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BRINGING OPEN SOURCE TO THE ARTS,

NATION'S LARGEST ARTS SERVICE NONPROFIT LAUNCHES

FREE, OPEN SOURCE PLATFORM FOR TICKETING, FUNDRAISING

Aiming to spur innovation in arts world by liberating artists from expensive and restrictive vendors, Fractured Atlas unveils Artful.ly Open Source Edition

<https://www.artful.ly/opensource>

NEW YORK, NY (September 25, 2012) – Aiming to disrupt the worlds of online ticketing and fundraising, the nation's largest arts service nonprofit today unveiled a free, open-source platform that enables arts businesses to bypass expensive and restrictive vendors by creating their own systems for selling tickets, accepting donations, and more.

Coming on the heels of high-profile challenges to entrenched ticket-sales system by artists like [Louis C.K.](#), the platform, [Artful.ly Open Source](#), was created by [Fractured Atlas](#) to benefit both artists and audiences alike. It was developed with lead support from The Andrew W. Mellon Foundation, the Doris Duke Charitable Foundation, and The Kresge Foundation.

According to Adam Huttler, the founder and executive director of Fractured Atlas, the platform allows arts businesses to build ticketing, fundraising, and patron management systems around their own unique business models and needs. More importantly, Huttler said the platform will spur innovation in the arts industry.

“By making the platform free, open source, and transparent, we hope to develop and share higher quality, more flexible, and more reliable tech solutions that lower costs and create a more vital arts industry,” said Huttler. “Above all, it will allow artists and arts groups to focus more on what matters most: making great art.”

Reaching a network of more than 250,000 artists in all 50 states, Fractured Atlas helps members leverage technology, insurance, and fundraising to build sustainable careers and organizations.

Artful.ly Open Source is available for free download at <https://www.artful.ly/opensource> and features tools for online ticketing, fundraising, and customer management. The platform gives developers a base from which they can hack, reconfigure, add features, and integrate other apps. As new features for the hosted app are finalized, Fractured Atlas will share them in future updates to the Artful.ly Open Source Edition.

Artful.ly Open Source is also being used to power Artful.ly, a cloud-based web app, currently in beta, that will give independent artists and small art businesses many of the same features. Fractured Atlas also plans to incorporate features developed through Artful.ly Open Source into the Artful.ly web app, which will launch in the spring of 2013.

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.