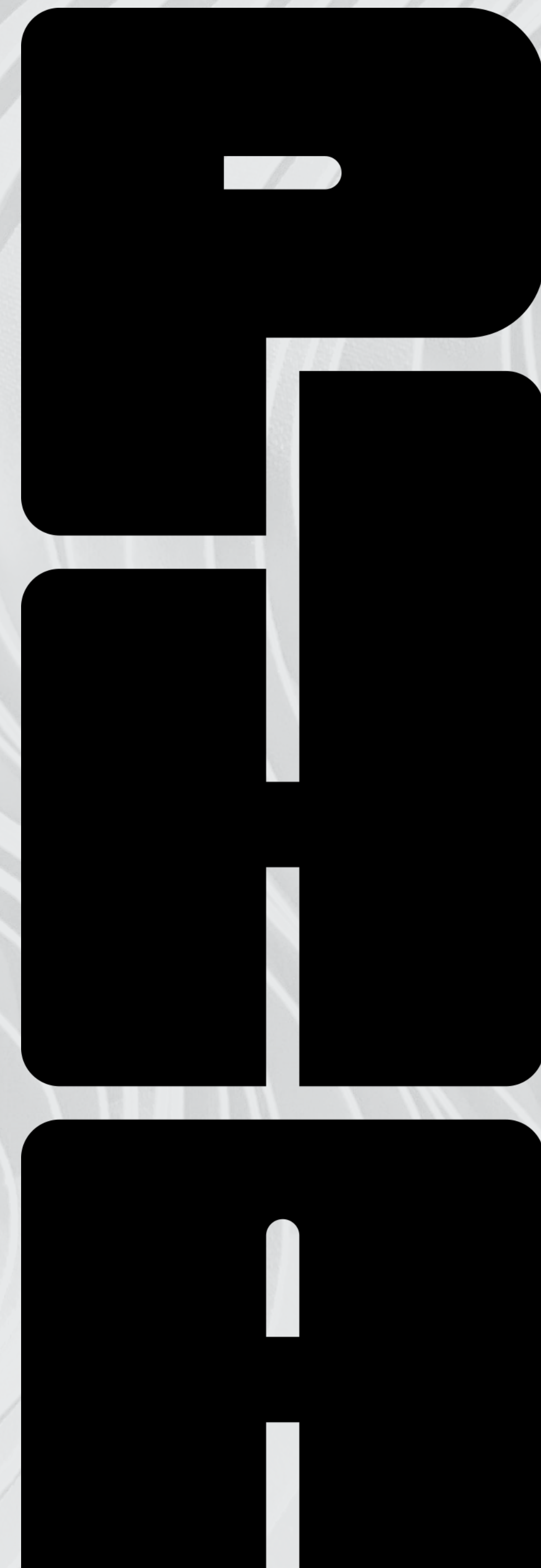


powerhouse arts
brand partnerships overview



About

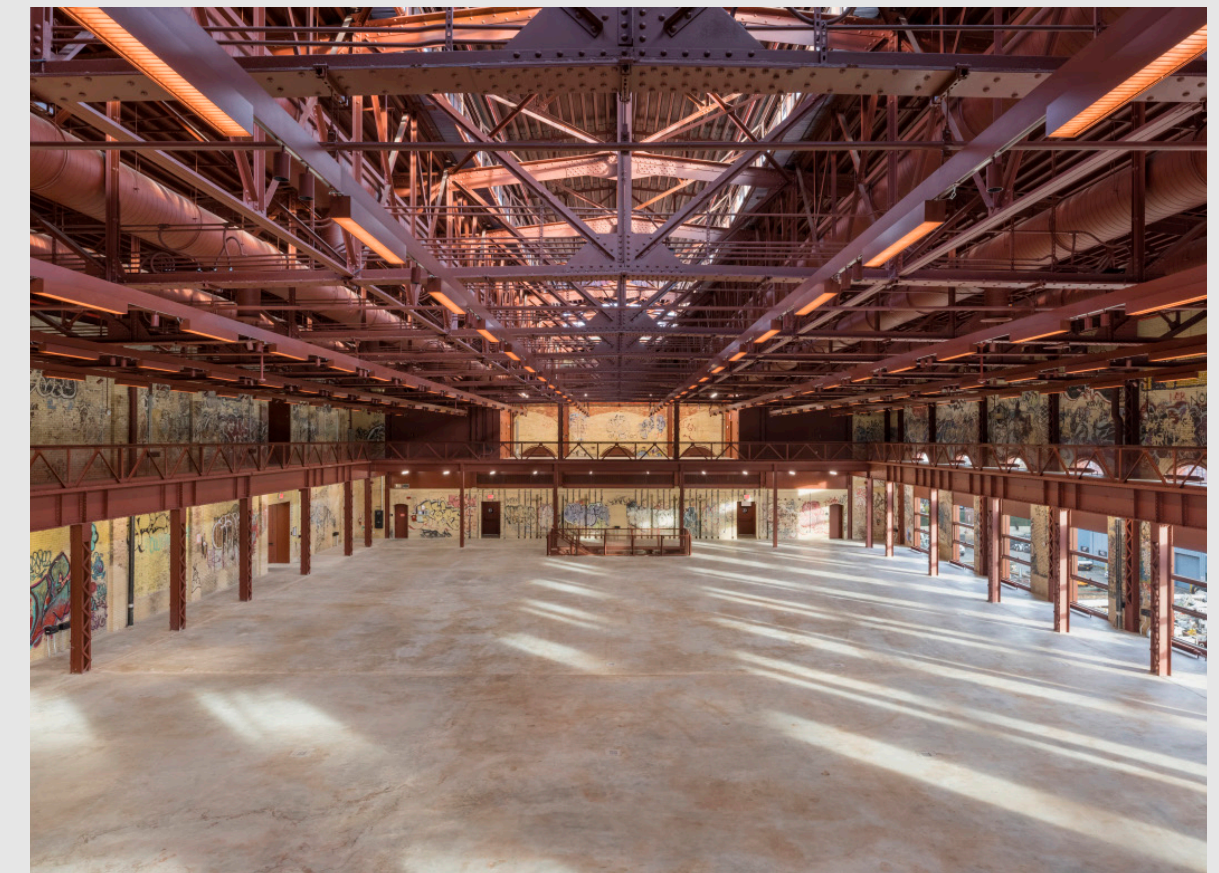
The crown jewel of arts manufacturing, Powerhouse Arts (PHA) stands alone, arguably the premier center for arts production in New York.

Founded in 2016, PHA is a not-for-profit organization committed to creative expression. Housed in a world-class facility designed by the architects Herzog & de Meuron, PHA hosts an extended network of art and fabrication professionals and educators who work together to co-create and share artistic practices vital to the well-being of artists and the communities to which they belong.

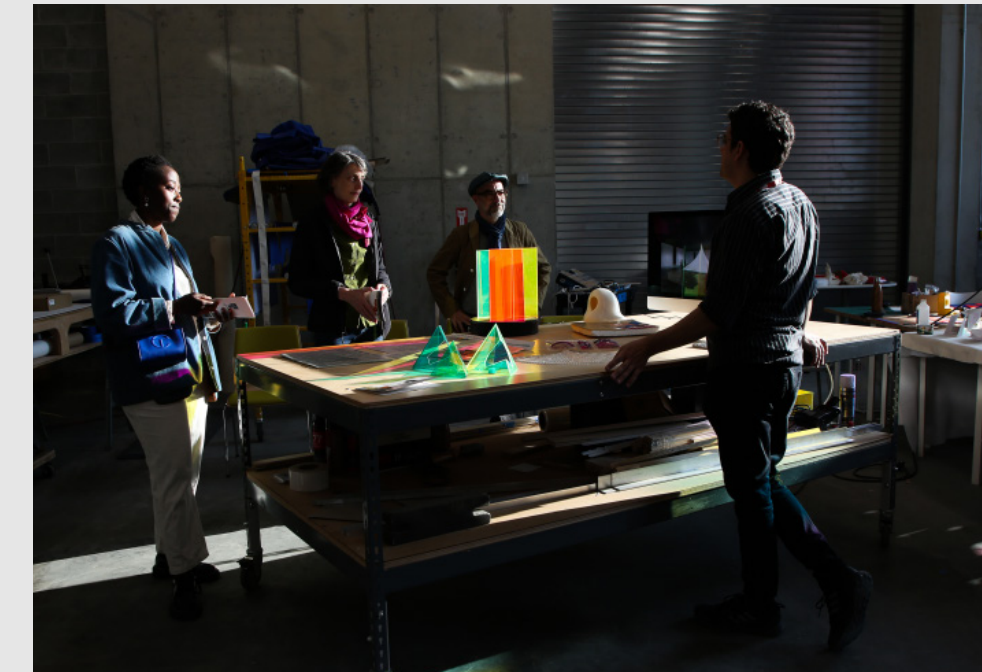
More than 60 professionals work on staff of the new contemporary arts center, which was formerly the Brooklyn Rapid Transit station. These ambitious creatives

advance the spirit of innovation and fabrication that has always been a part of the state-of-the-art facility's history. Funding supports the work of local and international artists and makers being created in workshops retrofitted for ceramics, printmaking, public art fabrication, metal work, woodworking, and textiles.

PHA thrives in the Brooklyn district of Gowanus, a nexus of creativity that abounds with artists and artisans and is one of the fastest growing neighborhoods in NYC. It's located close to New York-area museums, art schools, art gallery districts, media outlets, patrons and aficionados. These venues and audiences serve as a launchpad for artwork, cultural thought, and energy that go out to the world.



Our values at a glance



To provide artists and artisans unequalled collaborative support in the production of their craft, sharing the skills and wisdom of in-house experts and the use of state-of-the-art facilities

To nourish artists and the community within which they work by helping them innovate and master their creative practices

To help makers disseminate their art and ideas, and assist them and Powerhouse Arts in finding new financial pathways to support one another—this with engaged partners using innovative platforms

To engage holistically with the community, providing educational and employment opportunities, including public gatherings and events

To create a sense of wonderment, vitality, and learning in the process of collaborating in the production of art

Our vision

Eric Shiner, President

Powerhouse Arts, as an organization and a facility, is committed both to creative expression and to supporting artists of the community, including those in Gowanus and New York City at large.

“I was blown away by the staggering potential the organization has for making artists’ dreams come true,” Shiner told Artnet News in an email. “I have always prioritized artists and their voices in my career, and Powerhouse serves to amplify those voices in so many exciting ways. I liken this potential to that of Andy Warhol’s Silver Factory—a place where creative energy, innovation, and joy intermingled to create a vibrant arts ecosystem.”

What does Shiner envision for the organization now that he’s at the helm? “I view Powerhouse as a new hub in the creative economy of New York,” he explained. “I hope that individuals, corporations, and foundations will want to invest in us so that we in turn can invest in artists.”

Artists have long fueled New York’s prospering creative economy, and supporting them means

supports many other industries too. “I’ve learned much over my long career in the art world on both sides of the aisle: The biggest takeaway is that neither the nonprofit nor the for-profit arts industries would exist without artists. I’ve known for a very long time that we must put our trust in artists and to support their visions for either of those systems to exist.”

It’s no secret how restrictive and competitive New York’s real-estate landscape is, and dedicating a fabrication facility in the heart of an arts community will be a welcome invitation to artists across the city.

“Once artists see what we can make here, how we train and mentor the next generation of artists and makers, and how we welcome our neighbors to be a part of the organization’s evolution,” said Shiner, “I hope that the answer to this question of ‘why the arts needs Powerhouse Arts’ will become even more apparent.”

— Julie Baumgardner, December 5, 2022
Excerpts from Artnet News





Program areas

Fabrication Services

PHA offers three fee-based fabrication services: Ceramics, Print, and Public Art. The organization's in-house production facilities and expert fabrication teams help artists produce work in a safe environment, in a more cost effective and collaborative way than typical studio buildings can accommodate.

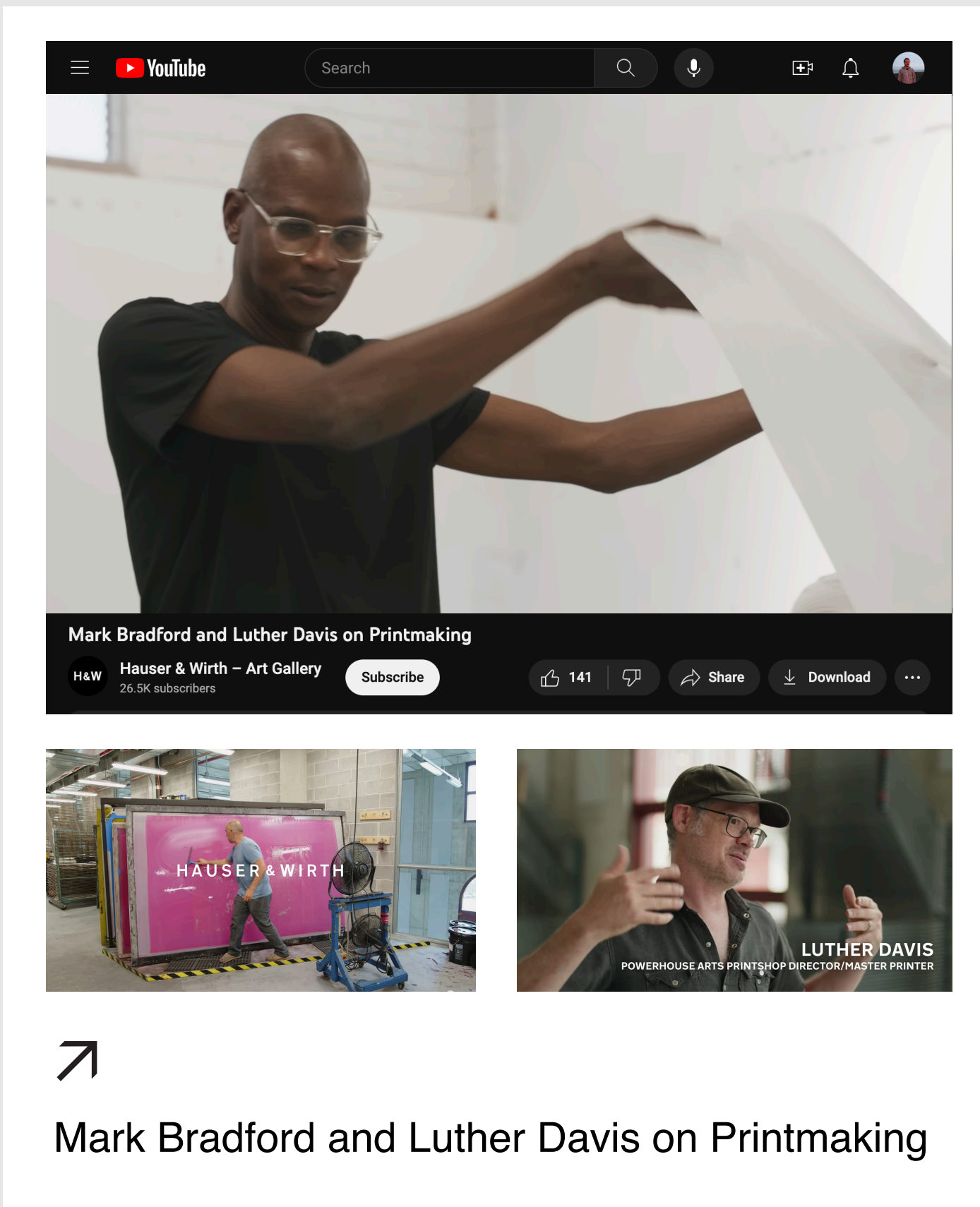
Community Ceramics Studio

The Community Ceramics Studio is PHA's ceramics membership program, offering artists access to workspace, materials, equipment not accessible elsewhere, and professional assistance.

Community Engagement & Partnerships

PHA is actively engaging with our neighbors in developing public programs that support the creative lives and vitality of our communities. We provide skill-building workshops, community events, and work-based learning opportunities, including internships for young adults in creative manufacturing and arts administration.

Silkscreen with Mark Bradford



The image shows a YouTube video player interface. The main video frame displays Mark Bradford, a Black man wearing glasses and a dark t-shirt, holding up a large white sheet of paper. Below the video, the title "Mark Bradford and Luther Davis on Printmaking" is visible, along with the channel name "Hauser & Wirth - Art Gallery" and a subscriber count of "26.5K subscribers". There are also icons for likes (141), share, and download. Below the main video are two smaller thumbnail images: one showing a person in a printshop and another showing Luther Davis, identified as "POWERHOUSE ARTS PRINTSHOP DIRECTOR/MASTER PRINTER".



Mark Bradford, *RONA*, 2023

PHA print publications

The PHA Print Publications program will feature limited edition releases—made in the print shop—by Ivan Forde, Alex Dodge, Julia Wachtel, and Michael Joo throughout the next year. Both the artists and PHA benefit from the proceeds of sales. For further information: [Print webpage](#)

Ivan Forde, *Fall of Man* (detail), 2023





Community engagement programs

Community Engagement Programs

Partnerships connect community members and New York City public schools with industry partners to learn the trade-based skills of art fabrication careers. We aim to provide a sustainable education model to our partners. We work with each constituent to create an individualized curriculum and plan to optimize opportunities for professional development and acquisition of trade-based skills. Our educational approach investigates different ways of making, engages participants in creative problem-solving, and supports the actualization of their artistic projects from ideation to completion.

For more information:

[PHA Community Engagement Programs](#)



Work-based learning and workforce development consortium



Community-facing in a multitude of ways, Powerhouse Arts also works with local businesses and the trades to promote craft skills and support work-based learning and workforce development. To this end, PHA is currently in conversation with a consortium of notable area businesses to integrate programs in the applied arts, wood, and graphics. They include: Alpha Workshops, who historically work with New York’s vulnerable communities, and who are dedicated to education in the decorative arts; the Beam Center, a Brooklyn neighbor, who energize youth and intergenerational communities in wood craft projects, small and large; and the Manhattan Graphics Center, which supports the learning and practice of fine art printmaking in an affordable and inclusive professional studio, and for a community of printmakers at all stages of artistic development.



Learning extensions

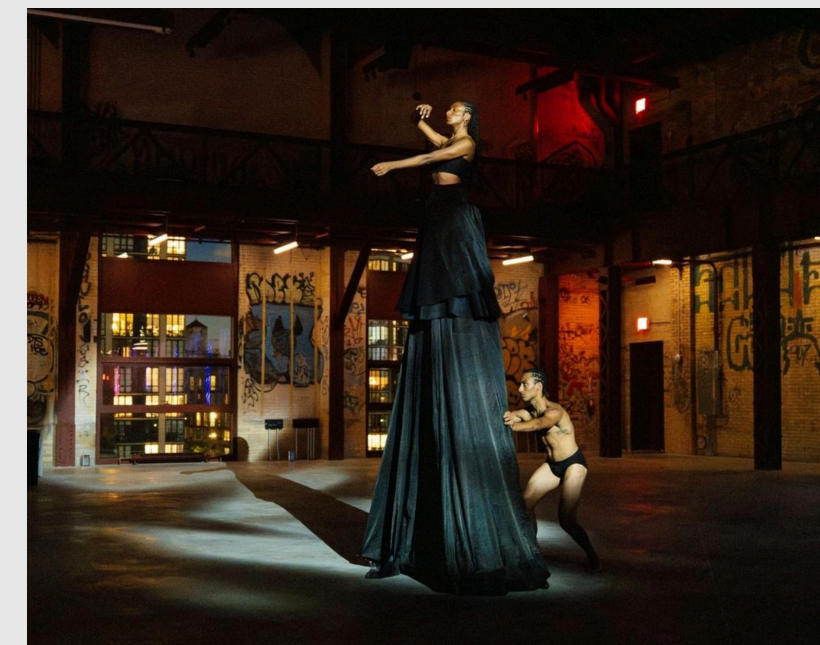
As part of its mission, Powerhouse Arts provides an assortment of learning extensions for artists. They come in the form of internships, residencies, and, in time, teaching fellowships and arts financial literacy programs. Currently, internships and residencies provide deserving students from CUNY, and artists and artisans longer term interactions with PHA, where they receive ongoing hands-on support, with access to space and facility technologies. Here over the course of several months, artists can daily interact with in-house expert staff and explore their ideas more deeply, as well as elevate and expand their artistic production.

In time, it is our desire to develop programs which support a cohort of teaching artist fellows. In addition, we are exploring discussions with Pratt Institute, School of Art, and other best practices educational entities which offer financial literacy courses to instill ever-important practical business skills to better advance artists careers (and their lives). Powerhouse believes it can serve as a thought leader in the space, and accelerate and support an educational platform to reach artists for an in-person and on-line courses.

Development

This year marks the beginning of a formal Development department at Powerhouse Arts and a strategy to diversify contributed income sources following the organization's inception, which was made possible through the generosity of our sole founder. Led by Megan Skidmore, Development Director, we are developing ambitious plans for diversifying the streams of revenue, donor-base, and types of mission-driven programs and initiatives, which will evolve over the next five years and beyond as staff and board work to sustain and advance the mission and annual operations of the organization.

PHA's operations and future livelihood will be sustained through a variety of revenue streams: contributed income, cultural and community partnerships, PHA Publishing program and retail sales, event rentals and space hosting, as well as through all PHA Workshops fee for services fabrication.



Special events & dinners





Brand partnerships

Powerhouse Arts is made possible by the generous contributions of individuals and organizations who value contemporary art. We offer bespoke and accessible partnership programs that are designed to address the marketing objectives and cultural initiatives of our partners.

Some of the categories that are available to partners include:

- Naming Rights
- Workshops
- Artists Edition
- Community Engagement
- Art Learning Extensions: Internship, Residency and Teaching Fellows
- Arts Media and Storytelling
- Arts Financial Literacy
- Thought Leadership
- Special Projects (i.e. Raku Kilns)
- Solution and Technical Equipment
- Special Events and Dinners
- Speciality Products
- Business Innovation
- Retail Collaborations
- Amenities
- Cafe and Beverage

Arts media and storytelling

Directly inspired by Andy Warhol's famous Silver Factory, which brought high and low culture together in a localized maelstrom of art-making and social interaction, where inspiring art can be broadly understood and eagerly consumed by mass audiences, Powerhouse Arts is in discussion with potential production partners to help shape an entertainment property which democratizes art for broad audiences and generates awareness for Powerhouse artists' programs and services. With a myriad of compelling characters and rotating storylines, audiences will connect with a panoply of backstories as well as the very particular pleasure of seeing a work of art take shape.



Andy Warhol and Gerard Malanga at the Silver Factory, New York, 1966

Flying Home by Ellery Neon with Powerhouse Arts Print Shop



Speciality products

Powerhouse retail celebrates and supports a unique community of artists, makers, and educators. The spirit of production and unique manufacturing of work speak directly to the ethos of Powerhouse Arts, inspiring an emotional connection and remarkable craft.

From Limited Editions to Unique Product Drops, consumers will be able to access speciality products on sale through an e-commerce site, partner collaborations, and in the future, an on-site retail boutique.

Jasper Udink ten Cate, *BEANS*, 2023

Past events



Press

New York Times

Brooklyn's Batcave Reborn as Gotham's Art Factory

By Hilarie Sheets

Link [HERE](#)

Total Monthly Visits (web/mobile): 569.4M

Artnet

The Long-Awaited Powerhouse Arts Has Opened in Brooklyn to Offer Fabrication Facilities to Local Artists

By Artnet Editors

Link [HERE](#)

Total Monthly Visits (web/mobile): 7M

Surface Magazine

Artful New Beginnings for Brooklyn's Infamous Batcave

By Ryan Waddoups

Link [HERE](#)

Total Monthly Visits (web/mobile): 62.8K

Dezeen

Herzog & de Meuron transforms derelict Brooklyn power plant into arts centre

By Ben Dreith

Link [HERE](#)

Total Monthly Visits (web/mobile): 3.8M

Crain's

Op-ed: Gowanus can create New York City's next legacy

By Chris Fogarty

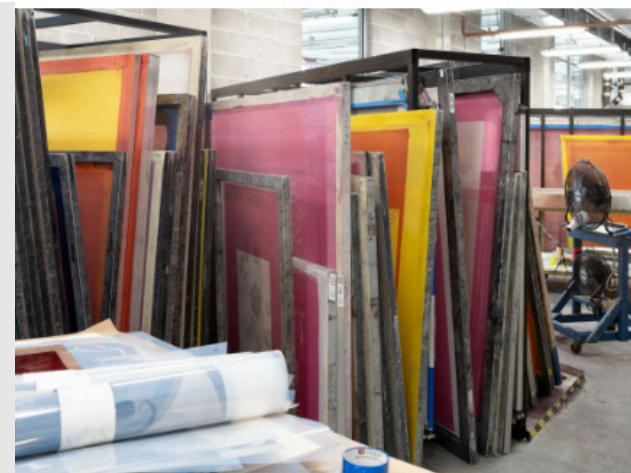
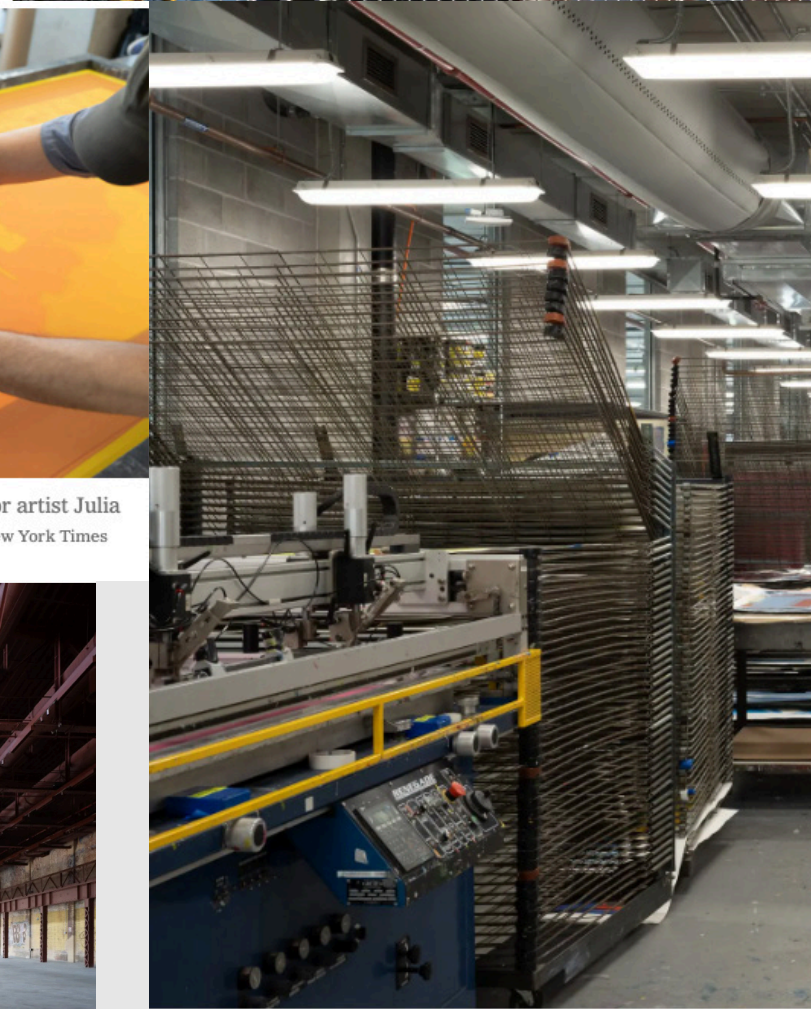
Link [HERE](#)

Total Monthly Visits (web/mobile): 491K

New York Times

Brooklyn's Batcave Reborn as Gotham's Art Factory

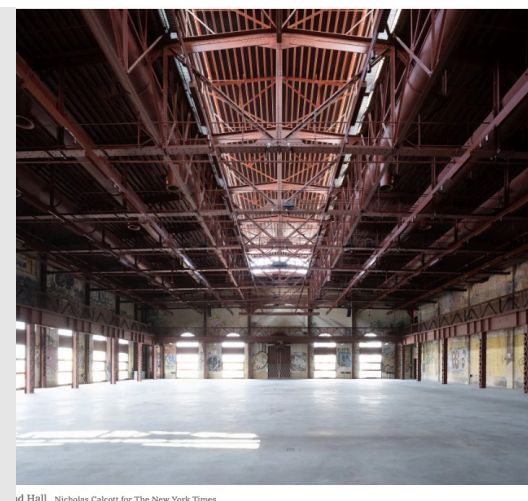
A philanthropist spent \$180 million to transform a relic of Gowanus's industrial past into Powerhouse Arts, equipped to produce the art of the future.



Powerhouse Arts' print shop. Nicholas Calcott for The New York Times



Zaire Anderson works on creating a silk screen for artist Julia Wachtel in the print shop. Nicholas Calcott for The New York Times



Grand Hall. Nicholas Calcott for The New York Times



The print shop at Powerhouse Arts works directly with established artists to create works to their specifications. Nicholas Calcott for The New York Times



The ceramics studio at Powerhouse Arts. Nicholas Calcott for The New York Times



Katie Coughlin and Brian Ferreira working on a slipcast mold in the ceramics studio at Powerhouse Arts. Nicholas Calcott for The New York Times



Briata Roytburd throwing a pot in the ceramics studio. Nicholas Calcott for The New York Times



Relic's Redo Is Powering A Synergy Of Artists
A crime story with a happy ending: A crime school building built on a relic of the industrial past is being transformed into an engine for creative fabrication.

By Hilarie M. Sheets

May 17, 2023

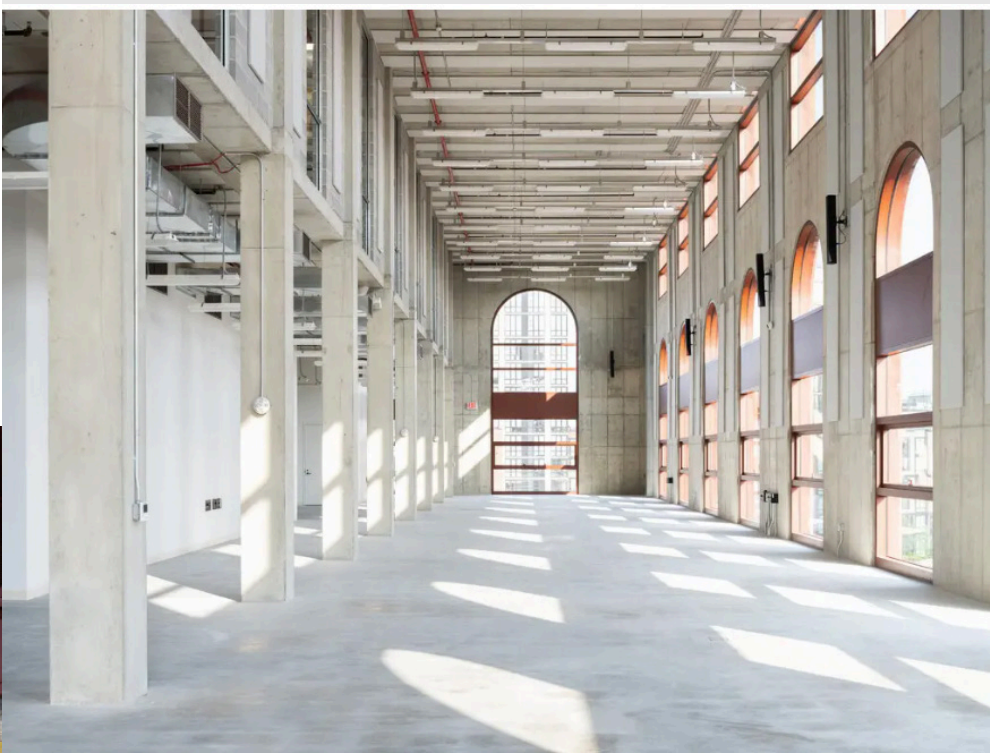
Rising at the edge of Brooklyn's Gowanus Canal — a rezoned superfund site with developers racing to build — the colossal industrial relic known locally as the Batcave has found its own Bruce Wayne.

Over the last decade, the press-shy philanthropist Joshua Rechnitz gave \$180 million through his foundations to transform the 119-year-old Rapid Transit building into a disciplinary hub of his gift to

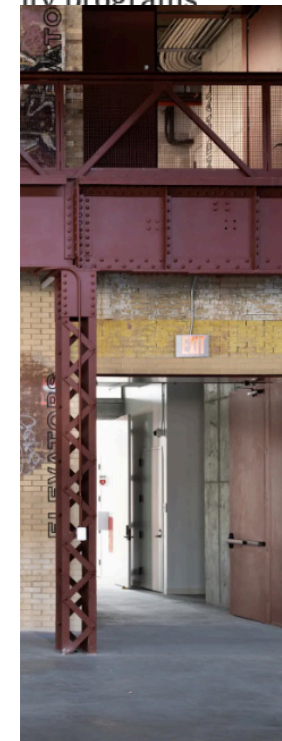
its grand opening, investment and local need by the architect de Meuron in 1,000,000 square feet of ceramics, public and cultural of the space built city programs



Pre-renovation graffiti by the artist Ellery Neon is still visible in the lobby. Nicholas Calcott for The New York Times



In the new addition built on the footprint of the former Boiler House, the arched windows are faithful to the original design. Nicholas Calcott for The New York Times



Nicholas Calcott for The New York Times

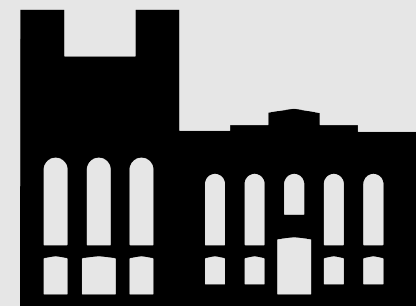


Eric Shiner, the president of Powerhouse Arts, in the Grand Hall. Nicholas Calcott for The New York Times



A view into the lobby at Powerhouse Arts. Nicholas Calcott for The New York Times

Thank you



**powerhouse
arts**

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