



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

November 7, 2011
FOR IMMEDIATE RELEASE

PICA ANNOUNCES A MOVE TO A NEW, FLEXIBLE OFFICE/PROJECT SPACE

Press Contact: Patrick Leonard | Communications Director
503.242.1419 x224 | patrick@pica.org

Press Photos: http://www.pica.org/himages/PRESS/2011/11_PICAOffice/
High resolution photos of the new space. All photos by Andrew Billing.

Today, PICA's Executive Director Victoria Frey signed a lease on a new space for the organization at 415 SW 10th Avenue, in the iconic orange and turquoise building owned by Singer Properties. "In taking this step, PICA is re-investing in our home in the community," said Frey. "The space we create here will forge a new facility model for artistic nonprofits that is as dynamic as our programming."

The move is the result of a multi-year strategic planning process that tasked a space committee with finding a new location for the organization's activities. Through discussions amongst the staff, board, and civic partners, PICA identified two main goals for a space: expand upon the community engagement of the annual Time-Based Art Festival, and provide a location for small-scale public programs throughout the year. The space at 415 SW 10th will fill these roles as a porous and flexible facility that can easily hold pop-up events—ranging from working residencies, to film screenings, dinners, publishing projects, conversations, and more—and connect our audiences more directly with the process of our year-round work.

Historically, PICA has operated from a central office space with a small archive library, and ventured out into neighborhoods to present exhibitions, performances, and temporary projects, most notably during the TBA Festival. This move to a new location will further develop the central "hub" office of PICA's "hub-and-spoke" practice, and initiate the first half of PICA's ArtPlace*-funded space project. PICA's offices will serve as a working laboratory for developing a new kind of art space that can adapt to ever-changing uses and provide a meeting place where artists and audiences can converge after our attending our events across town.

As the flagship tenant, PICA will occupy the third floor of the property, spanning 10,000 square feet, split between a roughly 5900 square foot interior and a 4000 square foot roof-top patio. The plan for the space keeps built infrastructure as flexible and minimal as possible, to accommodate a wide range of artistic uses and still encourage PICA to seek project-specific spaces throughout the city. Construction will still require a

PICA

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

significant investment and, to this end, an unprecedented collaboration between four of Portland's largest contractors— Andersen Construction, Howard S. Wright, Lease Crutcher Lewis, and Walsh Construction—has stepped forward to donate services and materials. "We have enjoyed an ongoing relationship with PICA, volunteering on several occasions for the TBA Festival," said Adele Henry of Anderson Construction. "We look forward to collaborating with other top NW general contractors participating in this project. We regularly compete with each other for work in the Portland area, but we all have the same goal to make our community a better place."

"After nearly a decade in Wieden + Kennedy's headquarters, this move will forge an expanded presence for PICA in the community, with more opportunities for programs and direct public interaction," remarked Frey. "We thank Dan Wieden and Wieden + Kennedy for their past vision and philanthropy, and we look ahead to our new role in the city."

Construction on the offices is scheduled to begin by mid-November. PICA anticipates moving into the space by the end of the year, with a public launch of the new office in early 2012.

**ArtPlace (artplaceamerica.org) is a collaboration of top national foundations, the National Endowment for the Arts and various federal agencies to accelerate creative placemaking across the U.S.*