

2021 IMPACT REPORT



We launched Midtown Heart of the Arts in response to the pandemic. The shutdowns and disruption surrounding COVID-19 offered an opportunity to reflect on the best of Midtown and to think creatively about how to meet these challenges with renewed purpose.

Without a doubt, one of Midtown's greatest assets is the arts. As home to the Southeast's largest and most prominent arts institutions, Midtown's reputation as the "Heart of the Arts" has been a point of pride for decades. That's why we've turned the "Heart of the Arts" moniker into a call to action to deliver on an ambitious vision: a place in which creativity and artistic expression are defining characteristics of the urban experience.

That means lowering barriers and making space for creatives to become part of our community; being intentional about how Midtown art investment delivers positive impacts for Atlanta's wider arts economy; and generating more opportunities for everyday citizens to engage with arts and the creative process.

Another Midtown hallmark is partnership. Everything Midtown Alliance does relies on collaborative partnerships that result in shared wins. This is how, over the past four decades, we've collectively transformed Midtown into a premier urban neighborhood. With Heart of the Arts Partners like you, we'll continue to advance Midtown as a world class district where art is an integral part of everyday life. By making space for artists on your property, by featuring and commissioning their work, and by working with us to spotlight art at the street level, you are actively helping us build this future.

We're proud of the innovative partnership we're forging with you and your organization.

Thank you for sharing our vision and helping us bring it to life.

Mary Pat Matheson

Anna & Hays Mershon President & CEO, Atlanta Botanical Garden

Midtown Alliance Board Chair

Kevin Green

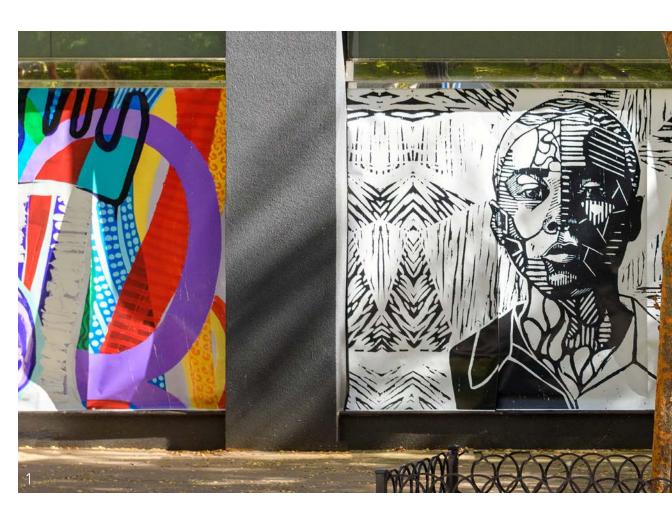
President and CEO

Midtown Alliance





- Is a strategic plan to **support and magnify the arts** in Midtown to create an exceptional urban experience.
- Builds on our existing partnerships with Midtown's art institutions to **layer more arts experiences** into the public realm.
- Creates a **variety of entry points** by which to engage Midtown's stakeholders and property owners.
- Is our commitment to invest in Atlanta's arts economy.
- Enriches public life and the pedestrian experience by increasing opportunities for our community to experience art and participate in the creative process.



Although Midtown Alliance has installed public art before, Midtown Heart of the Arts enables us to expand our reach. The program provides a platform for us to make intentional investments in Atlanta's arts economy while we enrich the public sphere.

Large graphics featuring the work of our resident artists enliven the sidewalk at Peachtree and 11th Streets. Artwork shown here by Jamaal Barber, Jasmine Nicole Williams and Patricia Hernandez. Installation made possible by partnership with Dewberry Foundation.



A New Program to Support the Arts



Studio Residency

We collaborated with four property owners to reposition underutilized space as artist workspace. This innovative partnership allowed us to welcome six artists to Midtown and it continues to generate public-facing art installations and arts programming.



Public Space Installations

Five art installations were added to Midtown's public spaces in 2021 and mark new and growing partnerships with arts organizations and property owners.

The Heart of the Arts program builds on Midtown Alliance's existing public art efforts to create a framework that enables more partnerships, more ways to engage artists, and more arts experiences for the Midtown community. Here's what we accomplished in 2021, and we're just getting started.



Photo courtesy of Atlanta History Center

Storefront Installations

We teamed up with six Midtown stakeholders to commission site specific artwork by seven talented artists. These temporary installations transformed vacant storefronts into a vibrant, illuminated exhibition along Peachtree and 10th Streets.



Community Programming

Events that connect art with public life are essential to building community.

We carefully reintroduced the beloved Parliament of Owls lantern parade and music performances at MARTA Stations.

We also created new online and in person forums to feature the HOTA artists.



In 2021, we launched something totally new: a studio residency program that makes space for arts entrepreneurs to bring their practices and businesses to Midtown.

We are proud to welcome the inaugural class of artists in residence:



George F. Baker III



Jamaal Barber



Lillian Blades



Dr. Bojana Ginn



Patricia Hernandez



Jasmine Nicole Williams

Four program partners embarked on this innovative collaboration with us and brought our vision to life:









Space for Creatives in Midtown

By lowering the barrier for working artists to bring their practices to Midtown, the residency program has a tangible impact on Atlanta's arts economy. It also generates public-facing displays of work as well as arts programming for the enjoyment of the Midtown Community.

- local artists moved into one-year studio residencies in Midtown, exceeding our goal to accept four artists in the inaugural year.
- applications were received through our public call, highlighting the demand for a program like this in our city.
- program partners collaborated with us to dedicate space on their properties as artist studio space: Atlanta History Center, DataBank, Dewberry Foundation, and Portman Holdings.
- 4,500 cumulative square feet have been dedicated as artist workspace across the four sites.
- \$15K

awarded in stipends to the artists in residence, to help them move into their spaces, purchase materials and grow their businesses.

152,002

Combined social media impressions of HOTA Residency content.

8,244 co

Combined video views of HOTA content across channels.

2,482

Combined web pageviews of residency content on MidtownATL.com

\$48,400

estimated value of art installations, displays and sales supporting and promoting artists' work (in first six months)









Collaborative Partnerships



Atlanta History Center | Atlanta History Center Midtown

Atlanta History Center is a storied institution with a future-facing directive to connect people, culture and history. The History Center knows that art is an important vehicle for social interaction. The presence of storefront installations and a studio residency at the Midtown Campus help set the tone for this vibrant new vision at one of Midtown's most beautiful and historic blocks



DataBank | DataBank at Coda Midtown

Databank is a state-of-the-art facility that powers Midtown's innovation hub. Jamaal Barber's colorful artwork at the street level does more than activate a vacant retail storefront in this building. It also highlights an industry leader whose vision shares our own: a world class district buzzing with in commerce, innovation, and culture.

This program is possible thanks to innovative partnerships with our host property owners. Each site has unique characteristics, and the residency takes shape in varied form across these four locations.



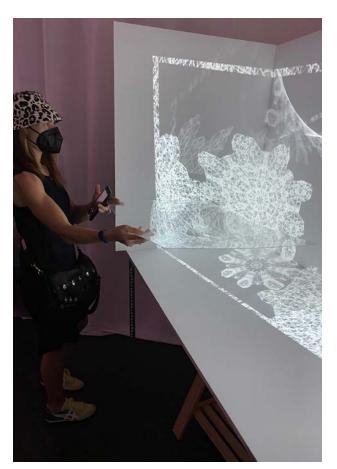
Dewberry Foundation | Peachtree Pointe

Dewberry Group has a reputation for supporting the arts and featuring artwork in the projects it facilitates. Dewberry has partnered with Midtown Alliance to site multiple temporary public sculptures at 10th Street Pocket Park since the two organizations teamed up to create the park a decade ago. The Dewberry team immediately understood the value of a new collaboration that placed an artist in residence at Peachtree Pointe. George Baker's ground level studio adds a unique, welcoming layer of activity as building tenants return to the office.



Portman Holdings | Coda Midtown

Coda Midtown is ground zero for technology and innovation, as well as Midtown's newest outdoor living room. Portman recognized the value of embedding creative entrepreneurs within Coda's innovation ecosystem. The artists in residents have brought new life to the historic Crum & Forster building at the corner of the block. Art installations and programming provide additional vibrancy all over the Coda campus.





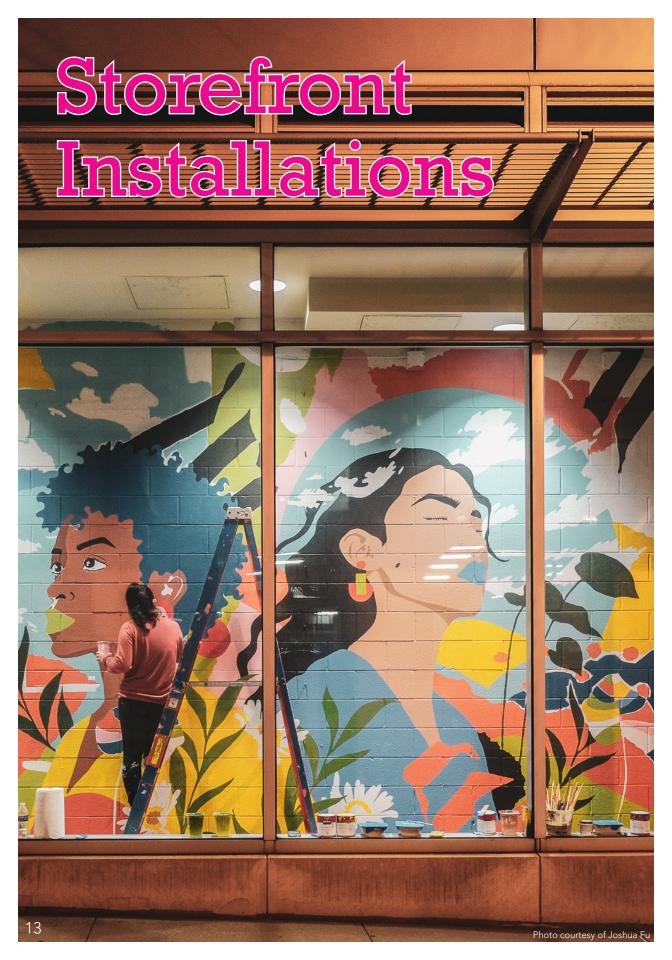




Making art an integral part of the daily experience in Midtown

Community members interacting with the artists and their work at various





We kicked off the Heart of the Arts Program in 2020 by teaming up with six Midtown stakeholders to commission site specific artwork by seven talented artists. These temporary installations transformed vacant storefronts into a vibrant, illuminated exhibition along Peachtree and 10th Streets that coincided with holiday lighting.

We showcased an exciting range of Atlanta's talent:



Shanequa Gay



Chiomma Hall



Melissa Huang



Kaye Lee Patton



Amanda Phingbodhipakkiya



Fabian Williams



Kristan Woolford



Neda Abghari, Curator

Made possible by the Heart of the Arts founding partners:













Activating Storefronts, Bringing Art to the Forefront

The winter storefront installations served as a quick stimulus response at the height of the pandemic. We reenergized empty windows with vibrant displays, for the immediate enjoyment of the Midtown community. We also generated work opportunities for Atlanta's arts community.

- **Empty storefronts** were activated along Peachtree and 10th Streets, two of Midtown's most active thoroughfares.
- Atlanta-based artists were commissioned to create new and original work as part of a vibrant sidewalk display.
- Midtown stakeholders and property owners partnered with us to bring these installations to life at the street level.

\$109K

Direct investments to Atlanta's creative community, including the artists and curator, as well as videographers, carpenters, production crew members, and cultural media producers.

 $155.3K \ \ \, \text{Combined social media impressions of HOTA Residency content} \\ \ \ \, \text{(Dec 20 - Mar 21)}.$

Combined video views of HOTA content across channels (Dec 20 – Mar 21).















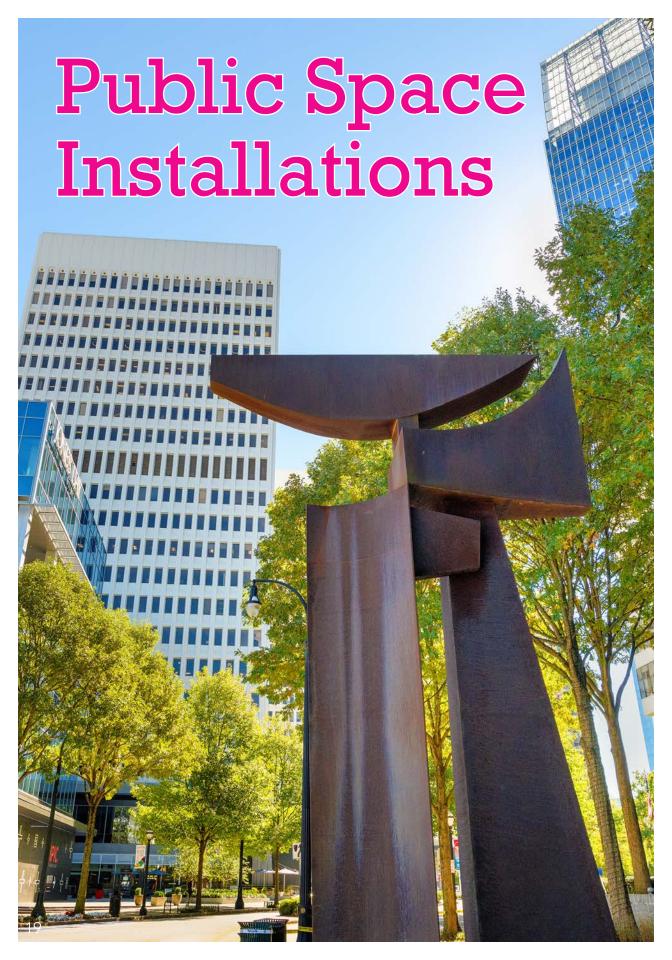






Walking in a Winter Wonderland

Paired with holiday lighting, the colorful exhibition encouraged Midtowners to stroll the district during the dark winter months.



We have a history of partnering with Midtown cultural institutions to bring artwork directly to the public. And public art in public places will continue to be a hallmark of the Heart of the Arts Program. Multiple art installations were added to Midtown's public spaces in 2021 and mark new and growing partnerships with various stakeholders and arts organizations.

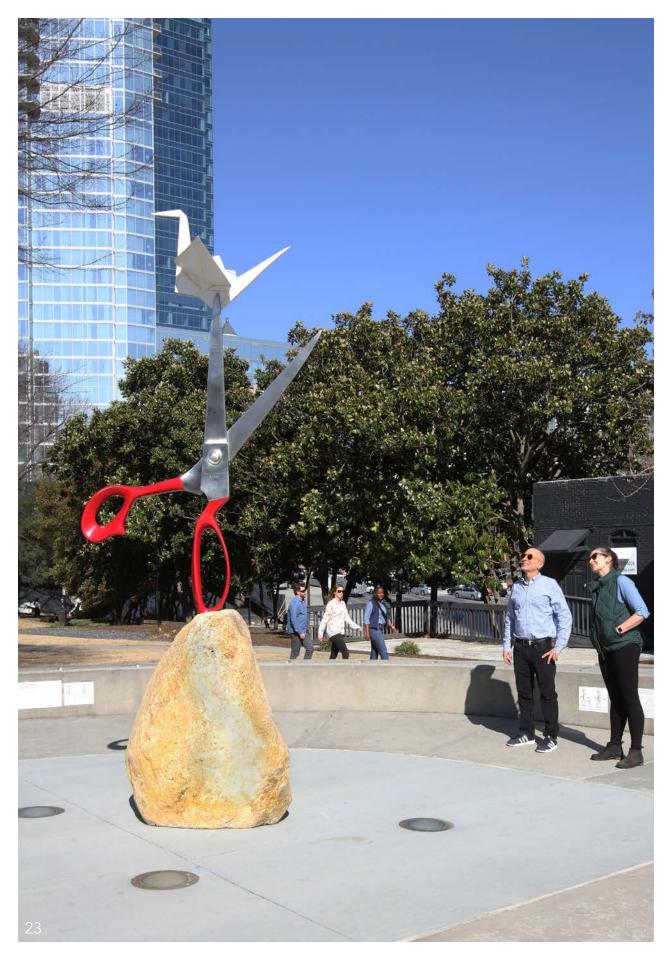
Sabine Woman

Dorothy Berge's 30-foot tall steel sculpture was originally commissioned in 1968 to stand in front of 100 Colony Square at Peachtree and 14th Streets. With the repositioning of Colony Square, North American Properties donated the artwork to Midtown Alliance for permanent reinstallation one block north in Arts District Plaza.

"Sam Phibian" Living Sculpture

A mosaiculture installation, on loan from the Atlanta Botanical Garden, enhances the arrival experience into the district. The planted frog – named "Sam Phibian" by locals – is placed in a large median at one of Midtown's most prominent gateways and celebrates the Garden, one of Midtown's cultural anchor institutions.



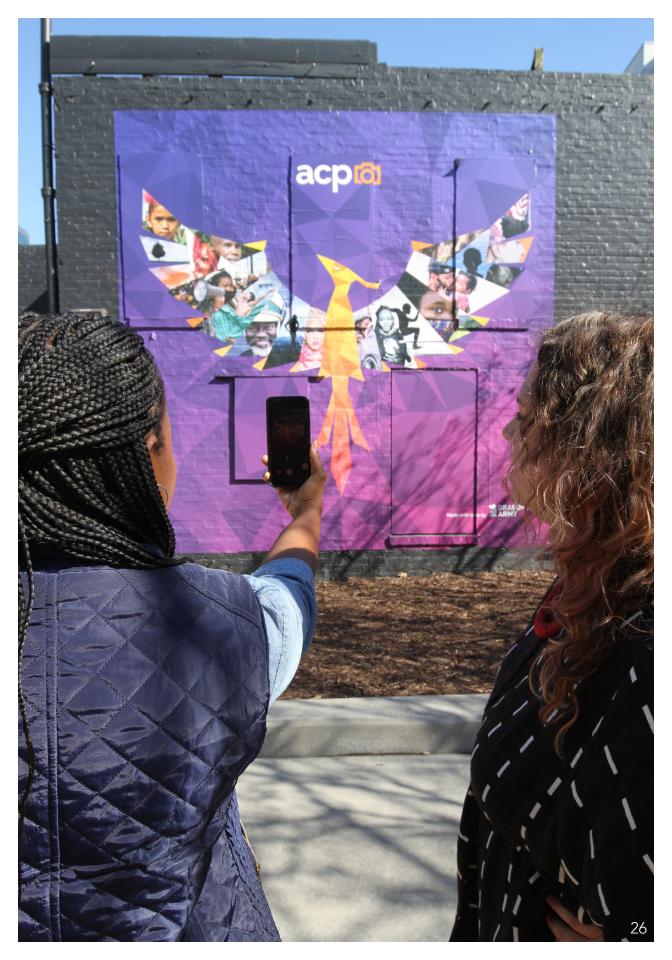


Conversation Peace

Another partnership with Atlanta Botanical Garden and Dewberry Foundation, this temporary sculpture by Kevin Box is a focal point of the 10th Street Park for 18 months. This piece is a preview of an exhibition that will feature the artist's origami-inspired sculptures at the Garden in Summer 2022.

The Phoenix, Photo Mural

Midtown Alliance partnered with Atlanta Celebrates Photography and Dewberry Foundation to site an interactive photo-mural. Featuring artwork by 20 photographers that showcase Atlanta's collaborative spirit, the phoenix comes to life with augmented reality, developed by Atlanta-based Dragon Army. When activated with a smartphone camera, the Phoenix takes flight and allows a deeper look at the 20 individual photos.









As one of Atlanta's most walkable intown neighborhoods, having a network of open spaces anchored by art is essential to the quality of life we crave.

Giant graphics and street banners along Peachtree Street showcase the work of Midtown's artists in residents.



Events that connect art with public life are essential to building community and were sorely missed in 2020. In 2021, we carefully reintroduced arts programming to the public realm along with new virtual platforms that brought the Heart of the Arts artists directly to the community.



Parliament of Owls

Midtown's beloved lantern parade returned for the third year. Roughly 750 people flocked, carrying homemade owl lanterns along the half mile parade route, which started and ended at Colony Square's newly completed outdoor plaza.

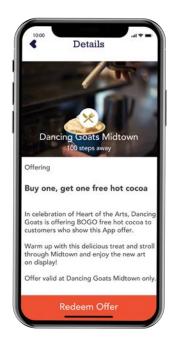


MARTA Artbound

In partnership with MARTA, we delivered over 100 hours of free musical performances to transit commuters via weekly performances at Midtown and Arts Center Stations.

More to Explore

While the storefront installations were on display, we engaged local businesses to include arts-related offers on the IN*Midtown app. It encouraged Midtowners to see the artwork and to patronize our district's local businesses.



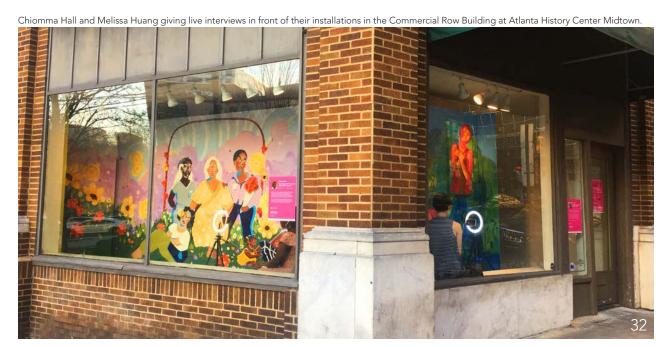


Virtual Sidewalk Talks

Podcast events about the storefront installations established a new platform for engaging arts-related programming.

Heart of the Arts "Sidewalk Talks" are poised to become an ongoing channel for deeper dives into art in Midtown, featuring artists' voices discussing creativity and expression as defining characteristics of the urban experience.





Studio Residency Fall Crawl

In October, we partnered with The Mayor's Office of Cultural Affairs to host the first ever district-wide studio crawl that featured the residents in their studios as part of the Elevate ATL festival. This was the first opportunity for the Midtown community to meet the artists and engage with their wide variety of work: from mixed-media assemblages to printmaking, painting, curation, and even Dr. Ginn's virtual reality headset experience.

"Midtown is the Heart of the Arts with the Woodruff Arts Center, MODA, the Center for Puppetry Arts and others. Having this new activation of studio spaces for individual artists in Midtown is a spectacular and important addition and should be magnified. Hopefully, the Studio Crawl amplified their presence."

Camille Russell Love,

Executive Director, Mayor's Office of Cultural Affairs













Residency Studio Sale

In December, the artists opened their doors for another studio crawl and sale. The artists offered artwork and merchandise at various price points, allowing Midtown community members to expand their art collections. We estimate around 400 studio visits and over \$5,000 in total artwork sales over the course of the weekend event.







"My 13-year old daughter and I attended the Winter Studio Sale. She and I regularly visit museums, and she has been to many galleries, but walking into a studio is a different experience. The participating artists were welcoming and warm, and so generous answering our questions and allowing us look closely in an intimate space. We particularly connected with one artist and purchasing from her felt meaningful. An added bonus was walking around a part of Midtown we rarely visit; we love opportunities to be out and about in the city. We are looking forward to the Spring Sale!"

Samara Minkin,

Manager of Public Art, Office of the Mayor









Onward!

2021 has been a seminal year, and we're immensely proud of all that we've achieved together. We worked with over 30 artists and cultural producers to deliver an unprecedented amount of artwork to the Midtown community. And we're just beginning. You can expect to see more work by our current class of resident artists, as we help them pursue more public and private commissions, as well as a full calendar of workshops and events open to the public. We'll be growing the residency program to include more sites in Midtown and to invite more artists to our district. We will commission work for Midtown's public spaces, including new and improved parklets and the long-awaited Midtown Art Walk

Your partnership has made this possible, and we hope you'll consider continuing the relationship. As this report illustrates, there are a myriad of ways for us to work together:

- Extend the term of your current residency or become a new host site
- Commission work from one of Midtown's resident artists
- Collaborate with us on creative programming for the benefit of your tenants and the Midtown community

We're eager to talk to you about how to join forces in creating value for your property and/or organization. There's a role for everyone in the "Heart of the Arts" – let's talk about how you fit in.

Lauren Radman

Lauren@MidtownATL.com

