

Synergy Art Series

(This response has been developed in collaboration with the AAD612 Cultural Administration team arts organization project.)

1. What is your organization or company? Give background history including who, when, and why it was founded.

Synergy Art Series is a newly founded 501(c)3 organized in the fall of 2014 to broaden the impact of arts in the Eugene community through effective mutual partnerships. These partnerships encourage the arts as a stimulus for community dialogue about important social and cultural issues present on local, regional, national and even global platforms. SAS was founded by a small group of professionals vested in the arts who recognized the potential of art as a communication and participation tool across communities, and that this potential could be greatly increased by collaboration between arts organizations. The organization believes that this kind of arts collaboration can be very effective in generating awareness of different art mediums and events, bringing in new audiences, and encouraging deeper exploration of proposed content and ideas. SAS hopes that by facilitating this concentrated focus of collaboration and community discussion it can eventually help develop a stronger and more influential network of arts organizations that work together to improve art visibility and impact in Eugene and Lane County.

2. What do they do or make – describe the products and services and what makes them unique.

First and foremost, SAS serves as a catalyst for creative and innovative discussion and exploration of a specific topic. Focused topics or themes are proposed by the community, students, and other arts organizations and are curated by SAS, which selects approximately 3-4 of these per to explore per year. The organization establishes partnerships with local art organizations to create programming as a response to the specific theme and a series of art events are established throughout the community to generate discussion and awareness of the topic. SAS brings together artists, art organizations and audiences around this common theme, and utilizes technology to create digital spaces where participants can connect and respond. The organization also curates its own visual arts exhibition during each period as a response to the topic, utilizing local, outside and emerging artists. SAS is unique in how it can foster a network of collaborative audiences, artists and art organizations around a common goal, bridging gaps, generating diversity and awareness, and establishing new art audiences. SAS is working to make art accessible and relevant to audiences that may not already have an invested interest.

3. Describe the culture of the organization or company. What is the work environment like – the atmosphere? What is the building like – exterior/interior, architecture, fittings and furniture? How do the employees work together? What are the jobs and roles of individuals? How are they treated by management?

SAS is all about collaboration between artists, audiences and art organizations. It is an important aspect of the everyday work culture that exists within SAS. The work environment promotes teamwork and creativity. The building hosts a versatile meeting space, a resource room with information on various

arts and community organizations and relevant topics and a versatile public gallery space to host exhibitions during each series. Currently the staff is very small and is still engaged in the hiring process. The organization is volunteer-oriented, utilizing volunteers in to curate and plan programs, staff events and organize PR and marketing. SAS expects that its staff and volunteers will focus on programming, developing constructive partnerships, curating its gallery space, funding, outreach and public relations. The vision of the management is to develop a work environment grounded in collaboration, integrity, creativity, respect and innovation.

4. Who is the targeted audience? What are their demographics?

SAS targets students, young professionals and an activated community audience who can be responsive to programming and able to contribute to a larger community conversation around important and relevant topics. The organization is also hoping to reach outside audiences as it develops.

According to national census data, only 18% of the Eugene population is under age 18 and only 13% of the population is over 65, leaving a large middle group of professionals. The university has stimulated a high population of individuals in their twenties and thirties, which is a core group for direct SAS outreach. Almost half of the population (40%) has a bachelor degree or higher (far above the 30% state average), and 93% have a high school diploma. Therefore, Eugene boasts a highly educated population that would likely be receptive to the programming developed by SAS. The population is almost 86% white (82% white alone – not Hispanic or Latino), meaning that there is very little diversity in the community. SAS is committed to reaching the diverse audiences in Eugene and working with community arts organizations to promote and encourage diversity.

5. What is the organization mission statement?

Synergy Art Series embraces the arts as a catalyst for conversation and exploration of relevant topics in our contemporary society. SAS pursues this goal by facilitating partnerships and bridging gaps between artists, art organizations and diverse audiences in Eugene.

Demographics sourced from the [United States Census Bureau](#)