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NATION'S LARGEST ARTS SERVICE ORGANIZATION LAUNCHES

ONLINE SERVICE MATCHING ARTISTS WITH AVAILABLE

REHEARSAL AND PERFORMANCE SPACE

Fractured Atlas debuts no-fee booking service allowing artists to find, schedule, and rent un-booked space in venues across New York City

NEW YORK, NY (August 23, 2012) – A free, first-of-its-kind online service launching today enables New York City artists to find, schedule, and rent available rehearsal and performance space based on a wide range of needs, including date, time, cost, and location.

With the debut of the availability search and online booking features, the service, [NYC Performing Arts Spaces](#), now offers a large-scale solution for both venues and renters by matching artists with unused rehearsal and performance space. Launched by Fractured Atlas, the nation's largest arts service organization, in 2001, the service had previously existed as a directory that required artists to contact venues directly to determine availability and to reserve space.

In a challenging economy, NYC Performing Arts Spaces now provides venues with a powerful new tool for marketing under-utilized space and tapping into the lucrative last-minute rental market. According to Fractured Atlas, 50 percent of artists using the service during the beta testing period were looking for space in the next seven days, with 25 percent seeking space within 48 hours.

For music, dance, and theater artists and organizations, the time-consuming and frustrating process of calling dozens of venues in search of available space that fits their schedules, budget, and specific needs can now be replicated in minutes with a few mouse clicks or swipes of the screen. Unlike virtually all other booking services, renters will not have to pay any booking or searching fee to use the service.

Using NYC Performing Arts Spaces, users can freely search more than 2,300 spaces across venues in all five boroughs – from [OPERA America](#)'s new 25,000 square feet National Opera Center in Manhattan, with its 13 state-of-the-art rehearsal and performance spaces, to The Brick Theater, a 535 square feet artist-run space in Williamsburg, Brooklyn. Users can search by more than 150 criteria – from date, time, price, and location to specific amenities like WiFi, acoustics, and sound and lighting systems – and then book and pay the venue online.

According to Adam Huttler, the executive director of Fractured Atlas, the service has already significantly increased bookings for venues participating in the beta testing period. For instance, Fourth Arts Block, a non-profit that manages space for several venues on East 4th Street as part of its Dance Block program, rented the same amount of space in one month using the service as it had in the prior four months.

“NYC Performing Arts Spaces is a win-win for both venues and artists,” said Huttler. “By matching available space with a targeted local audience of potential renters, the service enables venues to increase revenue and artists to focus on what’s most important: making art.”

In addition to New York City Performing Arts Spaces, Fractured Atlas has launched online rehearsal and performance marketplaces in several major metropolitan areas, including [the San Francisco Bay Area](#), [Chicago](#), [Washington, DC](#), and [Philadelphia](#). While New York City is currently the only city offering Availability Search for un-booked rehearsal and performance times, the organization plans to launch the feature later this year on [SpaceFinderLA](#), which it operates jointly with LA Stage Alliance. Fractured Atlas plans to launch online marketplaces in Minneapolis, Sacramento, Atlanta and Austin over the coming year.

New York City Performing Arts Spaces development was made possible by Bloomberg Philanthropies, The Kresge Foundation, the Mertz Gilmore Foundation, New York City Council Speaker Christine Quinn, New York City Department of Cultural Affairs, The New York City Theater Subdistrict Council, and New York State Council on the Arts.

About Fractured Atlas

Fractured Atlas is the country’s largest arts service and advocacy organization, reaching a network of more than 250,000 artists and organizations in all 50 states and all 435 congressional districts. 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. Through its fiscal sponsorship program, thousands of artists and organizations – from the award-winning documentary *Bully* to the acclaimed Nature Theater of Oklahoma – are able to raise tax-deductible funds. Over the past year alone, more than 2,800 projects raised over \$10 million. Fractured Atlas is also an industry leader in leveraging technology to address the challenges facing independent arts organizations, from creating an online search and booking service for local rehearsal, performance, and studio space to developing a state-of-the-art data visualization tool of national and regional arts ecosystems that will launch in late 2012. Founded in 1998, Fractured Atlas is headquartered in New York City. For more information, visit www.fracturedatlas.org.