



flux
projects
art for now

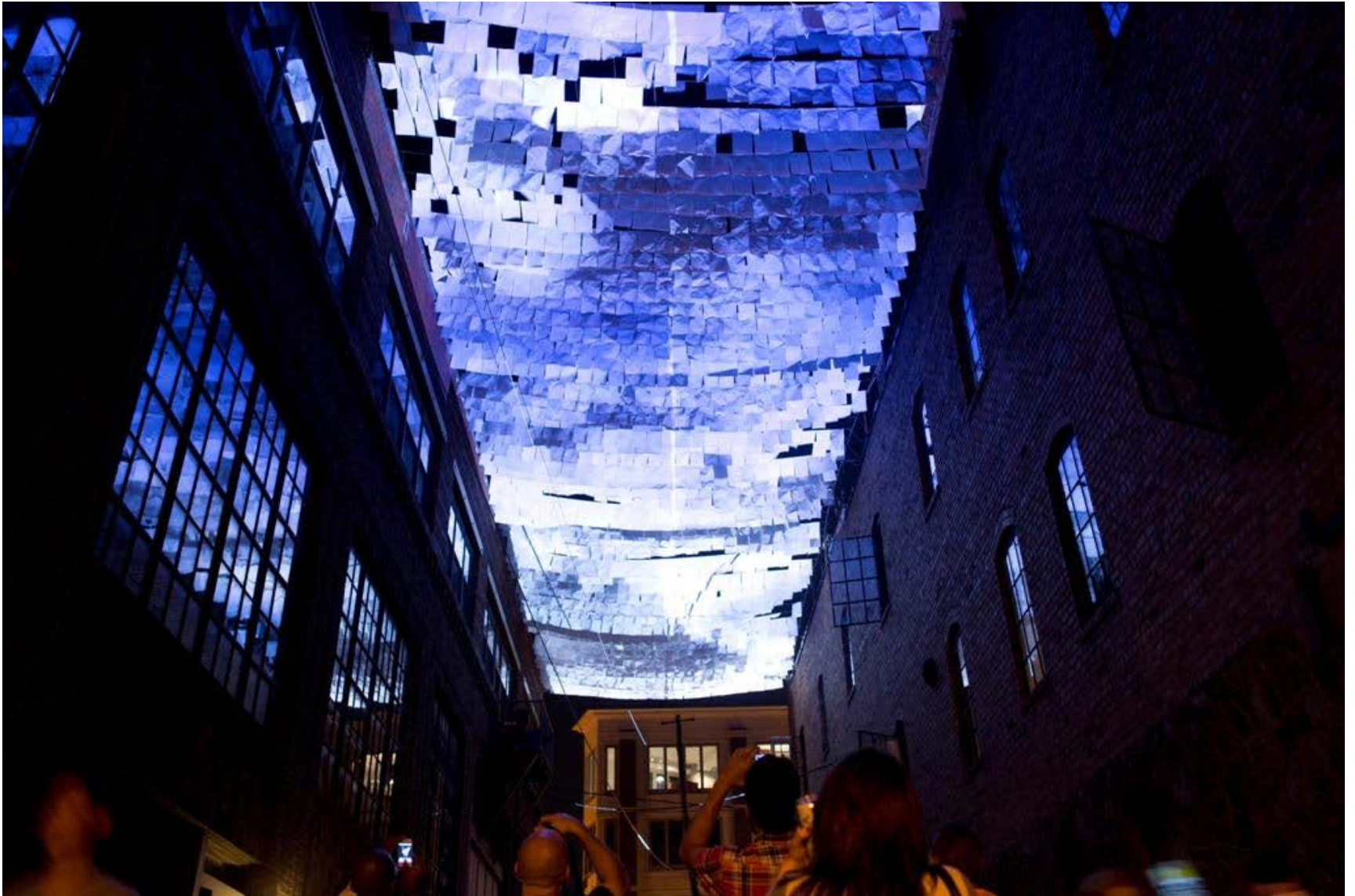
“Make cool shit happen.”

Founding goals:

Provide opportunities for artists

Broaden the audience for the arts

Make Atlanta a more creative city



Micah and Whitney Stansell, *An Inversion (with sky and land)*, Flux Night 2013



Sarah Emerson, *The Moon Is Down*, FLUX 2010



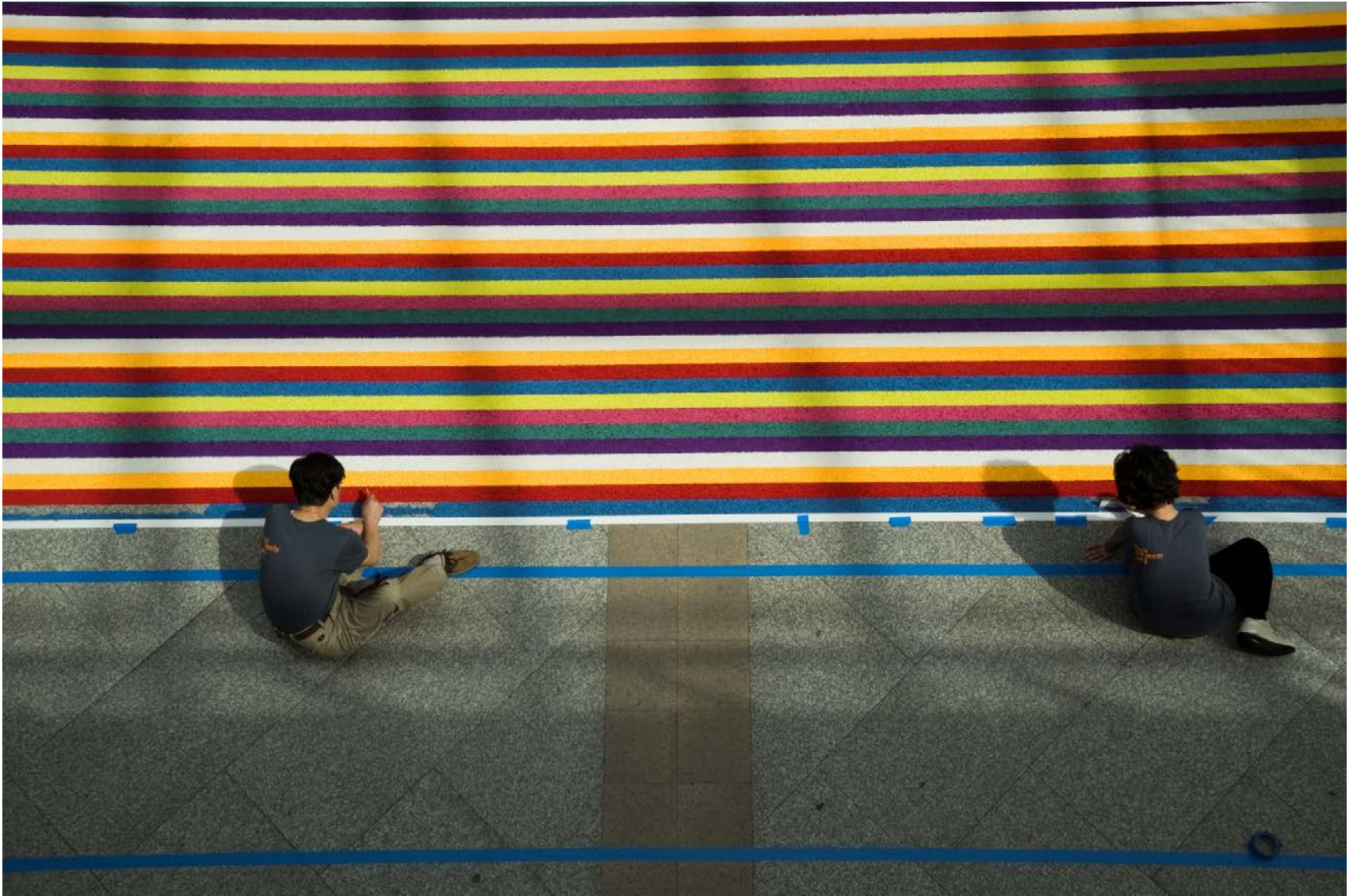
Nicole Livieratos, *Turn the Page*, Flux Night 2012



gloATL, *Bloom*, Lenox Square mall, February 12 – 14, 2010



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Gyun Hur, *Spring Hiatus*, Lenox Square mall, March 2011



Zoetic Dance Ensemble, *Catch & Release*, Centennial Olympic Park, Fountain of Rings, May 21 & 22, 2011



John Morse, *Roadside Haiku*, well-traveled roadways throughout Atlanta, August – October 2010



Brad Downey, *Portrait of My Father*, over intown neighborhoods, June 16, 2012



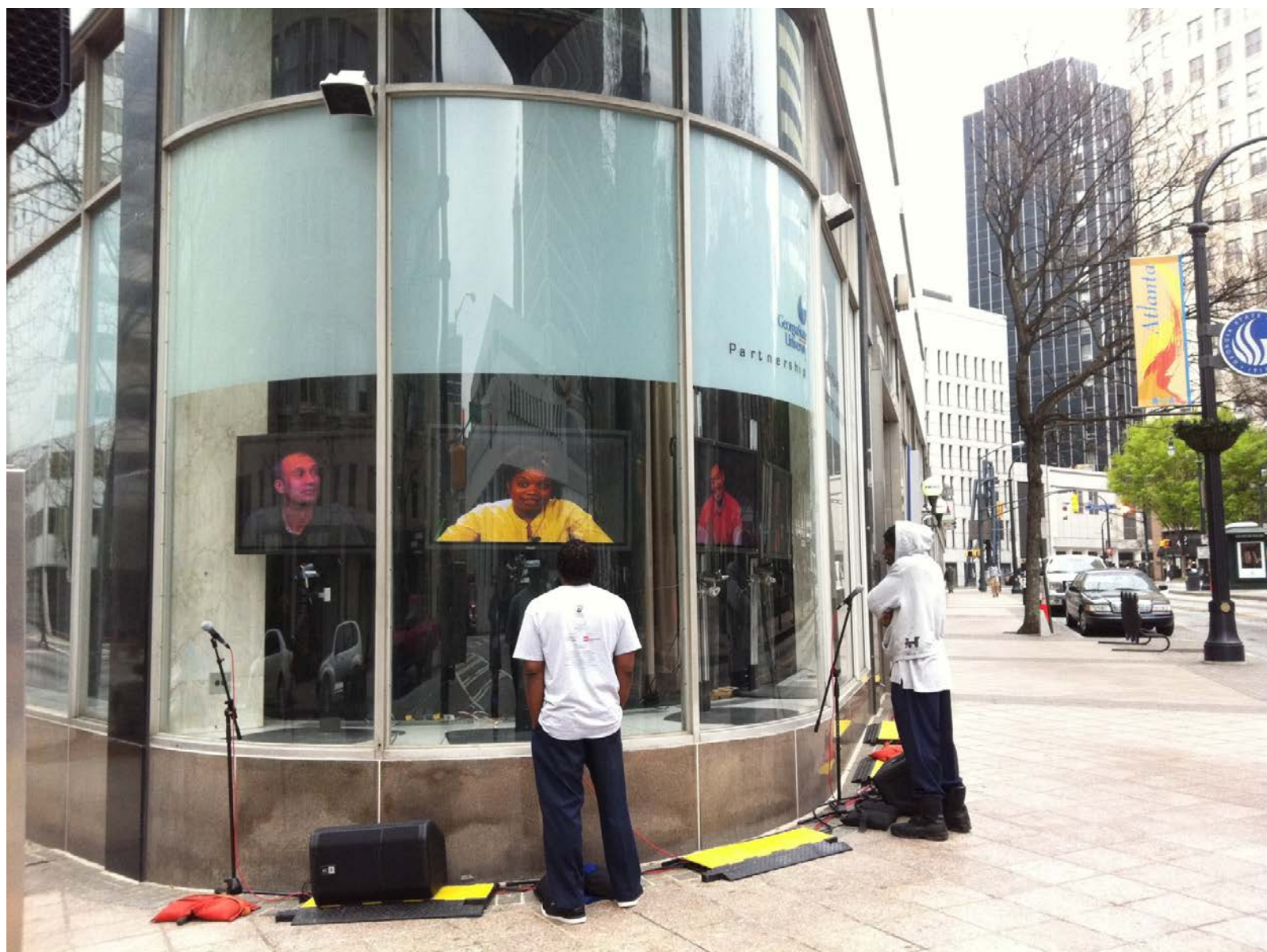
Etc. Collaborative, *The Traveling Menagerie*, FLUX 2010



Etc. Collaborative, *The Traveling Menagerie*, FLUX 2010



Evereman, Catlanta, Kenn Twofour, and Ted Murphy, *Free Art for Flux 2012*, Flux Night 2012



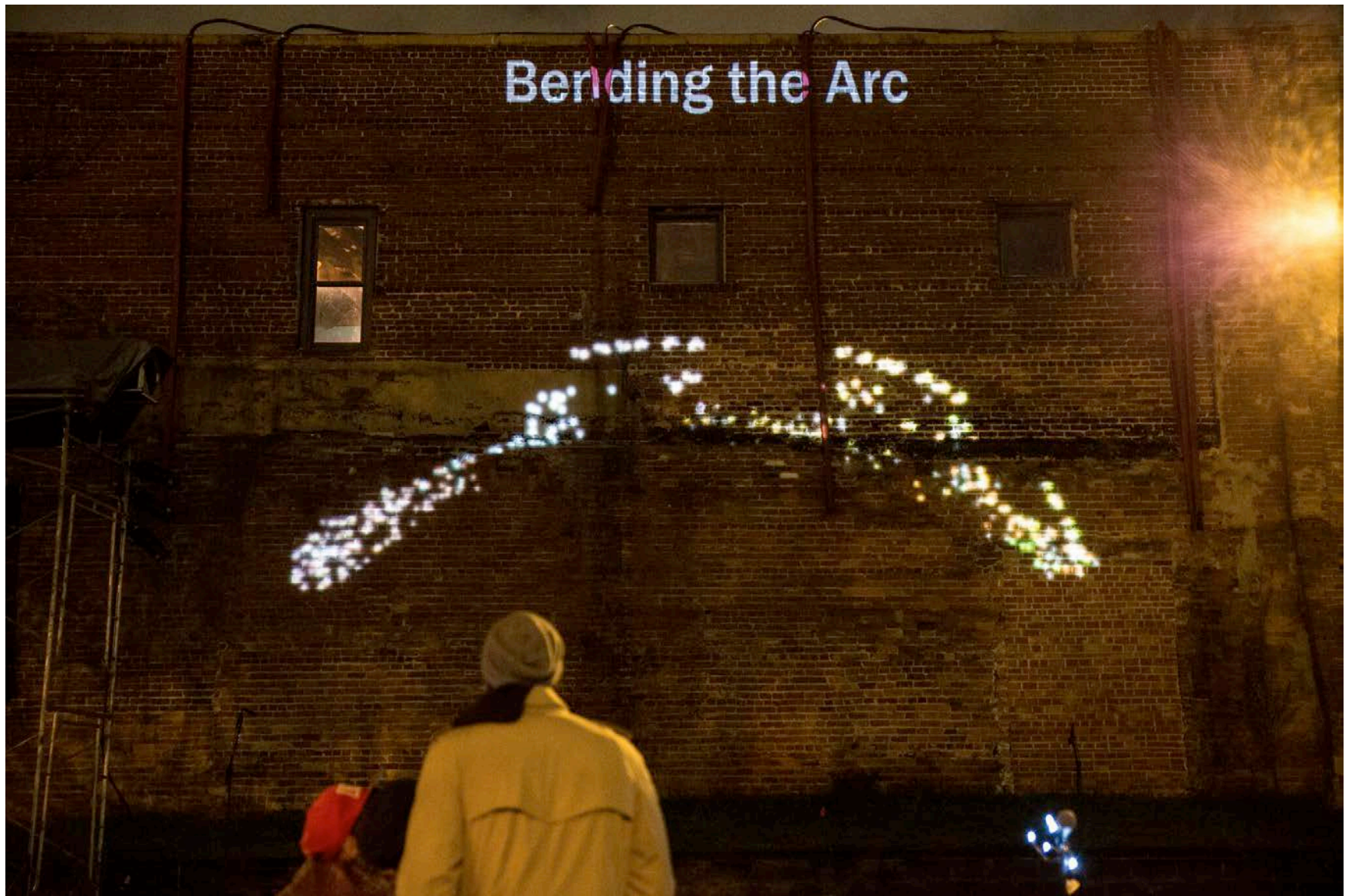
Stefani Byrd & Wes Eastin, *I Go Humble...*, windows at DAEL, March 21, 2011



Stefani Byrd & Wes Eastin, *I Go Humble...*, windows at DAEL, March 21, 2011



Jennifer Wen Ma, *Bending the Arc*, Flux Night 2015: Dream



Jennifer Wen Ma, *Bending the Arc*, Flux Night 2015: Dream



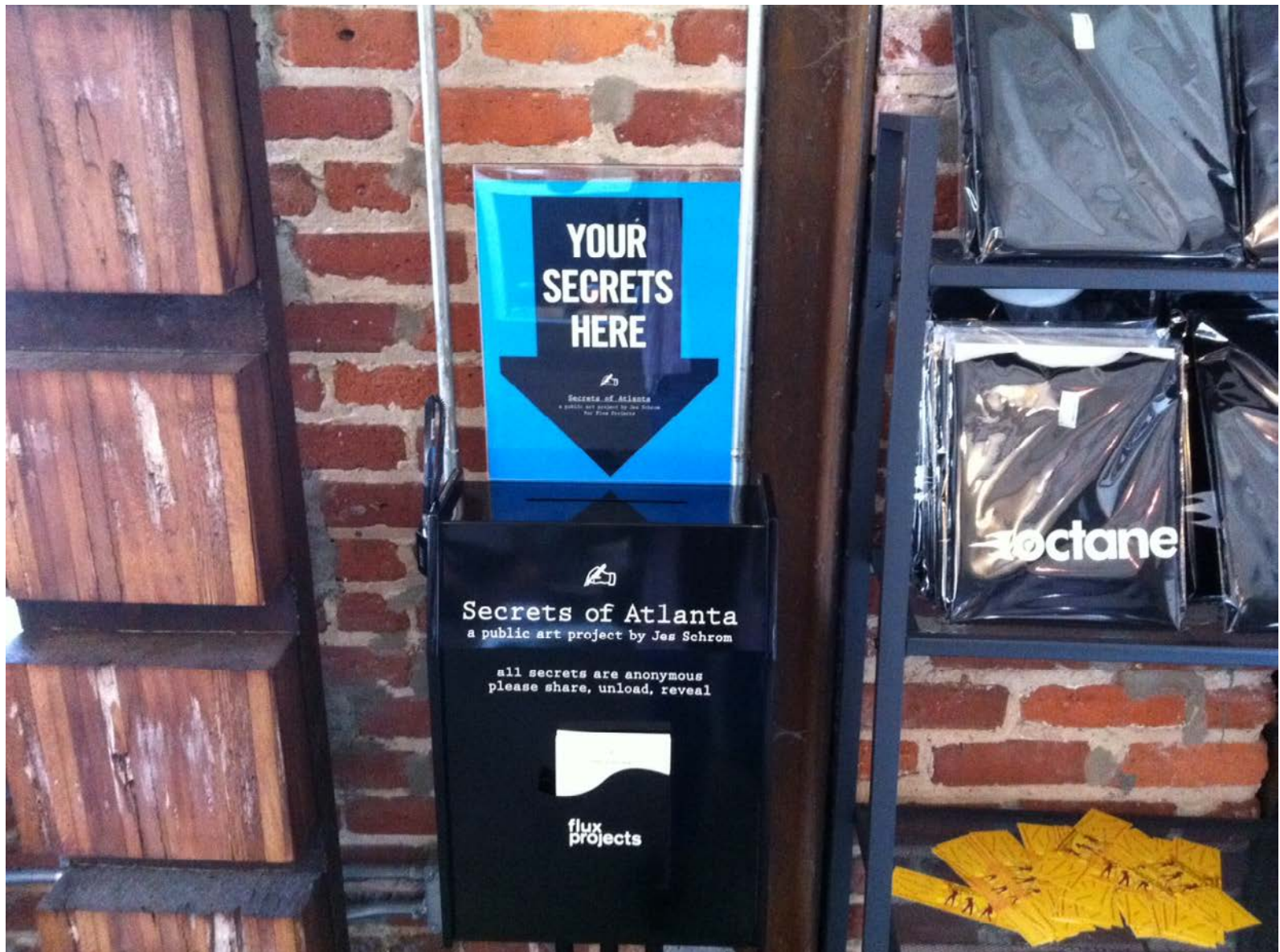
Charlie Brouwer, *Rise Up Atlanta*, Freedom Park, May 2011



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Charlie Brouwer, *Rise Up Atlanta*, Freedom Park, May 2011



Jes Schrom, *Secrets of Atlanta*, various locations, March – October 2011



Jes Schrom, *Secrets of Atlanta*, various locations, March – October 2011



Ion Yamazaki, *A Mundane Affair*, Flux Night 2013



Nick Cave, *Up Right: Atlanta*, Ponce City Market, April 24 – 26, 2015



Nick Cave, *Up Right*: Atlanta, Ponce City Market, April 24 – 26, 2015

Free Range Art: Navigating Risk, Change & Innovation

Brad Carlin, Managing Director
Fusebox, Austin, Texas

Workshop Revelations

Problems

Not enough paths to audience engagement
Not a designated way to do projects with local artists

Solutions

Smaller events with audiences in addition to projects
Establish programs that target local artists

Audience Engagement Map

	<u>Communicate</u>	<u>Special Programs</u>	<u>Benefits</u>
General Audience	Regular (email, social, podcast)	Public Projects + Programs (in person and online)	Experience
Donors (Volunteers , General + High End)	Regular, in person, personal email	Projects + Programs Parties + Dinners	Access
Artists	Regular + opportunities here & elsewhere	Projects + Programs Local projects, workshops	Networking + Opportunities

Implementation

General

Contracted with a communications person for social media and podcasts

First podcast will be released soon

Created smaller event to support projects

Created educational events independent of projects

Donors

Hosting donors and volunteers to parties with artists and curators

Giving high end donors special access to visiting artists

Artists

Artistic Director is conducting quarterly rounds of studio visits

Initiated Curator Confidential series

Starting a Visiting Curator Series

Still to answer...

Do these changes develop the relationships that will cultivate audience members into donors?

Can we successfully add revenue generating initiatives to our mix of programs?

Embracing Dynamic Frameworks to Drive Organizational Change

Cath Hume, Arts Marketing Association,
Cambridge

Carol Jones, The Audience Agency,
London

Agile Project Management (a.k.a. Lean Methodology)

How do we provide more value to our audience with fewer resources?

Move fast, test ideas, learn, adjust, test again.

Benefits:

- Resource efficient

- Risk management

- Promptly meets audience needs

- Builds relationships

- Improves quality

- Helps you get what you need

“Organizations evolve in the direction of the questions they most consistently ask.”

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