



**PORTLAND INSTITUTE FOR CONTEMPORARY ART  
224 NW 13TH AVE #305 PORTLAND ORE 97209**

September 15, 2011  
FOR IMMEDIATE RELEASE

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**Press Photos:** [http://www.pica.org/himages/PRESS/2011/09\\_ArtPlace/](http://www.pica.org/himages/PRESS/2011/09_ArtPlace/)  
*High and low resolution photos of past and present temporary spaces constructed by PICA. Caption sheet included online.*


### **PICA Receives \$200,000 Grant and is Named as a National Leader Through ArtPlace**

Portland Institute for Contemporary Art has received a grant of \$200,000 from an unprecedented new private-public collaboration, ArtPlace ([www.artplaceamerica.org](http://www.artplaceamerica.org)).

Announced for the first time on September 15, ArtPlace is an initiative of 11 of America's top foundations working in conjunction with the National Endowment for the Arts and seven federal agencies. Its aim is to drive revitalization across the country by putting the arts at the center of economic development. ArtPlace has now announced its first round of grants, investing \$11.5 million in 34 locally initiated projects in cities from Honolulu to Miami. Each project supported by ArtPlace has been selected for developing a new model of helping towns and cities thrive by strategically integrating artists and arts organizations into key local efforts in transportation, housing, community development, job creation, and more.

Over PICA's 16-year history, the organization has been inherently involved in community building through the roving presentation of contemporary performances and visual art. PICA has maintained a "hub-and-spoke" facility model, with a central office locus of activity and satellite venues and projects embedded throughout the city. With the help of ArtPlace funding, PICA is pursuing a new, flexible home that will offer more opportunity for year-round programs and interactions with our community, while continuing our history of launching programs throughout Portland.

PICA's Executive Director Victoria Frey explains this model, saying that, "PICA's practice of itinerant programming allows for us to invest more resources in the artist's projects rather than maintaining facilities overheads. By selecting venues appropriate to the artist's project we are not only serving the specific needs of the artist, but are also engaging our community in their own neighborhoods. The ArtPlace grant is recognition of this innovative model and it will allow us to further professionalize this practice and create more opportunity for artists and audiences."



Through an investment in flexible architecture and furniture and basic mobile tech equipment, this new office space will provide a temporary shell and point of convergence for PICA's moving operations. The mobile infrastructure will enable the organization to easily move operations to new facilities, occupying temporary spaces and short-term offices in new parts of the city. Concurrently, PICA will devise a practice that is itinerant within the physical office, flexing spaces with movable partitions and ever-changing programs, thereby challenging expectations of what an office can be and how an organization can exist in a city.

"I was pleased to back PICA's application so that it might gain support for its innovative, neighborhood-based approach to the arts," said Portland Mayor Sam Adams. "Now that it's been awarded, it's clear that Portland is the winner we look forward to see how PICA will bring even more artistic inspiration to our streets and buildings."

The approach being taken by ArtPlace, known as "creative placemaking," has emerged over the past twenty years as a promising way to increase the vitality of communities and help them grow. In 2011, the National Endowment for the Arts built on its two decades of work in creative placemaking by announcing the first grants in its new Our Town program, designed to support public-private partnerships to strengthen the arts while energizing the overall community. ArtPlace takes this movement a step further, as the first major public-private partnership to encourage projects across America.

"ArtPlace is accelerating creative placemaking, where cities and towns are using the arts and other creative assets to shape their social, physical and economic futures," said Rocco Landesman, Chairman, National Endowment for the Arts. "This approach brings new partners to the table to support the arts and recognizes the arts as vital drivers of community revitalization and development."

"We now know the economic development game is all about how you deploy local assets to develop, attract, and keep talent," said Carol Coletta, President of ArtPlace. "So why would you not deploy every asset you have—including artists and the arts—to do that? That's what ArtPlace is all about."

"ArtPlace represents a new paradigm," says Luis A. Ubiñas, President of The Ford Foundation and Chairman of the ArtPlace Presidents' Council. "It brings to the arts the kind of economic development thinking that has long been pursued for attracting and developing businesses, big and small, across the country. ArtPlace's integrated, interwoven approach has the potential to kick-start local economies and transform communities. The arts can play a central role spurring local economic activity."

# PICA

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ArtPlace grants are given through the combined support of Bloomberg Philanthropies, The Ford Foundation, The James Irvine Foundation, The John S. and James L. Knight Foundation, The Kresge Foundation, The McKnight Foundation, The Andrew W. Mellon Foundation, The Rockefeller Foundation, Rasmuson Foundation, The Robina Foundation and an anonymous donor. In addition to the NEA, federal partners are the departments of Housing and Urban Development, Health and Human Services, Agriculture, Education and Transportation, along with leadership from the White House Office of Management and Budget and the Domestic Policy Council. Federal partners do not provide funding to ArtPlace but participate in the ArtPlace Presidents' Council and Operating Committee meetings, ensuring alignment between high-priority federal investments and policy

Concurrent with announcing its first round of grants, ArtPlace has initiated its second funding cycle. A Letter of Inquiry has been posted on [www.artplaceamerica.org](http://www.artplaceamerica.org) as of September 15, 2011. Submissions may be made through November 15.