

MORE ART STRATEGIC PLAN 2015-2017

+ART



Sunspotting a Walking Forest, Jenny Marketou, The Highline, New York (2012)

EXECUTIVE SUMMARY

Since its inception in 2004, More Art has strived to reduce the gap existing between new and longtime residents in Chelsea and other gentrified neighborhoods. By asking both established and emerging artists to create temporary public art projects that directly involve community members, we aim to foster meaningful relationships in divided communities and make contemporary art accessible to the greatest number.

Over the years, More Art has produced dozens of public art projects involving sculpture, video, performance and installations, reflecting the challenges and shifting circumstances of various communities and their neighborhoods. Meanwhile, our education program, through which artists work with both middle and high school students on collaborative art projects, has introduced dozens of students to the many possibilities of contemporary art.

In recent years, our work has grown increasingly ambitious, going beyond the traditional boundaries of public art and expanding into workshops, lectures and panel discussions. It has also expanded outside of Chelsea, our anchor neighborhood, and into other areas of Manhattan, and soon, Brooklyn. A decade after its inception, More Art has grown into a mature organization, capable of managing ever more complex projects such as Krzysztof Wodiczko's **Abraham Lincoln: War Veteran Projection** (2012) and Andres Serrano's **Residents of New York** (2014).

We are proud of the level of quality and impact that our programming has achieved since our inception. Looking ahead, we intend to expand our visibility, increase our revenues, grow our staff and develop our board in order to sustain and deepen community engagement. We hope that the new strategic plan will propel us forward for many years to come.



Micaela Martegani
Executive Director and Chief Curator





Abraham Lincoln: War Veteran Projection, Krzysztof Wodiczko, Union Square, New York (2012)

MISSION + CORE PRINCIPLES

MISSION

More Art is a New York based nonprofit organization that fosters collaborations between professional artists and communities to create thought-provoking public art and educational programs that inspire broad discourse regarding social and cultural issues.

CORE PRINCIPLES

In commissioning and producing art projects in the community, More Art adheres to the principles of socially-engaged art:

Quality – While presenting and supporting a multitude of perspectives, all our projects meet the highest standards of quality.

Social Engagement – We design our projects as partnerships, maximizing engagement between artists and community participants; likewise, we design our exhibitions to maximize engagement with the broader community and the general public.

Collaboration – We collaborate with organizations that are deeply rooted in their communities to help us shape projects that are culturally sensitive to those communities.

Accessibility – All our projects are free and accessible to the general public.

Relevance – Our projects address ideas and issues that are relevant to the artists and the communities involved, and when possible, the projects are designed specifically for the spaces in which they are presented.



PROJECT + PROGRAM AREAS

PUBLIC ART

Since its inception in 2004, More Art has produced a wide range of projects reflecting the concerns and challenges of various New York City communities. Issues explored in our recent work include: homelessness, gentrification, and war trauma. Our projects give a voice to vulnerable and underrepresented populations, such as immigrants, veterans, and senior citizens.

EDUCATION

Art Creates Community

Middle School students are granted the opportunity to interact with professional artists and create art projects while exploring a variety of media.

Arts Ambassadors

A group of High School students are selected to learn about Public Art and to experience first hand all the different phases involved in developing a socially-engaged art project. More Art staff and visiting teaching artists help them refine their art portfolios to apply to higher education.

Engaging Artists Residency

More Art selects a diverse cohort of emerging artists to participate in a residency program that merges art making with volunteering at local partner organizations. We help them develop a deeper understanding of socially-engaged art practice, and provide them with in-depth support as they begin their career.

PUBLIC ENGAGEMENT

ArtWalks

Each ArtWalk focuses on specific NYC neighborhoods that have a vibrant arts scene and a strong history of community. Along the way we visit the studio of a More Art artist and discover what they have been up to since collaborating with us. Honoring our commitment to local communities, we explore the neighborhood's roots and recent developments, as well as its current art resources and art institutions. A historian, whose expertise lies in the neighborhood's cultural history, always accompany us on our walks.

ArtTalks

More Art engages in constant critical reflection on the role and boundaries of public art and socially-engaged practice. We are always looking for new ways to engage with the public at large. Often we organize talks and panel discussions to foster a lively and rigorous debate while aiming to develop a theory of public art adapted to the present.



An Album: Hudson Guild, Kimsooja, Exhibited at The Modern's studios in the Flatiron Neighborhood, New York, NY (2009)

VISION + VALUES

MORE ART PROJECTS ARE INSPIRED BY THESE BELIEFS:

Contemporary art can inform the mind and nourish the soul and should be accessible to all. We envision a city where one freely encounters outstanding & inspiring artworks throughout public space.

Contemporary art can give voice to those who feel unheard or invisible in public space.

Contemporary art can foster tolerance and mutual understanding by bringing together people from a wide range of backgrounds and presenting ideas and issues in ways that are unexpected and experiential, rather than confrontational.

Artists should be supported in their creative endeavors and given a public platform for expression.



ARTISTIC + PROGRAM GOALS

A. PUBLIC ART PROJECTS

Project Goals

- Ensure that our projects are widely accessible by commissioning and producing thought-provoking public art (e.g. works of art that are compelling enough to both get people out of their home and stop them in their tracks on the streets) in collaboration with artists of diverse backgrounds who are interested in collaborations with local communities.

- Produce works of art that reflect the diversity of New York City and its residents through:

Collaborations with a cross-generational group of artists, from emerging through established, who work in a variety of media, such as sculpture, video, performance and installation, and represent the multi-cultural, multi-ethnic, and international landscape of the city.

Sustainable partnerships with local cultural, educational and social organizations.

- Continue to develop projects that are focused on a specific community (e.g.: senior citizens living in public housing) in an attempt to get as close as possible to their particular circumstances and relationships to art, while also developing projects on powerful topics. By powerful we don't mean provocative or controversial per se, but topics that affect audiences at their core and elicit a powerful emotional response.

- Focus on the human element at the core of the issues addressed, offering individual perspectives on such vital topics as culture, education, housing, poverty, war, gentrification, or the environment.

- Provide our audience with a collaborative cultural experience they simply would not be able to have at a traditional art institution, or in front of a computer screen.



ARTISTIC + PROGRAM GOALS

A. PUBLIC ART PROJECTS (CONTINUED)

Goals for 2015 - 2017

1. Increase opportunities for interaction between contemporary artists and communities.

Strategies:

- Produce three or more public art projects each year, with one larger scale project every year, plus more focused interventions such as lectures, presentations, and smaller projects by emerging artists.
- Seek partnerships with international and residency-based organizations to allow international artists to spend an extended period of time in New York City to pursue cross-cultural collaborations (2017).
- Venture into new neighborhoods and tackle new issues by expanding on our history of profoundly meaningful and long-lasting partnerships with organizations and communities.
- Develop and implement vetting criteria and tools for evaluating More Art's projects and programs against the organization's mission and vision (2016-17).



ARTISTIC + PROGRAM GOALS

A. PUBLIC ART PROJECTS (CONTINUED)

2. Expand interaction between our projects and the general public.

Strategies:

- Expand on workshops and other forms of public programming such as lectures and panel discussions involving a wide array of art professionals, activists, city officials and academics, as a way to involve both participants and the general public as much as possible.
- Explore, and as feasible, pursue opportunities to bring our projects to other communities around the country and the world.
- Explore, and as feasible, pursue artistic exchanges with countries outside the United States.
- Continue to identify and secure unusual and/or highly visible public spaces for our work.
- Expand the effectiveness of our public relations, by capitalizing on technology and social media.





The Disappearing City, Amy Wilson, Hudson Guild Gallery and The Greenwich House, Chelsea & West Village, New York (2015)

ARTISTIC + PROGRAM GOALS

B. EDUCATION

Goals for 2015 – 2017

- Create opportunities for Middle School students (through Arts Create Communities) to interact with artists and create art projects of excellence in a variety of media.
- Create opportunities for High School students (through Arts Ambassadors) to learn about Public Art and to experience first hand all the different phases involved in developing a socially-engaged art project, while helping them hone their art portfolios to apply to higher education.
- Educate emerging artists (through Engaging Artists Residency) to help them develop a deeper understanding of socially-engaged art practice, and provide them with in depth support as they begin their career in the arts.

Strategies:

- Produce one or two outstanding projects each year that emerge from the Engaging Artists program, and facilitate others.
- Develop curriculum, tools, and any other guidelines that will be needed and used for replication and/or expansion of More Art's Education Programs.
- Work with at least two new middle schools for Art Creates Community by 2017.
- Refine and establish Arts Ambassadors and Engaging Artists as ongoing More Art programs.



el club de protesta



El Club de Protesta | The Protest Club, Pablo Helguera, The Highline (10th Avenue Square, on the High Line near West 17th Street) and the Hudson Guild Theater, New York, NY (2011)

DISCOVER MORE: **MOREART.ORG**