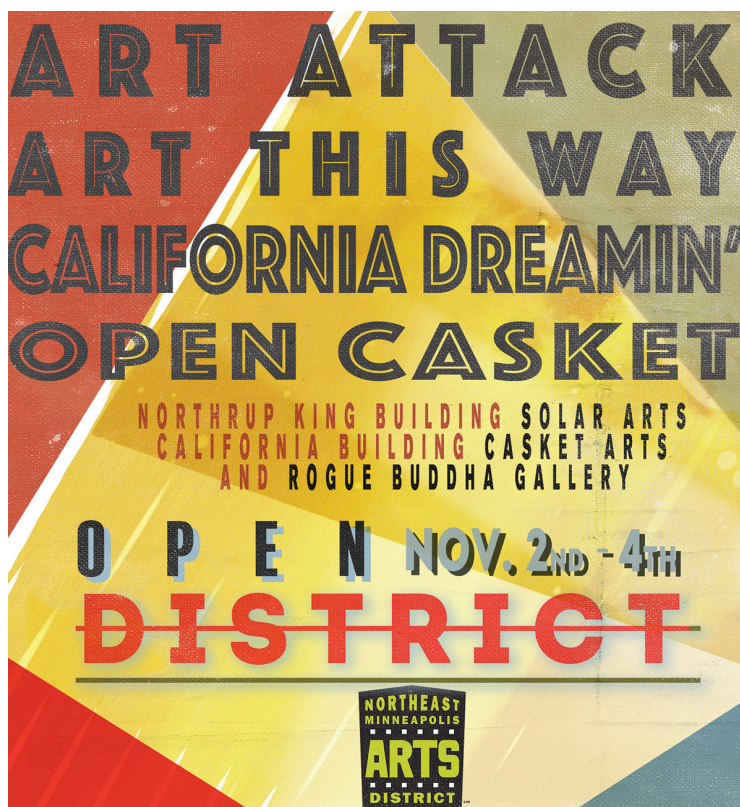




arts INSIGHTS

A page about artists and The Arts at Work by the Northeast Minneapolis Arts District in collaboration with the Northeast.



Important gatherings

Architectural elements PechaKucha impressive

"I did not know that you've done so many cool projects around the country," seemed to be a common sentiment at the September 30 PechaKucha Night. Fellow artists and guests alike saw 10 fast-paced presentations from artists/teams who work with developers, institutions and property owners to integrate art into new buildings and renovations.

The event focus was inspired by the residential building boom in Northeast. One of the developers who attended expressed that more, and local, art would be used if it were easier to connect and manage. Even interior designers do not automatically know where to find local resources, and tend to rely on suppliers they're currently comfortable with. Leslie Palmer-Ross of Art Force has helped some developers, including the NordHaus and The M on Hennepin.

The HATCH committee of the Northeast Minneapolis Arts District, which organizes the PechaKucha Nights, is working on various ways to make these connections. Several of those who presented are already organizing themselves into a promotional group based in the Northrup King Building.

Others interested in this concept are encouraged to check out hatch-arts.org and sign up for an



Armando Gutierrez G. and Lois Rhomberg show their work.

email newsletter, offer to participate in a PechaKucha, and more.

The next PechaKucha is tentatively planned for January 2019, themed "Artists Who Teach."

—by Remo Campopiano and Margo Ashmore

2040 Plan revision

Council Member Steve Fletcher will have a Ward 3 Community Forum on the City's Comprehensive Plan Wednesday, Nov. 7, 6-8 p.m. at University Baptist Church, 1219 University Ave SE, Minneapolis, MN 55414. He will be joined by Heather Worthington, director of long range planning in the Department of Community Planning and Economic Development. They will discuss how the draft Minneapolis 2040 plan has changed based on over 10,000 comments from the earlier 90-day public comment period, and take further questions and comments.

To see the full draft plan and what has changed in it, go to <http://minneapolis2040.com>.

Minnesota Student Association is co-sponsoring the forum.

NEMAA in transition

The Northeast Minneapolis Arts Association Board met with members and interested community on Oct. 24. A Northeast report of this important meeting can be found on pages 1 and 9. The Arts District president's article on the matter is in the District's email news.

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OPEN DISTRICT: Attack! Dream! Wander!

Some of the Northeast Minneapolis Arts District's biggest art studio buildings will be open to celebrate the fine arts in fall and the start of holiday shopping on the November 2-4 weekend. Most are open Fri, Nov. 2, 5-9 or 10 p.m., Sat. Nov. 3 noon-8, Sun., Nov. 4, noon-5.

California Building: California Dreamin' 2205 California St. NE 30+ art studios open to explore, plus Bottineau Neighborhood Association's annual Silent Auction Fund-raiser with donations from artists and businesses. Mojo Coffee Gallery, six floors of art, californiabuilding.com.

Casket Arts: Open Casket 681 17th Ave NE, Minneapolis A week-

end of art, music, food, and drink. Paintings, prints, jewelry, sculpture, textiles, ceramics, photography, woodworking, furniture, and more. Take in some art and maybe take some home with you, too!

Live music on the 4th floor (full schedule on Facebook or page 17), food trucks outside, and guest artists lining the hallways. Vikre Distillery will be serving cocktails at their Speakeasy in the Basement, to benefit the arts nonprofit COMPAS. casketarts.com.

Northrup King: Art Attack, 1500 Jackson St. NE. 21st Annual weekend packed with the visual artworks of over 300 artists and the sounds of

a variety of singer/songwriters and composers (list on page 17). Put on your walking shoes and allow plenty of time to explore the four floors of the Northrup King Building, talk with the artists, listen to the music and try your hand at an interactive art activity. Free event, free parking. northrupkingbuilding.com.

Solar Arts Building: Art This Way, 711 15th Ave. NE. Fall is a magical time of year to come together — new colors and the crisp air bring forth an opportunity for everyone to refresh. Simply seeing local and original art will inspire you in an exciting new way. The Solar Arts community has opened up pri-

vate studios and galleries for guests to browse, shop, and enjoy an art lovers weekend. The Indeed Brewing taproom is always open with top notch craft beers, and food truck outside. "Art This Way" is all about everyone in the Northeast Minneapolis Arts District "so come support local artists and buy something original. Fall Crawl y'all!" solarartsbuilding.com

Rogue Buddha Gallery, 357 13th Ave. NE. Open 3-8 Nov. 2-3-4, artist talk with Scott Seekins on Friday Nov. 2 at 7 p.m., free and open to the public. www.roguebuddha.com.

Pick up your 2019 NE Calendar while supplies last, at any building.

Schumacher writes on gallery experience

by Margo Ashmore

The May 2007 theme at Altered Esthetics (Ae) gallery on Quincy Street was "Art for the Other Senses," standing out in the Art-A-Whirl blur with odors, sounds, and things people could touch and interact with. For a decade in Northeast (2004-2014) at 1224 Quincy St. NE, Ae as a non-profit was not concerned with stellar sales, but with experimenting and with building a community of artists, many of whom were just starting out or were self-taught.

Ae founder Jamie Schumacher writes in her book, *It's Never Going to Work*, "how we approached that exhibition...was a reflection on our niche and what set us apart from other spaces and studios at the time. We continued down that path repeatedly, continually pushing for the next differentiator."

Ae is still operating, in a period of gathering community feedback for their next steps, and Schumacher is no longer in charge. She's executive director of the West Bank Business Association and a mom of two.

Her book chronicles the gallery's development and her own story of learning to ask for help, bring new



Jamie Schumacher, middle, signed copies of *It's Never Going to Work*, Oct. 9, at Eat My Words Bookstore, with illustrator Athena Currier, left. The book is available at Eat My Words or through www.jamie-schumacher.com. Or catch Schumacher at Art Attack in the Northrup King Bldg. outside #179 Sunday, Nov. 4 12:30-1:30 signing books and talking.

talent along, and make a successful exit. It's offered as "creative encouragement or a comforting read" for those who build organizations as volunteers or are marginally compensated in non-profits.

Even businesses can learn from this lover of good spreadsheets and balance sheets. In an interview Schumacher lamented that, "as a non-profit community we're still not building strong boards. A board's primary duty is fiduciary. They need to know how to interpret financial in-

formation. "Spread-sheets paint a picture."

Did you feel gentrified out of Northeast? "No, we were not gentrified out," Schumacher said. In 2014, the \$13,000 a year rent was more than half Ae's budget. Schumacher emailed the board "do we need a gallery space?"

"A lot of the requests we were getting were coming from other areas of town, and we needed better transit access. Access in general...no stairs...we had artists who had a hard time with even the three or four stairs." Ae decided to go on the road,

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putting up exhibits in various parts of town with no permanent home. They eventually landed at The Southern Theater, which is on light rail as well as bus.

Schumacher advocates for spaces like Public Functionary gallery that continue the tradition of boundary-pushing community spaces, but notes that "they are under-resourced, too. Non-traditional models get some funding, but a lot of the arts funds primarily goes to the larger organizations. Few funders are willing to take big risks."

"It's critical for community-based arts organizations to embrace and listen to artists and stakeholders of all types to set their mission and programming. We can value the contributions of those that helped create a program while also creating a space for those just getting engaged, especially reflecting the demographics of the neighborhood."

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