



FRACTURED ATLAS

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Download photos: <http://baltimore.spacefinder.org/pages/press-images>

SPACEFINDER BALTIMORE LAUNCHES TO HELP ARTISTS SEARCH FOR CREATIVE SPACE AND VENUES IN PROMOTING THEIR RENTALS

FREE TO LIST. FREE TO SEARCH.

More than 70 spaces are now listed on SpaceFinder Baltimore.

Baltimore, Maryland (11/1/2016) – Finding space just got easier. **SpaceFinder Baltimore** launches today to provide cultural venues with a powerful new tool for marketing under-utilized rehearsal, event, and performance space to Charm City artists.

Developed by Fractured Atlas, a non-profit technology company dedicated to helping artists overcome practical barriers to expression, SpaceFinder Baltimore is a project of Greater Baltimore Cultural Alliance (GBCA) with support from Reinvestment Fund. Baltimore is the 13th U.S. market to join Fractured Atlas's SpaceFinder network, which has been dubbed an "OpenTable for artists" by The Next Web. SpaceFinder has also expanded beyond the US, with marketplaces live in regions across Canada, including Alberta, British Columbia, and Toronto.

Spacefinder Baltimore launches with 70 rental spaces for rehearsal, studio art, live/work, performance, exhibition, and more. Artists can easily search for space based on specific schedule, budget, location, capacity and creative needs, and then book via the venue's preferred method (online, phone or email). Venues throughout the Baltimore region are now invited to add their spaces to the online directory!

The SpaceFinder network has proven effective at promoting rental space inventory that could otherwise go unrented. Venues that adopt the free option to upload their rentals calendar experience as much as a 50 percent increase in bookings, and renters are matched to available space with a 73% success rate.





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SpaceFinder Baltimore will offer branded community directories at no cost for regional arts councils and neighborhood groups interested in leveraging SpaceFinder Baltimore for their specific community. As has been done successfully in other regions, SpaceFinder Baltimore has hired a local artist to assist with data collection, specifically to identify affordable and ‘under the radar’ spaces.

“Baltimore is home to a vibrant arts community that lives amongst the city’s incredible post-industrial architecture,” explains Amanda Keating, Program Specialist of Fractured Atlas’s SpaceFinder program. “SpaceFinder collects information about these unique spaces in one place, making them easier for artists to find and rent.”

"Baltimore is a magnet for artists and home to an abundance of underutilized space. Now, with Baltimore Space Finder, the two can more easily connect," says Jeannie Howe, Executive Director of GBCA. "This free, online tool is just one of many ways that GBCA works to increase access to resources and build capacity for the area's creative and cultural community. We are grateful for our partnership with Fractured Atlas and the support of TRF that has made this new program possible."

“We are delighted to support SpaceFinder in Baltimore as it offers a vital element to building Baltimore’s creative ecosystem by connecting artists and underutilized space,” shared Dana Johnson, Managing Director for Maryland and Washington, DC at Reinvestment Fund, which has a long history of financing creative placemaking projects. “SpaceFinder will also be a resource for valuable data that can help us and others better target our arts investments in ways that reinforce community and revitalize neighborhoods.”

SpaceFinder Baltimore builds on Fractured Atlas’s track record of providing artists with technology tools that help them raise money, insure themselves and their work, manage their careers, and grow their audiences. Fractured Atlas’s other programs include [Artful.ly](#), a free, cloud-based software system that enables arts organizations to easily sell tickets and raise funds, as well as Fiscal Sponsorship, which helped more than 3,800 arts projects raise over \$18.8 million in the last year.

SpaceFinder Baltimore is free to search for space and free to list space. Visit Baltimore.spacefinder.org for details.





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About Fractured Atlas

Fractured Atlas is the country's largest arts service organization, reaching a network of more than 250,000 artists and organizations in all 50 states and all 435 congressional districts. Dedicated to empowering artists with the support they need to work effectively and thrive, Fractured Atlas provides funding, insurance, technology, education, and other services critical to building sustainable careers and organizations. Founded in 1998, Fractured Atlas is headquartered in New York City. For more information, visit the Fractured Atlas Media Center at <https://www.fracturedatlas.org>

About Greater Baltimore Cultural Alliance (GBCA)

GBCA is a membership and service organization that nurtures and promotes a vibrant, diverse, and sustainable arts and cultural community essential to the region's economic success and quality of life.

Created by cultural leaders and artists in 2001 to work toward common goals, GBCA convenes the sector around critical issues of strategic importance. Programming includes grants and awards, professional and audience development, capacity building, and advocacy. Membership includes arts, culture, history, heritage, humanities organizations, attractions and artists in Baltimore City and Anne Arundel, Baltimore, Carroll, Harford, and Howard counties in Maryland. For more information, visit GBCA at www.baltimoreculture.org

About Reinvestment Fund

Reinvestment Fund is a catalyst for change in low-income communities. We integrate data, policy and strategic investments to improve the quality of life in low-income neighborhoods. Using analytical and financial tools, we bring high-quality grocery stores, affordable housing, schools and health centers to the communities that need better access—creating anchors that attract investment over the long term and help families lead healthier, more productive lives. To learn more, visit reinvestment.com.

