



A PROJECT OF MICHIGAN STATE UNIVERSITY EXTENSION



Where it all began...

Art Alley opened in July 2010 as part of an economic development initiative in the REO Town neighborhood of Lansing, an area of Lansing cut off from downtown by the I-496 freeway. It included an old train station and a run-down, three block area of what was once active storefronts.

The original idea was to create an ‘arts incubator’ space in two adjoining storefronts. A third was to be a gallery space for the member artists. So, in an effort to assist the building owner in renting newly-renovated apartments above the storefronts, we immediately started a community art gallery to promote local arts and to create a “vibe” for the neighborhood. The incubator space never got funded, however another group in Lansing created a Maker Space a few years later in a separate project.

In 2012, the Lansing Board of Water and Light purchased the old train station, refurbished it, and built a 21<sup>st</sup> century power plant just down the street. As part of a larger city-wide infrastructure project the road and sidewalks were completely torn up, underground sewer work was done, the road was reconstructed and the sidewalks were rebuilt with style.

REO Town is now a growing, viable neighborhood.

# How do we help artists, musicians...and other creatives...access the same business training as tech professionals?

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We knew many artists and musicians who were out of work and struggling. We wanted to help.

Local festivals and venues paid very little, when they paid at all. Artists had no idea how to turn their talent into a business. We showed them how.

MONEY...the elephant in the room. We needed an idea...

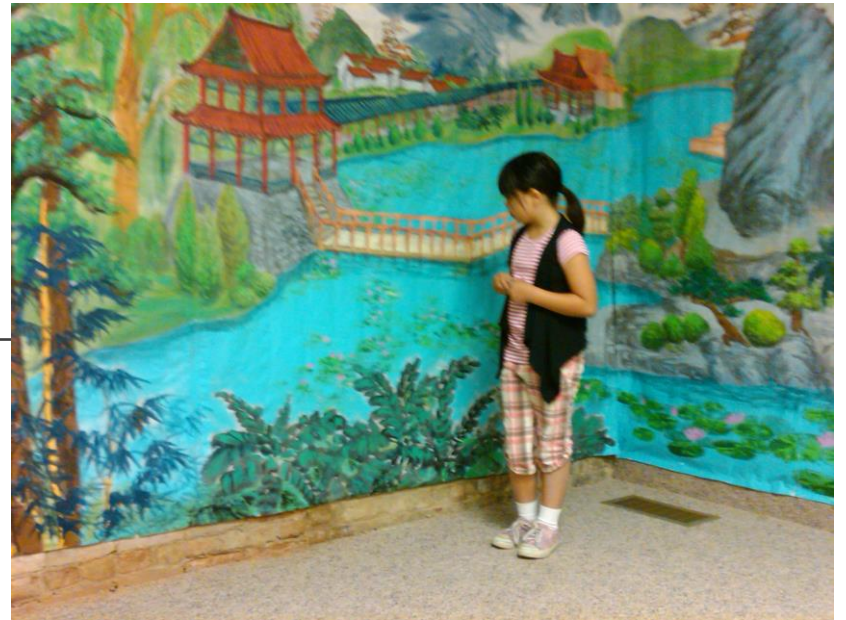
BECAUSE 7 MUSICIANS CREATED THEIR FIRST CD...

BECAUSE MORE THAN 60 MUSICIANS PERFORMED AT OUR EVENTS...SOME FOR THE FIRST TIME...

BECAUSE THERE WERE MORE THAN 30 EXHIBITIONS...

WITH 7 ARTISTS SHOWING IN ARTPRIZE...

BECAUSE WE WERE MORE THAN A BUILDING...



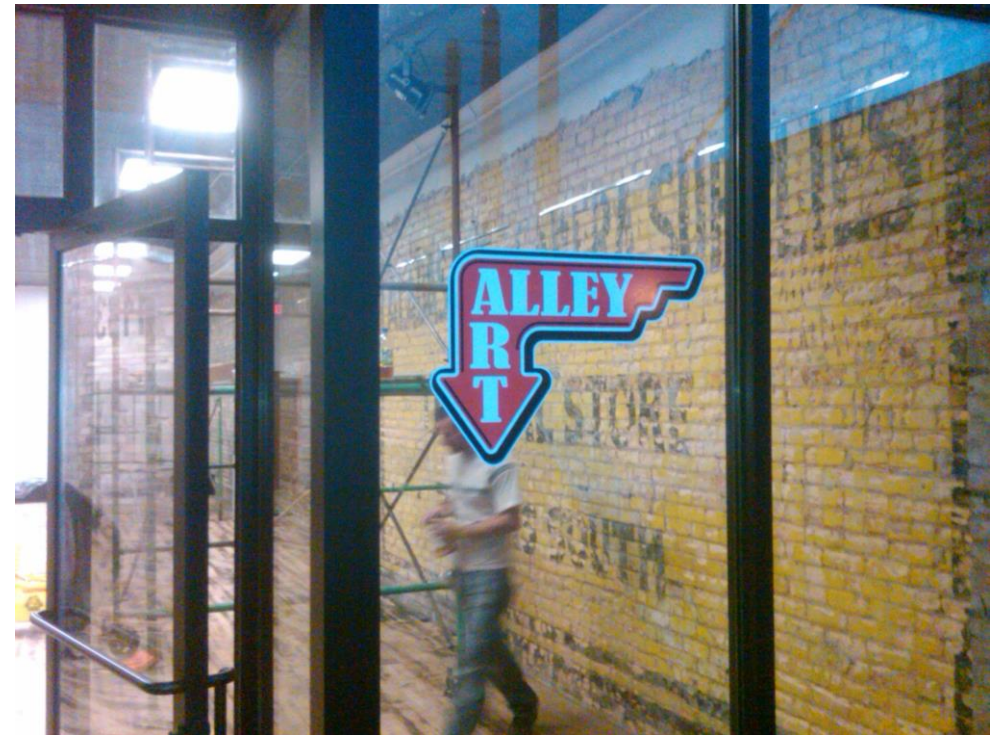
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## ART ALLEY

# REO Town Today

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Art Alley became the 'AA Creative Space' and is run by members of the local artist community. In addition, several new businesses have opened in the neighborhood, Good Trucks Restaurant, Blue Owl coffee shop, and The Robin Theatre among them, and the REO Town Pub is seeing a brisk business. Reach Art Studios, an anchor organization, purchased a building and has significantly grown art class schedules, primarily working with at-risk youth.





Why Pay Artists?

Don't they do it for love?

Don't artists just want "exposure" for their work?

Don't artists have to 'pay their dues'? Suffer for their art?

Some of the Challenges:

Understanding artists are entrepreneurs and have bills to pay.

How to get artists to do the "business" work of art?

Where does the cash come from?

Who does the work?

Who defines and creates the exhibition or the limits of the event?

Who supplies the space and equipment?

Who does the marketing?

Where does the seed money come from?

# Partnering

What we did...

We began to reach out to local businesses and ask if they would like to have a rotating art exhibit in their space.

We applied for and received small grants from the Greater Lansing Arts Council and the Michigan Council for Arts and Cultural Affairs (MCACA).

We asked for sponsorships...and got them.

We strengthened our connection to Michigan State University.

We pitched the idea of creating resources for creatives to assist them in making a business of their art...and worked with the Arts Council to create the ArtSmarts program.



# How we did it...

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## Exhibitions for Visual Artists

Created a network of locations where exhibitions could be mounted

Mentored artists on how to create an exhibition of their work...step-by-step

Worked with the venues to create an appropriate exhibition space

Planned receptions and events around the exhibition

## Music Events

Procured funding for concert series and other music opportunities

Mentored musicians on how to create a business for their music

Guided the process of CD creation and held CD launch events

Partnered experienced musicians with emerging performers



Morrice High School art students visiting Flatlanders Art Gallery and Sculpture Supply in Blissfield, MI



Ric Leichliter  
artist-in-residence



## **Morrice**

Junior-Senior High School students worked with artist-in-residence, Ric Leichliter, to design and create this sculpture, the centerpiece of a community garden created behind the school by the students. The garden now includes benches made by students in shop class. Collaboration with art teacher, Kari Brown.

- Examples of Michigan ArtShare projects and partners
  - Windwalker Underground Gallery, Charlotte
  - The Armory, Owosso
  - Art 634, Jackson
  - MEDC, Lansing
  - Cross Pollination Corridor, Detroit
  - MSU Community Music School, East Lansing
  - The Obama Gallery, Detroit
  - MSU Extension, at Focus Hope, Detroit
  - Library of Michigan, Lansing
- Cross-cultural exchange and understanding:
  - “Urban/Rural Conversation” project
  - “Meet in the Street” events
  - Concert series and community gatherings
  - Community Engagement efforts for public art projects
- Whose voices are heard? Whose stories are told?
- Economic/funding issues around the arts



# We Hustle!

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## Our friends in Detroit

Left to Right: John George (Detroit Blight Busters), Zac Brunell (Detroit Bureau of Sound), Kev E Kev (Artist Village Detroit), Chazz Miller, a volunteer, Diane, a volunteer, Alonzo Reeves, Alicia George (Java House),



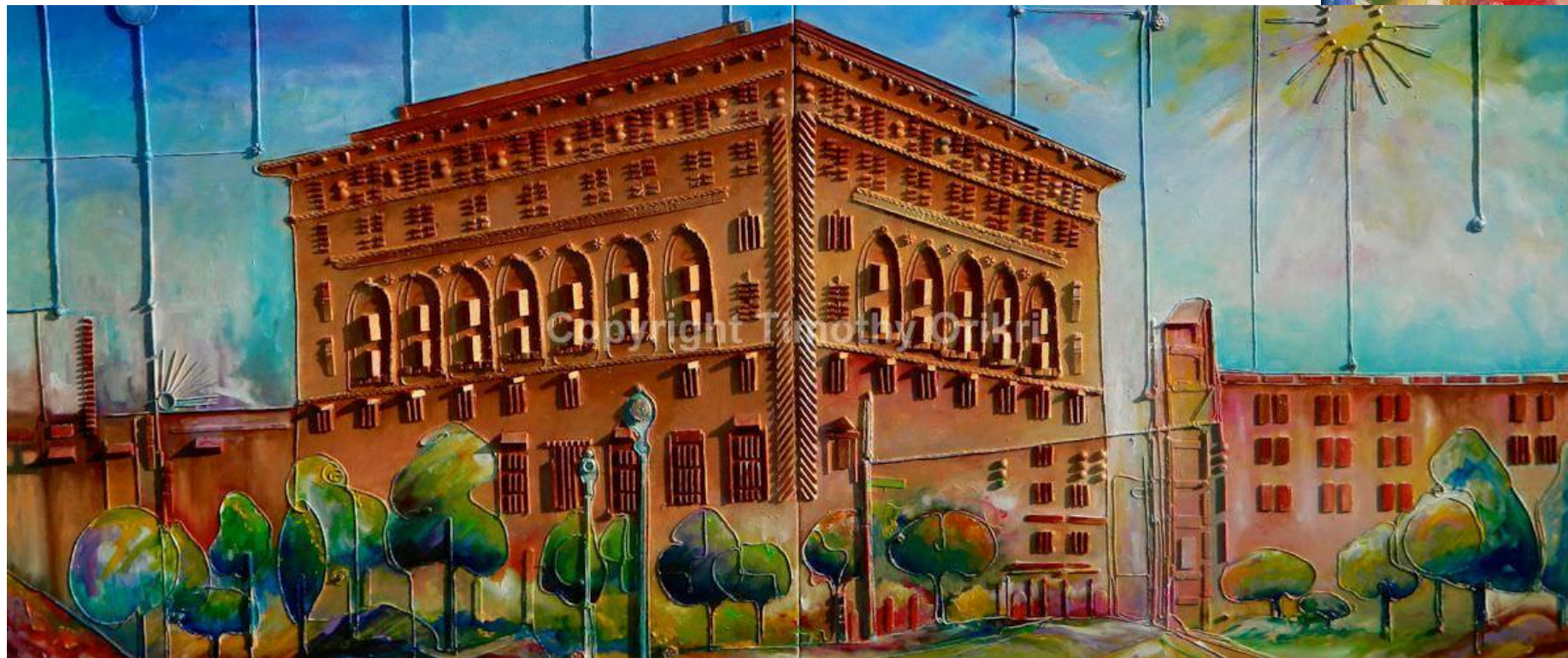
Richard Turbin

Windwalker Underground Gallery, Charlotte, MI



# Timothy Orikri

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# Carrie Joers

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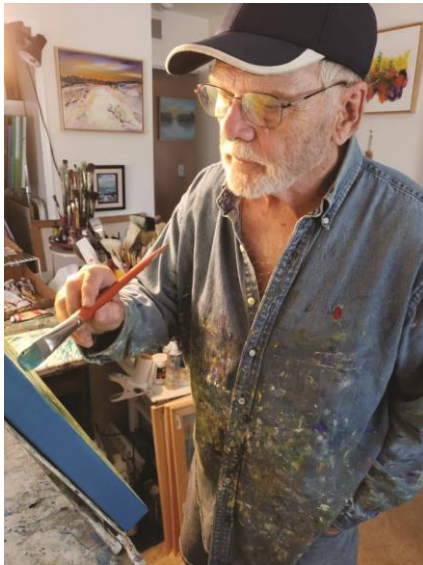
Painter, creator, graphic artist





# Joel Ellis

Painter



# Marti Liddle-Lameti



Urban/Rural Conversations **ARTIST:** *Marti Lameti*

A circular inset portrait of Marti Liddle-Lameti on the left. To its right are two rectangular images of her artwork. The first is a landscape painting with vibrant autumn foliage in shades of orange, yellow, and red. The second is a dark, textured artwork featuring a central circular opening, possibly a window or a hole, with intricate details around it.

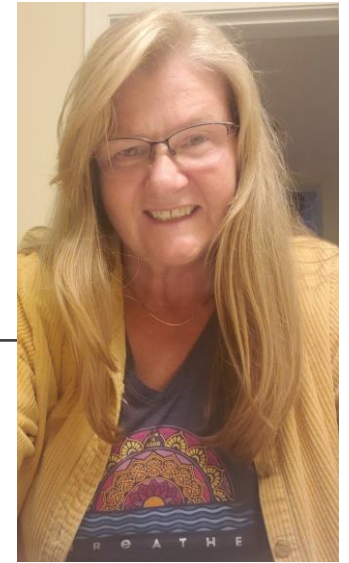
**ARTIST RECEPTION** JUNE 28th, 5 to 7pm | Owosso Armory, 215 N. Water St., Owosso, MI 48867

*This activity is supported by the MICHIGAN ARTS AND CULTURE COUNCIL and the NATIONAL ENDOWMENT FOR THE ARTS.*



# Amy Wellington

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Michigan ArtShare is  
Thrilled to present

**"STOP LOOKIN"  
"START SEEING"**

ART BY  
**CHAZZ**


12/13/2023

@4:00-  
7:00p.m.

Music By:  
Pat Carmody

**LIVE  
SKETCHES!**

The Armory  
215 N. Water St.  
Owosso, MI  
48867



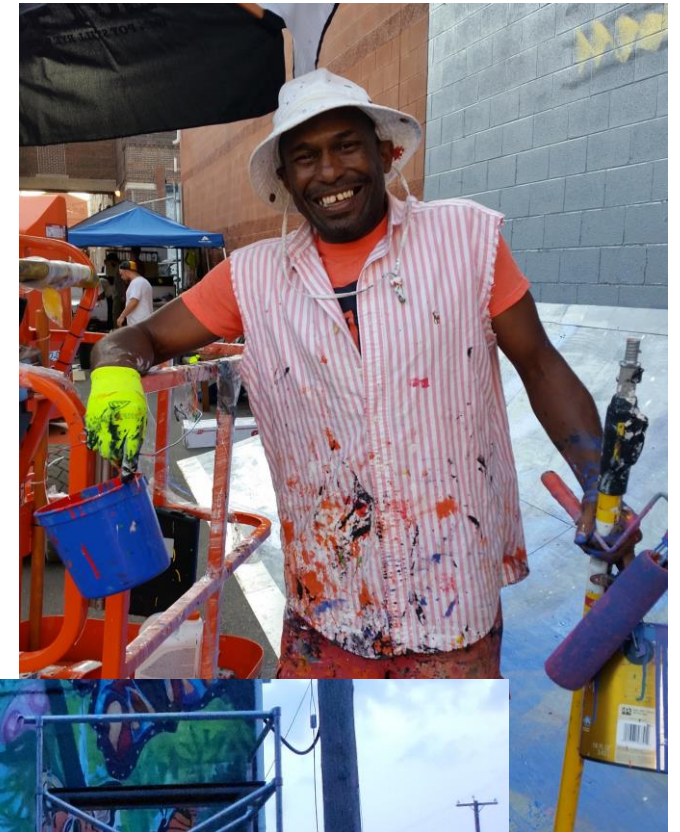
MICHIGAN STATE  
UNIVERSITY | Extension

# Charles "Chazz" Miller

Painter, muralist, creator of Artist Village Detroit



Alma mayor, Greg Mapes, got involved!





# Alma - Public Mural

A community effort

# Green Bow Music

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[www.tiaviolin.com](http://www.tiaviolin.com)





# Sister Strings: Roots, Voice, and Drums

2020 Detroit Jazz Festival



# Detroit Bureau of Sound – Zac Bru

## HOW SOUNDS ARE MADE

Third Thursday Matinees. 6-8:30p  
March Thru August. at LIGHT BOX  
8641 Linwood, Detroit

March 21 6-8:30	IAN FINK DBS CACTUS CONCERT
April 18 6-8:30	TIA IMANI HANNA PROJECT DAVE HURLEY & FRIENDS
May 16 6-8:30	AHYA SIMONE OMIERI [GUITAR, NYATITI, PERCUSSION]
June 20 6-8:30	ONYX ASHANTI + TROY ROGERS RELA PERCUSSION
July 18 6-8:30	BALANCE DUO KOYAANISQATSI 2020
August 15 6-8:30	MOLLY JONES DETROIT SYNTH PROJECT








## Urban / Rural Conversation



Notorious for being 'that guy who plays the cactus', Zac Bru is better known as Detroit Bureau of Sound, the electro/acoustic sound artist and percussionist. With an adoration for extreme music of any kind, Zac's perspective on sound art is uniquely situated somewhere between 20th century classical music and Detroit techno & electronica. As a production front, Detroit Bureau of Sound has conceptualized events at many of Detroit's most notable places - MoCAD, the Detroit Institute of Arts' Rivera Court, 2 productions with the now-defunct Red Bull Arts Detroit space, the Michigan Science Center, the Belle Isle Aquarium, among collaborations with many of the city's clubs and galleries. Zac also acts as the manager for the contemporary chamber group New Music Detroit and producer of their marathon concert, Strange Beautiful Music, taking place every September.



This activity is supported by the MICHIGAN ARTS AND CULTURE COUNCIL and the NATIONAL ENDOWMENT FOR THE ARTS.












**Culture:** (1) The arts and other manifestations of human intellectual achievement regarded collectively.  
(2) The customs, arts, social institutions, and achievements of a particular nation, people, or other social group.

**Cultural Landscapes:** Carl Sauer's **cultural landscape theory** states that the **cultural landscape** is shaped by humans and various **cultural** aspects. This means that the sum effects on human population has on an environment is a **cultural landscape**.

-- In cities, we would be looking primarily at parks and public spaces.

**Role of Cultural Institutions:** "...arts and culture organizations must understand themselves not as arbiters of taste, but as creative homes for the people. They must be places driven by artists, culture bearers, philosophers, and activists. They must be platforms for cultivating public imagination; building thick and diverse networks; convening across differences and sectors; and incubating breakthrough ideas that stick, because they spring from communities that come together to embrace truth, honor diversity, and poetically pursue freedom." -- "Civic Engagement: Why Cultural Institutions Must Lead the Way"

**DEBORAH CULLINAN, MAR. 22, 2017, STANFORD SOCIAL INNOVATION REVIEW**



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