

# ArtHouse: A Social Kitchen

Bloomberg  
Philanthropies

PUBLIC ART  
CHALLENGE

## Summary of Findings

Launched in November 2016, *ArtHouse: A Social Kitchen* is a visual and culinary arts center with the goal of promoting social and cultural engagement and spurring economic revitalization through local entrepreneurship. The project is a collaboration between Chicago-based artist Theaster Gates and his Place Lab project, the City of Gary and the University of Chicago's Harris School of Public Policy. Since *ArtHouse* is an ongoing project, the following statistics encompass data collected from November 19, 2016 to February 15, 2018.



# Key Statistics



**4.3 million** views

of the *ArtHouse* installation from its opening on November 19, 2016 to February 15, 2018

**\$2.2 million**

catalyzed for the local economy, including:

- \$1 million Bloomberg Philanthropies' Public Art Challenge grant
- \$754,000 local project funding
- \$157,000 in-kind contributions
- \$295,000 investments for future arts initiatives created as a result of the project

**16** partners

implemented the project, including businesses, nonprofits, government agencies and community organizations, encompassing:

- 6 city agencies
- 151 public-private collaborations activated on behalf of the projects

**80** people employed

to help create and support *ArtHouse*

**145** volunteers

contributed their time and talent

**102** programs

and activities have been held in connection to the project

**51** articles

appeared in local and national print and online press

**138** neighborhoods

represented by visitors to *ArtHouse*, including all 8 neighborhoods in Gary and 130 neighborhoods across the nation<sup>1</sup>

**33** individuals

have graduated from the *ArtHouse* Culinary Business Incubator (CBI) workshop series<sup>2</sup> in a city with a population of 80,000 and 30 existing restaurants

**1,000** solar-powered lanterns

used to create the sculpture on the exterior of *ArtHouse*

**3,000** free meals cooked

at *ArtHouse* and given to youth in the area

**800** marshmallows

roasted at the *ArtHouse* opening event

# Community and Identity

## ArtHouse promoted a sense of community, positive identity and pride.

Residents see *ArtHouse* as a positive influence in their city and neighborhoods.

- 99% of residents and visitors surveyed said that *ArtHouse* is positive for the city and the region, and 98% said that the project is positive for downtown Gary in particular.

*ArtHouse* visitors and program participants felt a greater connection to the neighborhood.

- 81% of visitors surveyed said that *ArtHouse* gave them a greater sense of connection to the neighborhood.
- 67% said that *ArtHouse* changed their opinion of the neighborhood for the better.

*"ArtHouse has changed my perspective of Gary. I know who Gary is because of ArtHouse. As I come here and meet people, I feel like I'm back in a vibrant place."*

Visitor

*"What I've seen is an atmosphere shift. You know how you go down two city blocks and all the houses are abandoned except for yours? So, you wake up feeling gloomy, you go to bed feeling gloomy... Now, they say, 'If we can have an *ArtHouse*, then we can have some other stuff.'"*

Resident

*ArtHouse* helped change the regional and national narrative around Gary.

- 51 articles have been published since the project launched, such as the Washington Post's "Can \$1 million from Bloomberg help the former 'murder capital' become an artsy dining destination?"
- 14 visitors from outside Gary traveled specifically to *ArtHouse* to receive culinary business training. As described by a stakeholder, this is significant because "for the first time in a long time, people are coming to Gary for something they can't get elsewhere."

# Local Arts & Culture

## ArtHouse supported the local arts community and created opportunities for future art projects.

**ArtHouse strengthened residents' belief that public art is meaningful and valuable.**

- 86% percent of respondents reported that they want to see more public art in Gary.

**ArtHouse created a new model of arts partnership for the City of Gary.**

- *ArtHouse* marks the first time that city government has collaborated with artists.
- Through the process of planning for and managing this project, the City has developed new procedures and models for partnering closely with arts organizations.

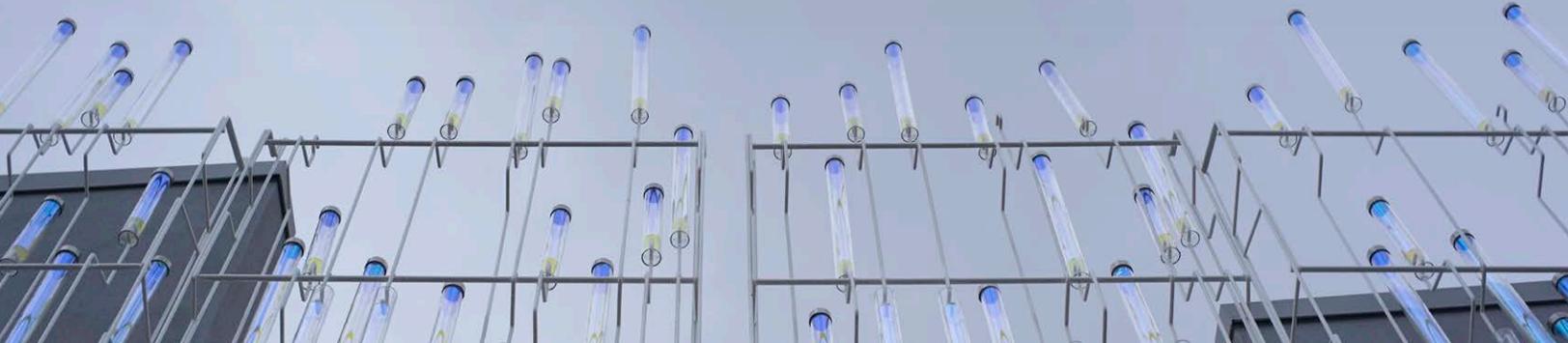
**ArtHouse spurred investments in future arts initiatives.**

- Arts-related investments have been generated as a result of *ArtHouse* since its opening, including:
  - In November 2016, the City of Gary commissioned a four-story Jackson Five mural on a nearby vacant building. The muralist, Felix Maldonado, came to the Mayor's attention during the competition for *ArtHouse's* exterior art installation.
  - *ArtHouse* inspired a \$75,000 investment from the Legacy Foundation and the City of Gary to fund 8 public artworks or murals by local artists in downtown Gary.

"Art has the ability to create a place where great things can happen, and great things are happening here. None of it would have been possible without the people, businesses, artists, chefs and city working together."

**Artist Theaster Gates**

# Civic Issues and Awareness



## ArtHouse advanced progress on critical civic issues.

### The project contributed to a growing momentum for redevelopment investments.

- Inspired by *ArtHouse* and with \$16,500 in grants, the City hosted the “Gary Preservation Tour,” a series of free public tours of architecturally significant buildings in downtown Gary. The tours helped raise awareness and spark discussion about possible reuse and redevelopment in downtown Gary.

### *ArtHouse* is contributing to a sense of hope for revitalization and economic development.

- 62% of respondents reported that they believe the organization’s Culinary Business Incubator, which aims to train local restaurant entrepreneurs, will help stimulate economic development in Gary.

“This was the first example of what could be, because it was actually something that was dreamed and came to fruition. It’s the first complete project of everything people have been talking about over the years.”

**Resident**

### *ArtHouse* supported the development of new culinary arts professionals.

- 33 individuals have graduated from the *ArtHouse* Culinary Business Incubator (CBI) workshop series, including 19 from Gary and 14 from outside Gary.
- 11 CBI graduates have catered or served samples of their food creations at one or more *ArtHouse* events.
- 2 CBI graduates were awarded a business contract to prepare breakfast and lunch for daily delivery to 50 children enrolled in Gary’s City Life Center’s summer program.
- An additional 26 individuals have applied for and obtained their ServSafe Food Handlers Certification credential through *ArtHouse*-provided trainings since July 2017, a requirement for restaurant kitchen workers in Indiana restaurants.