

Expanding the reach of creativity.
Helping artists thrive.



ORGANIZATIONAL CONCEPT PAPER

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VISION

Artistic creativity is essential to life, liberty and the pursuit of happiness. We seek a broader public to share this value with greater understanding, respect and rewards for living artists and their work.

MISSION

To change the way society values creativity with for-profit ventures that increase the market for contemporary art, non-profit advocacy and education that improve artists' living and working conditions and a factory for the innovation and production of art, exhibitions and ideas.

FOUNDER

Ben Goldman is an award-winning artist, activist and entrepreneur. His paintings have been exhibited in museums and galleries in 32 U.S. cities and seven countries. He has co-founded and directed several for-profit and non-profit organizations, consulted for many others and served as an advisor to the Clinton Administration. His advocacy and publications helped create a social movement, national policy and a new field of academic study. Government, foundation and private sources have funded his work. Dr. Goldman has a Ph.D. in administration from NYU, A.B. from Vassar College and studied painting at the New York Studio School. He is listed in *Who's Who in America*.

NEEDS

To expand the market for contemporary visual art.

Arts and entertainment have become one of the largest U.S. exports and a dominant world industry. More visual artists work in the U.S. than any other type of artist, yet their art generates just four percent of this market value. The result is an extraordinary economic imbalance, with a vast oversupply of inventory and a staggering labor discount. Most artists cannot survive off of their artwork.

SOLUTIONS

The for-profit **unitedvisual | arts**® uses entrepreneurial models to expand the market for contemporary visual art through new systems of producing, marketing and distributing high-quality, cutting-edge work. The highest selling visual artist in the United States last reported \$100 million in sales (before taking his company private in 2004). United Visual Arts uses similar business models to brand the work of a curated selection of contemporary artists and unconventional nationwide sales venues and marketing techniques.

- > Innovates art retailing.
- > Broadens the market for contemporary art.
- > Creates revenue stream and artist equity.
- > Identifies new market opportunities.
- > Reinvents retail partnerships and franchises.
- > Fashions a quality brand: UVA "sizzles"!
- > Starts with venture capital.

To organize artists for better living and working conditions.

Visual artists have never organized a national union or advocacy organization. As a result, millions of visual artists in the United States have no voice when arts funding is cut, tax codes penalize artists, industry standards exploit them or politicians attack their work. Most Americans say they are moved or inspired by art but few value artists' role in society or know what artists actually do.

The non-profit **unitedvisual | artists**® uses multi-media marketing strategies, social activism and public education to promote the work of visual artists, to teach Americans about artists' vital service to the nation and to advocate for public policies that support working artists in the United States. United Visual Artists collaborates with a wide variety of other organizations working on allied causes to advance the needs of working artists. Various organizing and publicity models are utilized in schools, communities, workplaces, public spaces, airwaves and on the web.

- > Advocates for artists nationwide.
- > Strengthens public understanding of artists.
- > Creates the vision that unites artists.
- > Cultivates artist leadership.
- > Changes public policy.
- > Seeks foundation and labor funding.
- > Builds membership support.

To revitalize a metropolis with a cluster of creative production.

Cities look to creative industries to develop their economic base and maintain standards of living. To do so, they must attract technology, talent and tolerance, according to the influential research of Carnegie Mellon's Richard Florida. Headquarters for United Visual Arts | Artists are based in an old warehouse just a transit ride from Manhattan's elite capital of the international art world.

The **hudsonarts | factory**® helps brand a community as one of America's premiere sources of artistic production. The factory operates at the urban edge where artists have traditionally located in search of affordable real estate. It is a Mecca for artists from around the world to produce limited editions and collaborations for international distribution. The factory pays homage to Andy Warhol's vision of mass produced pop art and houses a business-like industry for creating, distributing and marketing compelling, original work of contemporary visual artists.

- > Incubates creative industry
- > Brands region as artistic powerhouse.
- > Creates unique tourist destination.
- > Spurs real estate investment and income.
- > Provides local jobs.
- > Cultivates university affiliations.
- > Leverages government incentives.

