



ATLANTA CONTEMPORARY ART CENTER RECEIVES MEMBERSHIP CHALLENGE GRANT

Atlanta—September 27, 2010 –The Atlanta Contemporary Art Center (ACAC) is offering half-price student and artist level memberships throughout October thanks to a challenge grant from the Possible Futures foundation.

The challenge grant provides matching funds for each student or artist membership purchased, making the discounted memberships possible.

“The goal of this challenge grant is to give students and artists greater access to ACAC and to encourage their participation in the many programs we offer that are specifically geared toward them,” said ACAC Director of Institutional Advancement Saskia Benjamin. “ACAC intends to leverage this ‘Contemporary Challenge’ to obtain a minimum of 100 new student or artist memberships during October,” she said.

“Every Atlanta artist or student interested in contemporary art should be an active member of the Atlanta Contemporary,” said investment analyst Louis Corrigan, an Atlanta native and founder of Possible Futures. “It’s Atlanta’s center for the international art dialogue, with outstanding educational programs and exhibits that feature a mix of the best artists from Atlanta and around the world. If you are serious about your work, you simply can’t afford to miss ACAC’s programs.”

Half-price ACAC student and artist annual memberships may be purchased for \$12.50 through Oct. 31 online at www.thecontemporary.org/support/membership, by phone at 404.688.1970, or onsite at ACAC, 535 Means St NW.

Benefits of membership include free admission to ACAC exhibitions, programs and non-ticketed events, all institutional mailings plus the e-newsletter, access to the 15 Minutes Program with-ACAC Artistic Director Stuart Horodner, discounts at select Westside restaurants, discounts at select art supply stores, free admission to exhibitions at ACAC partner, Hammonds House Museum, and a ten percent discount in the ACAC gift shop.

The 15 Minutes Program is a unique opportunity for artists to have a face-to-face conversation with Horodner about their ideas and experiences. Participants share documentation of their work and receive feedback on topics including form and content, training, goal setting and career development. While primarily an education initiative, these sessions have identified artists who were subsequently included in exhibitions at ACAC.

Creative Lives and Careers is another example of programming that ACAC offers for artists. These workshops and lectures provide working artists, educators and enthusiasts with practical guidance about their work and careers. Knowledgeable arts professionals share their “tried and true” experiences in order to educate and inspire participants.

"I encourage my students at SCAD to become ACAC members because the access to artists and ideas is invaluable and greatly enhances their understanding and education in contemporary art," said Savannah College of Art and Design professor and ACAC Board Member Larry Jens Anderson.

ACAC staff will be on hand to answer questions and take memberships Thursday, Sept. 30 from 6 to 8 p.m. at Octane Coffee 1009 Marietta St. NW during the launch party for the new AM 1690 “The Voice of the Arts” show “Sidewalk Radio” with host and ACAC Board Member Gene Kansas. “Sidewalk Radio” focuses on art, architecture, design, development, city planning and preservation, highlighting the way Atlantans live in and enjoy the city.

About Possible Futures

Possible Futures is a private non-profit operating foundation. Its mission is to nurture Atlanta’s creative culture and educate the public through the support and presentation of artists, writers and performers. For more information, visit www.possiblefuturesatl.org or contact info@possiblefuturesatl.org.

About the Atlanta Contemporary Art Center

Founded in 1973 as a grassroots artist cooperative, the Atlanta Contemporary Art Center is a non-profit, non-collecting institution dedicated to the creation, presentation and advancement of contemporary art by emerging and established artists. ACAC creates a diverse cultural landscape for artists, arts professionals and the art-interested public through its exhibitions, educational programming, and studio artist program.

ACAC presents eight to 10 exhibitions per year featuring consequential artists from the local to international art scenes and organizes approximately 50 diverse educational offerings a year. ACAC is the only local institution providing subsidized studio space to 14 working artists, removing cost as a barrier to the creative process. For more information visit www.thecontemporary.org.

For more information, contact: Jennifer Long, membership and outreach manager, at 404-688.1970 x213 or jlong@thecontemporary.org

###