



Liberate the Artist

FRACTURED ATLAS NEWS BULLETIN – NOVEMBER 15, 2010

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

The Kresge Foundation Supports Arts Sustainability at Fractured Atlas

New York, NY – Fractured Atlas is pleased to announce that it has received a \$750,000 grant from The Kresge Foundation. The award will support key infrastructure and technology programs for the arts sector, including regional spaces databases and ATHENA People. By funding these initiatives, The Kresge Foundation advances its mission to help arts organizations overcome challenges to long-term sustainability, while strengthening their community impact and promoting innovation. Executive Director Adam Huttler commented, "This award from The Kresge Foundation represents an extraordinary investment in the kind of robust infrastructure that the cultural sector needs to thrive. Fractured Atlas is honored and humbled by their vote of confidence in our work."

The technology-based tools under development will further the administrative capacity of artists and arts groups nationwide. Fractured Atlas currently offers NYC Performing Arts Spaces, a free online database for rehearsal and performance space, as a local resource for New York City. This **spaces database** model will be introduced to three new metropolitan markets across the country. The online databases will allow artists to search for space using criteria such as price, location, availability, and amenities. The addition of a sophisticated reservation engine will allow the rental transaction to be fulfilled online, simplifying the process for artists and venue managers alike. With the Kresge Foundation's support, additional modules will be developed to incorporate the film and visual arts communities in selected cities.

The foundation's support will also assist in the development of **ATHENA People**, a constituent relationship management system. ATHENA People is a module of ATHENA, Fractured Atlas's open-source software platform, that will offer arts organizations the capability to manage donations, ticketing, and communications in a single integrated system. ATHENA Tix, a ticketing module, is already under development, informed by community design sessions with arts administrators across the country. ATHENA People will extend the platform's functions for fundraising and marketing staff, making it possible to manage relationships with donors, funders, and audiences seamlessly through a single data repository. ATHENA components will make sophisticated technology available to arts organizations by offering affordable, adaptable options for organizational management.

Fractured Atlas is honored to be the recipient of generous support from The Kresge Foundation. With the Foundation's assistance, Fractured Atlas will further its shared commitment to providing infrastructure for artistic expression throughout the country.

* * * *

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**. With the assistance of The Andrew W. Mellon Foundation and Doris Duke Charitable Foundation, Fractured Atlas is developing **ATHENA**, an open-source software platform for the cultural sector.