

# Artadia

The Fund for Art and Dialogue

**ARTISTS ARE THE FOUNDATION OF CREATIVE CULTURE.**

**PUBLIC DIALOGUE SHAPES THEIR LEGACY.**

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## **ARTISTS ARE THE FOUNDATION OF CREATIVE CULTURE. PUBLIC DIALOGUE SHAPES THEIR LEGACY.**

Dialogue between artists and the greater society does not occur in a vacuum. Yet, many artists in the United States often find themselves working in one. Wherever they live, artists need resources and professional support to sustain their critical role in society. These support networks are limited in local communities, and almost non-existent on the national level.

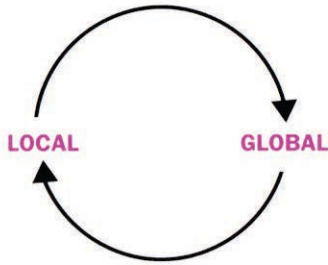
Artadia, a non-profit organization, encourages innovative artistic practice and meaningful dialogue with communities by providing:

- **\$20,000 unrestricted grants to visual artists in the U.S.**
- **National network of support.**

Supporting artists through direct grants and professional development is Artadia's mission. Building a dynamic national network of arts support is Artadia's vision.

## CHANGES IN THE CULTURAL CLIMATE

Artadia presents a practical response to today's cultural and economic realities. Studies indicate that when artists are an integral part of communities, education is improved, public institutions are strengthened and corporations become more innovative. Where artists have a voice, civic dialogue is stimulated, awakening a new sense of community. Although cities have begun to acknowledge the resources artists contribute, local communities are still limited in the support they provide for artists' development.



At the same time, the mainstream art world has undergone dramatic changes. Globalization has diversified the face of the art world, with unexpected locations playing host to biennials and art fairs far beyond the traditional trade routes of New York and London. Museums by brand-name architects are popping up in the most unlikely of places. Grassroots spaces once considered alternative are now institutions. The market for contemporary art has increased, with a seemingly unquenchable thirst for the hottest, newest and youngest in the market centers. Meanwhile, high-quality experimental work is being created on the margins, in communities that are not traditionally recognized by the art world mainstream.



## ARTISTS IN COMMUNITIES

Despite the nearly universal opinion that community life is enriched by art, maintaining a viable career is a struggle for many U.S. artists. The majority produce quality work in relative isolation. For artists who do leave their home communities, the decision to move is often an anxious search for an art infrastructure—a place with more artists, galleries, arts institutions and patrons.

One of Artadia's goals is to help relieve some of the pressure artists feel to relocate. Our national network and financial support combines "art capital" resources with regional expertise, and distributes the whole more equitably. By awarding significant cash grants to artists, Artadia also establishes a strong, new incentive for artistic excellence and professionalism throughout the United States.

## THE ARTADIA INCENTIVE

Artadia believes that the next step in national arts support is to encourage artists in the communities where they work and live. Artadia's network links regions as it gathers a national audience for visual artists. This nationwide constituency avoids traditional barriers to the arts by:

- Directly funding individual creativity, without rising costs of building maintenance and staff overhead.
- Increasing artists' direct access to other artists and a broad international cross-section of arts professionals.
- Expanding the audience for contemporary art through Artadia's decentralized network, increasing the visibility of artists at national and international levels.

Artadia initiates diverse relationships that nourish the artist, the profession and the community. The result is a dynamic exchange of new ideas and a powerful infusion of new support to regions. Artadia strives to be an incubator for ideas and new art, and ultimately a tool for artistic self-determination.

## **ARTADIA'S VISION: AN ARTIST-CENTERED NETWORK**

Artadia recognizes that the visual art world is composed of many constituents whose activities and interests are tied to the work of artists. This interdependence is necessary and fragile; cultural progress is achieved collectively, not individually. Artadia's programs are designed to impact the breadth of the visual arts ecosystem.

### **CURATORS**

who identify local, national and global practices and organize exhibitions and public forums for diverse art forms. Artadia takes curators off the beaten path, increasing their contact with local artists and regional trends.

### **CONTEMPORARY ART INSTITUTIONS**

which offer a non-commercial zone for new art and public interaction. Artadia offers a national platform for collaboration, enhancing the visibility of institutions and their shared expertise in serving local, national and international artists.

### **ART SCHOOLS, COLLEGES AND UNIVERSITIES**

which train, inspire and employ artists. Artadia facilitates strategic relationships between students, faculty, non-academic art institutions and local artists.

### **CRITICS AND MEDIA**

who sustain a public forum for dialogue, critical feedback, theoretical debate, and historical documentation of artistic practice. Artadia encourages the work of critics and media by providing information, planned events and strategic meetings with artists and arts leaders.

### **GALLERIES**

which showcase artists, sell their work, and nurture art collecting. Artadia expands the national market for art by introducing galleries to artists and collectors in cities across the United States.

### **ART PATRONS AND COLLECTORS**

who often provide the first direct financial support to artists and express this commitment by living with art. Artadia brings together new and established patrons with their peers through programs spotlighting individual artists.

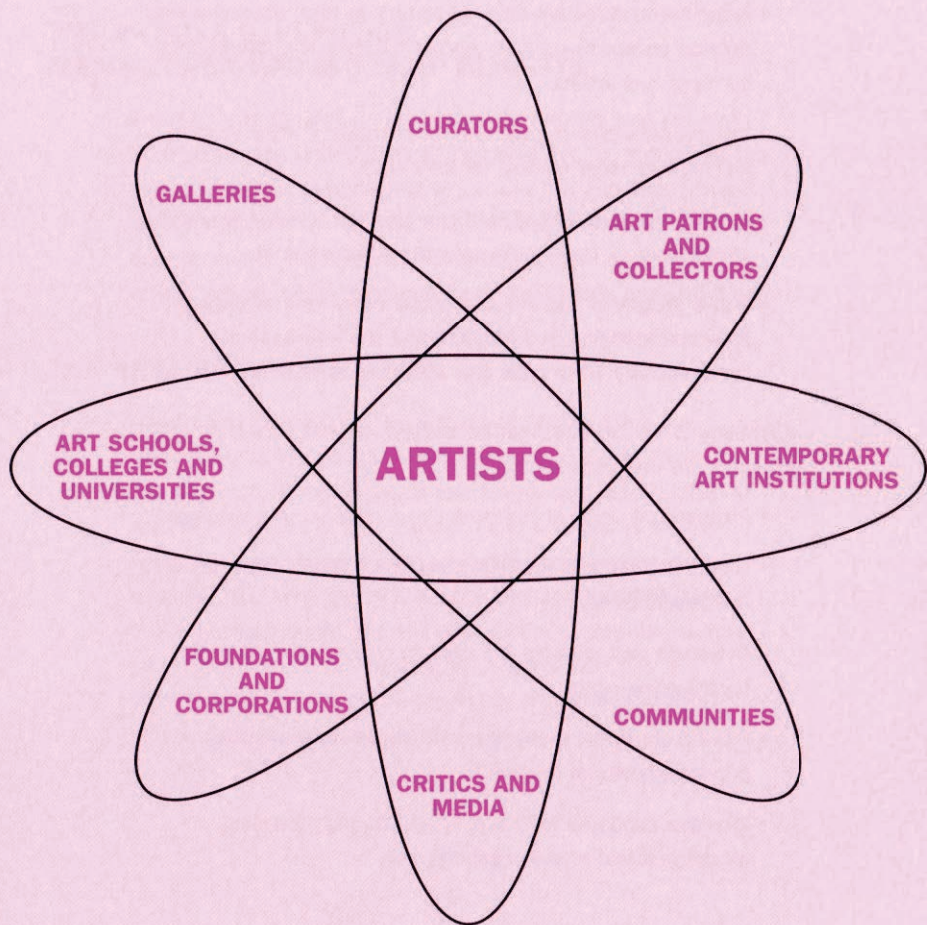
### **FOUNDATIONS AND CORPORATIONS**

who shoulder the cost of cultural work through philanthropic support and sponsorship. Artadia partners with foundations to efficiently distribute funds to artists, and with corporations to increase brand visibility through event sponsorship.

### **COMMUNITIES**

which supply the audiences, homes and histories that fuel the work of U.S. artists. Artadia strengthens the cultural dynamics that make every city a unique, creative resource.





## **THE ARTADIA AWARDS: \$20,000 FELLOWSHIPS TO VISUAL ARTISTS**

Artadia's award program is distinct among comparable national awards:

- Five cash awards of \$20,000 per artist are granted in participating cities on a rotating basis.
- Application is open to all visual artists who reside in Artadia's participating cities.
- A two-tiered selection process combines local expertise with outside perspectives from leading national and international curators and artists.
- Visiting panelists engage with local artists in their studios, gaining a broader context for their work.
- Awards are unrestricted, and can be used towards research, studio time, or travel—however the artist sees fit.
- Public programs and intimate social opportunities engage local communities in dialogue about the relevance of contemporary art in local and international society.

In addition to the Artadia Awards, educational and curatorial programs are designed to:

- Position the artist at the center of a national arts dialogue.
- Gather artists, arts professionals and patrons to stimulate the efforts of all.
- Celebrate and promote the distinct character of Artadia's participating cities.
- Provide curatorial exchanges and public lectures, while promoting cultural tourism.
- Increase exposure for visual artists through traveling exhibitions and online collaborations.

Participating cities will be added strategically to the Artadia network by focusing on regions that demonstrate a commitment to contemporary art. These cities are notable for:

- Exemplary schools that prepare artists through undergraduate and graduate programs.
- Art institutions recognized for innovative contemporary programming.
- Active presence of local artists in the community.

## **THE ARTADIA EXPERIENCE: MEMBERSHIP/SPONSORSHIP BENEFITS**

Artadia's membership unites collectors, patrons and gallerists from across the United States. Members benefit from a national organization that is dedicated to seeking out and supporting U.S. artists and patrons—in their communities. Members enjoy experience-rich travel, studio visits with Artadia award winning artists, art education, guidance for art collections and social events.

## **THE ARTADIA ORGANIZATION**

Artadia was founded as The ArtCouncil, Inc. in 1997 by Christopher E. Vroom, an investment banker and art collector. The organization has since awarded more than \$1,000,000 to over eighty artists in San Francisco and Chicago. Guided by entrepreneurial principles, Artadia's efficient operations are based in New York, led by Executive Director Alexander Gray. A full-spectrum board of arts patrons from across the country provides governance. Programming is generated with a prestigious advisory council consisting of leading curators, critics, gallerists and collectors.



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210 Eleventh Avenue, Suite 503, New York, NY 10001  
Tel: (212) 727-2233 Fax: (212) 352-9979 [www.artadia.org](http://www.artadia.org)