

The ArtConnects.Net Initiative

I. The Context

The devastating arrival of covid-19 impacted us all. As our society wrestles with the challenges caused by the virus, the ability to process individual and collective experiences has become all the more important. Inspired by the work of Makoto Fujimura, the ArtConnects.Net Initiative sought to cultivate visions of shared connection and culture. Plans for the launch of a virtual art gallery to create space for vision formation were already underway, but plan implementation had challenges of its own.

The Philanthropy Studio was there to help.

Objective: Support the launch of their Connect 2021 virtual art gallery

I. The Process

01. **Kickoff:** We discussed gallery launch priorities and captured them into a shared project backlog document to ground the work ahead.
02. **Sprints:** We tackled strategic decisions and organizations one week at a time, staying on top of the next right action as the initiative evolved.
03. **Launch Event:** We planned, promoted, and hosted a 1 hour gallery launch event for artists and gallery attendees.
04. **Debrief:** We presented a white paper of actionable recommendations, including accompanying rationale and discussed areas of future need.

II. The Outputs

- Shared project backlog document
- Initiative website & virtual gallery
- Launch event recordings

III. The Impact

- The ArtConnects.Net website and virtual gallery were visited by more than 1,100 visitors over the life of the engagement.
- Twelve artists were selected by a panel of judges to receive \$100 awards.
- Various artists provided testimonials concerning the impact having a venue to share their work in the midst of pandemic difficulties meant to them.