

Garver Arts Incubator Frequently Asked Questions

What is an arts incubator?

The Arts Incubator concept has already been embraced by many communities with great success. Each community has its own approach to using arts incubation as a strategy for nurturing creativity and fostering economic development. One of best known Art Incubators is The Torpedo Factory in



Alexandria, Virginia that houses 84 artist studios, 8 group studios and 6 galleries in a 3-story building and attracts approximately 800,000 visitors annually.

The Garver Arts Incubator will create and support a community of working artists by providing affordable, well designed studios, business assistance, shared equipment, gallery space, conference and workshop rooms. The Garver Arts Incubator will incorporate the best practice of business incubation and tailor them to meet the needs of art businesses. The facility will offer artists a unique opportunity to promote and sell their work in an exciting public space.

What are the Garver Arts Incubator goals?

Garver Arts Incubator goals:

- **Support the success of start-up and expanding studio art and art related businesses. The Garver Arts Incubator will create and support a community of working artists, a key component in fostering a healthy and vibrant arts culture.**

There is a growing need in Madison for both affordable studio space and business support services tailored for artists. The **Garver Arts Incubator** will support the success of artists by providing affordable studio space, business assistance, shared equipment, gallery space, conference and workshop rooms. The **Garver Arts Incubator** will incorporate the best practices of business incubation and tailor them to meet the needs of art businesses.



- **Provide education and cultural opportunities for community groups.** The Garver Arts Incubator will create unique opportunities for the public to learn directly from working artists through programs and events. Visitors will be able to watch artists at work in their studios, view a gallery show or enroll in an art class. Special events such as gallery talks, art demonstrations, building tours and artist in residence workshops will offer additional ways to interact with and learn from this vibrant artist community.
- **Create an exciting public space!** The Garver Arts Incubator will be a welcoming public space for all Madison residents seeking a unique cultural and recreational experience. The Garver Arts Incubator will become one of Madison's signature cultural attractions, for the community and tourists alike.

Will the Garver Arts Incubator be green?

The Garver Arts Incubator will be a LEED certified project that will be a model for sustainable renovation of a historic building. We have assembled a dynamic development team with extensive sustainable design, development and construction expertise.



When will be Garver Arts Incubator open?



The projected opening date for the Garver Arts Incubator is 2012. Please see Project Updates for information on the current status of the project.