



**More Ar+**  
**Strategic Vision**



2019–2022



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## Who is More Art?

### Staff

Micaela Martegani, Executive Director  
& Chief Curator

Lynne DeSilva-Johnson aka ELÆ,  
Communications Manager

Shona Masarin, Curatorial Manager

Jules Rochielle Sievert, Artistic Coordinator

Candystore, Development Assistant

Brandi Mathis, Grant Writer

### Board

Susan Sandler, President

Jeffrey Jones, Secretary

David Ling

Lynne Whitman

Christopher Goble

Mona Ghasemi

Micaela Martegani

### Strategic Consultants

Jeff Kasper (Strategy, Writing, Design-Facilitation)

Yona Backer (Strategic Planning, Writing)

### Graphic Design

Jeff Kasper



**Almost Home** (2016-17) was a storytelling-based anti-displacement initiative led by Bridget Bartolini (Five Boro Story Project), Priscilla Stadler, and Queens Neighborhood United supported by the Engaging Artists Fellowship.





## **Who we are**

More Art is a NYC-based nonprofit organization that supports collaborations between artists and communities to create public art and educational programs that inspire social justice.

## **What we do**

Since our inception in 2004, More Art has produced rigorous public art works. Working with artists of the highest artistic merit, we create accessible projects that involve the community, foster meaningful relationships in divided neighborhoods, and render art as a vital expression of dialogue, empathy, agency, and well-being.

## **How we do it**

More Art serves artists at all stages of their career through commissioning opportunities, strategic project support, mentorship, and professional development.



## What We Believe In

- ✚ We believe art in public space is a integral component to fostering critical public debate.
- ✚ We encourage artists to integrate public engagement and participatory art production into their practices, inviting multiple perspectives and embodiments, open exchange, and differences in world-view, to inform the development of projects that resonate, inspire, liberate, and transform culture.
- ✚ We work towards collectively realizing a world where art is valued as a change agent at all scales of social and political life.
- ✚ We invest in artists and cultural producers who are taking risks to bring about inclusive social change.



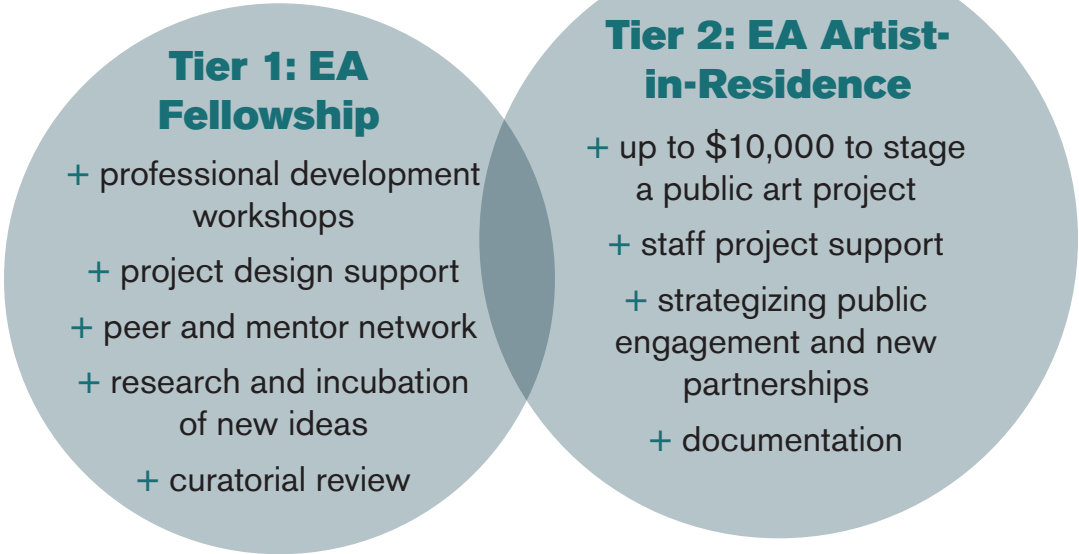
## How We Serve Artists

- ✚ **Engaging Artists-in-Residence**  
a commissioning program to support early-career artists realize their first socially-engaged public art project
- ✚ **Engaging Artists Fellowship**  
professional development of emerging artists in New York City
- ✚ **Public Art Commissions** for mid-career and established artists



EARLY-CAREER ARTIST

EMERGING ARTIST



We categorize “emerging artists” as those who have exhibited a body of studio-based work in any media but have only recently begun to develop socially-engaged projects. “Early career artists” have demonstrated work in social or community-based contexts, but have yet to realize projects in a public space.

### Engaging Artists (EA)

Engaging Artists is a 2-tiered, Fellowship and Residency program. EA provides an infrastructure and laboratory for emerging and early-career socially-engaged artists to develop a deeper understanding of socially-engaged art practice, learn how to partner with communities in shaping society, incubate and present their work, and to get their first public art commission to spearhead long-term, sustainable careers in the field of public art practice. Artists who have completed the Fellowship are encouraged to apply for the Residency.

**Participants are selected through a juried open call process.**

“It is thrilling to be in a program where I am not asked to be anything more than a creator. More Art supports fellows to think about public engagement and interaction in the art process in ways that we have never done before while providing the tools to do so.”

**Philip Santos Schaffer**  
EA Fellow 2018-2019





## Public Art Commissions

Using a unique collaborative methodology, More Art works closely with high-profile artists, some of whom have not integrated public engagement into their work. Over the course of two or three-year development phases, More Art supports artists by offering curatorial vision, strategic project management and staff support, research, community engagement, fundraising, and production of final installations, performances, and educational programs, situating the organization as an unparalleled producer of socially-engaged art.

**This program is by nomination & invitation only.**

### Resource Allocation

- 10% Artist Fee
- 10% Public Relations
- 5% Video Documentation & Printed Matter
- 20% Research & Outreach
- 5% Workshops
- 5% Public Programs
- 45% Exhibition Production

\*The overall costs of public art projects range between \$30,000 and \$120,000



We invest significant resources and human capacity at every phase of project building, over long periods of development, to work in community in deep, thoughtful ways. Our projects engage in time frames of two to three years. Sometimes it takes us four years for a project to be presented to the public.

Phases of project planning and production:

**+ Project Incubation & Research**

(including the use of archival materials, literature on the subject, interviews, site-based studies, and so on.)

**+ Action-based research,** or gaining insights through education, community exchange, teach-ins, and public engagement

**+ Co-production of public art**

led by artists and publics

**+ Exhibition** in public space for a general audience

**+ Contextualization** through public programs

**+ Circulation of art and ideas**

through multiform media and documentation

**+ Evaluation** through storytelling, data, and analysis



## **WHERE WE ARE GOING NEXT: Strategic Plan 2019-2022**

Prepared by Micaela Martegani and Jeff Kasper

After two-years of research and review, we are proud to publish our latest Strategic Vision & Goals for 2019-2022.

For 15 years we have brought artists and communities together. We have shaped the opportunities of 70+ mid-career and established artists to realize ambitious socially-engaged public art commissions, and empowered an equal number of emerging artists with the tools and resources to do so tomorrow.

### **GOALS FOR 2019-2022**

- 1) Core Programs
- 2) Organizational Sustainability
- 3) Outreach and Communications
- 4) Expanding Our Network



**IMPLEMENTING OUR VISION**

**+ Public Art Commissions & Engaging Artists**

While we pledge to maintain the bold vision espoused in our trademark Public Art Commissions for mid-career and established artists, in 2020 we will be restructuring Engaging Artists (EA), our second core program dedicated to emerging and early-career artists. The program will now be divided in two tiers. Tier 1 will offer year-long professional development fellowships to a group of 8 emerging artists, and Tier 2 will offer 1-2 early-career artists working in social justice their first public art commissions. In 2021-2022 we plan to strengthen and expand the revamped EA program.

More Art is a team of working artists, curators, designers, educators, organizers, writers, and cultural producers.

Currently the support we provide to the artists we commission meet or exceed WAGE standards. We aim to be WAGE certified by 2022.

**+ Organizational Sustainability**

After a decade and a half of commitment to artistic excellence and social impact, demonstrated by over 50 socially-engaged public art projects, we need to expand organizational capacity to support our work and uplift the effort of all who make this work possible. Doing this will bring us to new potentials and depth of social impact.

Between 2019 and 2022, we plan to invest in pay equity for More Art’s small, dedicated professional staff. With the long-term and in-depth commitment intrinsic to each and every project, our goal is to equitably compensate our team for their time, dedication, and effort, and alleviate professional burnout.

**+ Outreach and Communications**

As a resource and a point of reference in the public art and social engagement fields, we plan to more effectively communicate our history and current/future projects to a wider audience.

“More Art in the Public Eye” (distributed by Duke University Press) celebrates More Art’s history and offers critical insight into the

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ever-growing field of socially engaged public art. The book will be circulated through a series of presentations and workshops in schools and independent bookstores in 2020-2021.

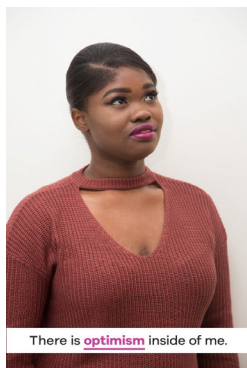
A new website and coordinated cross-platform social media campaign (2020-2021) will offer more insights into our process of working with artists and communities, amplifying the issues explored by our projects, offering pathways for sharing knowledge, photo/video documentation, interviews with artists and participants, critical essays, and lectures.

## + Expanding our Network

We plan to continue to build a Board of Directors that is passionate, represents the communities we serve, and is most effective at envisioning and achieving our organizational goals and leveraging their skills and outreach to that end. We aim to increase our Board by 5-6 members by 2022.

By late 2019 we will establish More Art Inner Circle, a roster of special opportunities and access for More Art's closest allies and supporters. Chief among them are a series of Salon Dinners, which will encourage stimulating, thought-provoking and fun conversations about contemporary issues over good food and wine, always with an artist as guest of honor. We plan to continue to expand and enrich the Inner Circle through 2022.

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## CONCLUSION

It is our commitment to meaningful relationship building with both artists and partners that ensures that More Art projects resonate in larger and more unexpected ways. The overall goal of the Strategic Vision 2019-2022 is to expand our organizational capacity by 30%, make visible and account for all the resources needed to do so, and delineate the different phases of a project in order to facilitate public access and communication.

### As we continue to strive to:

- + produce projects that meet the highest standard of excellence, helping to forge artists' empowering visions
- + believe artistic rigor has the ability to captivate and inspire new actors in social change
- + practice qualitative standards of success that consider how art influences the world and what influences outside the arts are necessary for ethical and impactful work
- + insist that a curatorial vision is integral to this process

### We pledge to always come back to the question:

**WHY AND HOW IS ART IMPORTANT TO  
PROGRESSIVE SOCIAL CHANGE?**



[www.moreart.com](http://www.moreart.com)  
[@moreartnyc](https://twitter.com/moreartnyc)

