaction from search to booking. This enhanced system will allow underutilized venues to increase rental capability, and expand rental choices for local artists.

Executive Director Adam Huttler says “the Creative Economy Workspace Initiative will help artists, venues, and elected officials respond to each other’s needs in maintaining a healthy arts community.”

In addition to the space reservation system, the Creative Economy Workspace Initiative will use aggregate data from the websites to identify patterns of space usage. Fractured Atlas will supply customized reports for every City Council district in New York City, beginning with the Theater Subdistrict. Reports will offer accurate snapshots of where affordable space is scarcest and where it is most plentiful that elected officials, government agencies, and other stakeholders can use to address local needs. The data can inform strategies for more efficient use of non-traditional spaces such as community centers, schools, and churches.

The TSC is a not-for-profit corporation established pursuant to a 1998 zoning rule that allows owners of landmarked Broadway theaters to transfer air rights within the Theater Subdistrict provided the theater is preserved, there is a commitment to use the space for legitimate theater use, and a portion of the proceeds are deposited into a Theater Subdistrict Fund designed to support the theater community. The TSC administers the Theater Subdistrict Fund to allocate grants with the goal of developing new audiences, promoting the production of new theater work, and showcasing Broadway's singular role in the history of American theater.

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Liberate the Artist

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. Its technology-based programs include **Performing Arts Spaces** and professional development through **Fractured U.** 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.