

artEAST

the power of community in visual arts

MISSION, HISTORY, PROGRAMS AND FUTURE DIRECTION

JUNE 5, 2009

MISSION

ArtEAST is a non-profit (501 c 3) organization made up of artists and art supporters in the Issaquah and East King County areas. We are dedicated to making the arts an integral part of life in our community because we believe that whether we are viewing an exhibition, learning a new technique or expressing our creativity, art enriches our lives.

We have worked very closely with the Issaquah Arts Commission and the Downtown Issaquah Association to launch and sustain this organization. We are now also working closely with 4Culture, local businesses, the Issaquah schools, the Sammamish Arts Commission and other local arts groups to further their missions and ours.

At ArtEAST, our purpose is to take an active role in the positive impact the arts have on our community through two primary means: support for the artist and support for the community.

OUR MISSION:

*To Make Art an Integral Part
of Our Community Through
Teaching, Exhibiting, and
Creating Art.*

SUPPORT FOR THE ARTIST & SUPPORT FOR THE COMMUNITY

Support for the Artist

ArtEAST gives artists a community where they can learn, collaborate and grow with each other. Our programs help artists gain exposure by providing a place to exhibit, create, learn and teach.

Support for the Community

This is the primary way ArtEAST differs from many other professional artist organizations that are, for the most part, dedicated to the artistic growth of their members. In contrast, ArtEAST's mission is *also* focused on supporting the community through outreach art programs, exhibitions and education.

We believe the more people experience the creation of art *together*, or simply view art *together*, the more a sense of community is created. ArtEAST has been very successful in creating outreach programs that benefit the community and is in a very strong position to work with the City of Issaquah, City of Sammamish, Downtown Issaquah Association and Issaquah History Museums to launch even more.

OUR LOCATION:

Our central location in the downtown area is ideal and acts as a bridge that links the community from the Highlands and Sammamish Plateau to Talus and communities in the East King County area. ArtEAST is in close proximity to schools, government offices, the community center, the senior center, parks, other arts organizations such as Art by Fire, Museo Art School, Village Theater and numerous studios and music schools. Our location means accessible arts education and exposure, and encourages collaboration among arts groups, arts venues and neighborhoods.

TARGET MARKET

OUR TARGET MARKET IS THE GENERAL COMMUNITY, FROM SENIOR CITIZENS TO STUDENTS IN ISSAQUAH, SAMMAMISH, SOUTH BELLEVUE AND NEWCASTLE, MAPLE VALLEY AND SNOQUALMIE, FALL CITY AND NORTH BEND – GENERALLY AN EAST KING COUNTY AREA. THE BULK OF OUR MEMBERSHIP ALSO COMES FROM THESE AREAS.

WE ARE PROUD OF OUR ORGANIZATION'S ABILITY TO "MAKE THINGS HAPPEN", OUR CENTRAL ROLE IN THE ECONOMIC VITALITY OF THE COMMUNITY, THE DEVOTION OF ARTEAST MEMBERS AND SUPPORTERS TO ITS MISSION AND THEIR INDEFATIGABLE ENERGY AND ENTHUSIASM. WE ARE EXCITED ABOUT OUR FUTURE.

HISTORY

ArtEAST has a short, but very productive history. The organization was conceived in October 2004 by group of local artists. The organization was incorporated in January 2005 and immediately launched Collective Works – a monthly series of one-night-

only art exhibitions open to the public. In Summer 2006, ArtEAST opened a gallery, office, and artist co-op retail space called UP Front [art] on Front Street in downtown Issaquah. This allowed us to launch several new programs, hold monthly member meet-

ings and display our Collective Works exhibits for an entire month. ArtEAST received its 501 C (3) designation in January 2008, retroactive to 2005.

FUTURE DIRECTION

2009 and 2010 will be pivotal years for ArtEAST. Recently, we established more complete and accurate accounting procedures, hired an executive director and bookkeeper, and developed a small team of business advisors.

Moving forward we will develop a new funding model, establish programs to respond to our rapidly growing membership, and develop our board of directors to include members with business, marketing and strategic planning experience.

The purpose of these activities is to move us towards our long term goal of establishing an **arts center**. Many thriving arts communities got their start by establishing an arts center. It has always been the vision of ArtEAST to create a single place containing studios

where artists can work and demonstrate, educational classrooms, galleries and rooms for special events.

It is a realistic vision and the more we talk about it, the more we discover it is embraced by many individuals as well as government, civic and business leaders.

During times of economic challenge, ArtEAST's role in the community becomes even more valuable. Our storefront and activities add to the economic vitality of the downtown area and attract other arts organizations and businesses. In addition, art, and the social networks the arts help create, build a sense of community, connection, energy and optimism.

As we move forward into 2009 and 2010, the student audience will increase in

importance, as will our focus on communicating and working with the local business community. We will continue to also look at programs that support the artist, being mindful of the organization's demands on its membership.

PROGRAMS

Nearly all ArtEAST programs are run out of the gallery at 48 Front Street North in Issaquah. This space consists of an 800 square foot artist co-op retail store at the front of the building, a 250 square foot gallery in the middle of the building used for meetings, exhibits and classes and a 175 square foot back room which houses offices, equipment and storage. This location also acts as a “main street ambassador” for Issaquah since many local and out of

town guests not only shop here or view exhibits here, but drop in to request directions, get restaurant recommendations and ask about Issaquah’s activities and services.

ArtEAST’s dual mission (support for the artist and support for the community) requires that we are constantly mindful of how we grow and balance our programs. While some of our programs are clearly targeted to benefit one group over the other (Salon

Thursday primarily benefits the artists) most of our programs support both the artist and community by giving the artist the opportunity to teach or exhibit, while also exposing the community to art and provide non-artists with the opportunity to make art.

WITHIN FOUR YEARS THE GROUP HAS LAUNCHED AND SUSTAINED THE FOLLOWING PROGRAMS:

UP Front Artists Co-op Gallery

Artists co-op retail shop offering original art, jewelry, fine craft and gifts and featuring 60 local artists.

Collective Works Monthly Exhibits

This series of exhibitions offer our community an opportunity to experience a wide range of art from ArtEAST members and guest artists from Seattle, Sammamish and the Eastside. Collective Works exhibits open on the first Friday of the month and in the summer are part of the Art Walks sponsored by the Downtown Issaquah Association.

May Student Show

This exhibit gives emerging middle and high school student artists from the Issaquah area their first opportunity to display their work in a gallery setting.

Collective Memory

Collective Memory partners artEAST artists with community members – well-known and obscure, young and old, quiet and colorful – who helped shape the community. The artists honored these citizens by telling their life and works stories through the form of visual art.

Artists in Action

The public is invited into the gallery and several downtown locations to watch artists at work.

Educational Workshops

Free and fee based classes are taught by member artists and have included art history, color theory and design, glass fusing, painting, felting, collage and jewelry making.

Burning Man Encampment

Burning Man, an annual temporary community in the Black Rock Desert of Nevada, is the world's largest outdoor art gallery. In 2008, ArtEAST members went to the event and created a collaborative art canvas, which was later packaged for an exhibit in the ArtEAST gallery.

Salon Thursday

This event is a casual gathering of artists – members and guests – for sharing ideas and skills, collaborating and fostering a supportive sense of community.

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FACEBOOK!

WWW.ARTEAST.ORG

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ArtEAST Board of Directors

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the Issaquah Arts Commission

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Rowley Properties

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Downtown Issaquah Association