



**FOR IMMEDIATE RELEASE**

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**Midtown Alliance Announces Studio Residency Program with Commercial Properties**

*Artist workspaces will give creatives the opportunity to build firm foundations in the district.*

**ATLANTA** - March 24, 2021 - Midtown Alliance is expanding its Heart of the Arts initiative with the creation of its first-ever residency program. Applications are now being accepted for year-long residencies to provide artists with dedicated spaces to work inside commercial buildings at various sites throughout the district.

Heart of the Arts launched in December 2020 with seven storefront installations that activated empty ground level spaces and showcased talent that was new to the district. The mission of the multi-pronged program is to support local artists and create an even more exceptional urban experience in Midtown, which is widely recognized for its connection to artistic expression. The district is home to more than 50 public art installations and has the largest concentration of arts and cultural venues in the Southeast.

“We saw the first phase of Heart of the Arts bring both storefronts and street level to life,” said curator Neda Abghari. “It’s heartening to witness Midtown further invest in the city’s creative economy by expanding the program to serve artists through residencies. Heart of the Arts relies on strategic partnerships with commercial properties to further connect artists to the community.”

This program delivers regular and accessible opportunities for creative interaction. Midtown citizens benefit from having access to artwork that enriches the street level and public spaces. In addition, regularly occurring arts-based programming provides opportunities to observe the creation of art, participate in creative practices, and to become active collectors and patrons.

The program is committed to the continued professional development of practicing Atlanta-based creatives. Each resident artist will be awarded studio space for 12 months. A stipend will be provided by Midtown Alliance to alleviate financial barriers to creating work and conducting business in Midtown. Residents will also enjoy opportunities to showcase work to new audiences and potential patrons, as well as to connect with curators, arts professionals and Midtown-based cultural institutions. Artwork generated throughout the term of the residency will be presented in an ongoing public display in a prominent location on the hosting property. Additionally, residing artists will receive priority consideration by Midtown Alliance and its partners for future commission opportunities that will benefit Midtown’s public spaces.



Artists will be selected by a committee composed of a number of Atlanta’s respected cultural agents, as well as Midtown business and property owners. Midtown’s inaugural class of resident artists will be announced in June.

The Atlanta History Center Midtown Campus and Portman Holdings are the first to sign on to provide studio spaces for the residency program expected to open this summer. To view a complete list of our founding partners, click [here](#).

“At Atlanta’s History Center, we’re constantly looking for ways to be an asset to our community, and our Midtown campus is a wonderful opportunity to do that,” said Sheffield Hale, President & CEO of Atlanta History Center. “Art is also such an important way that we can connect with one another, and with our community. We’re excited about the possibilities for dialogue that having an artist in residence could bring over the next year.”

Host sites enjoy the creation of art on their property and quarterly programming events such as artist talks, workshops, classes, lectures and more.

“Through the artist in residency program, we’re excited to be able to bring creative entrepreneurs directly into Coda’s innovative ecosystem,” said Ambrish Baisiwala, CEO and Chairman of Portman Holdings. “We will continue to see the social equity creation made possible by those meaningful connections.”

Midtown Alliance invites property owners seeking opportunities for their available spaces in 2021 to reach out regarding potential partnerships.

“We believe the creative community is integral to vibrant city life,” said Ginny Kennedy, Midtown Alliance Director of Urban Design. “It’s inspiring to join forces with some of Midtown’s most influential property owners to help artists build a firm foundation in our district.”

Eligibility requirements and application instructions for Heart of the Arts residencies can be found [here](#).

For more about the Heart of the Arts program visit [MidtownATL.com/arts](https://MidtownATL.com/arts). Follow Midtown Alliance on Instagram ([@Midtown\\_ATL](#)), Facebook ([@MidtownATL](#)) and Twitter ([@MidtownATL](#)) with hashtag #MidtownATLarts for updates about the program.

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### **About Midtown Alliance**

[Midtown Alliance](#) is a non-profit membership organization and a coalition of leading business and community leaders – united in our commitment to Midtown as a premier destination for commerce, culture, education and living. Guided by a visionary master plan – Blueprint Midtown



## Heart of the Arts

– and in partnership with the Midtown Improvement District, our mission is to create an exceptional urban experience. Midtown Alliance accomplishes this goal through a comprehensive approach to planning and development that includes initiatives to enhance public safety, improve the physical environment, and strengthen the urban amenities which give the area its unique character.

### **About Atlanta History Center**

Founded in 1926, the Atlanta History Center is an all-inclusive, 33-acre destination featuring the Atlanta History Museum, one of the nation's largest history museums, including *Cyclorama: The Big Picture* experience; three historic houses—the 1920s Swan House, the 1860s Smith Farm, and the 1830s Wood Cabin; Goizueta Gardens; Kenan Research Center; the Grand Overlook event space; a museum shop; Souper Jenny café; and BRASH coffee shop. In addition, the Atlanta History Center owns and operates Atlanta History Center Midtown, which includes the Margaret Mitchell House, gallery space, and event spaces. For more information, visit [AtlantaHistoryCenter.com](http://AtlantaHistoryCenter.com).

### **About Portman Holdings**

Throughout the past 62 years, Portman Holdings has developed over 65 million square feet of premium real estate around the world with a focus on hospitality, office and mixed-use properties. The vertically integrated real estate development, investment and management company commands a successful global network and has a proven track record with the world's top financial institutions. Teams in the company's global offices seamlessly connect to develop, finance and manage a diverse portfolio in the world's core and emerging markets. Portman Holdings continues to achieve success through investor, partner and client relationships that deliver exceptional real estate projects. For additional information, visit [www.portmanholdings.com](http://www.portmanholdings.com)

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