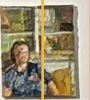


U N C G

# GREENSBORO PROJECT SPACE

ANNUAL REPORT 2019-2020





# Greensboro Project Space Annual Report 2019-2020

## Mission:

Created by the School of Art at the University of North Carolina at Greensboro in 2016, Greensboro Project Space (GPS) is an off-campus contemporary art center in Downtown Greensboro that acts as a bridge between students and faculty in the School of Art and the Greensboro community. Roughly half of our programs are by School of Art students and faculty, and half are split between a diverse range of communities and artists both off-campus and on-campus.

See expanded mission here:

<http://www.greensboroprojectspace.com/mission>

## 2019-2020 Overview:

During 2019-2020, Greensboro Project Space created and or hosted a total of 74 exhibitions, performances, lectures, workshops, and community events, which reached approx. 6,397 people. 59.5% of the activities were by School of Art students and faculty, and 40.5% were for School of Arts students and faculty including programs by other departments, schools, colleges, and offices at UNCG, local artists, local communities, and local organizations. 57.5% of the programs were UNCG affiliated, 20.5% were by the Greensboro community, and 21.9% were collaborations between UNCG and the Greensboro community. These programs included 17 artistic disciplines and were made possible through 1 paid part-time Director, 1 graduate assistant, and 10 credited interns.

## New Location:

In May 2020, Greensboro Project Space moved from 219 W. Lewis St. to its new location at 111 E. February One Place located at the corner of Elm St. and February One Pl. The new location is 2,000 square feet separated into four galleries. Our old location at 219 W. Lewis St. was also 2,000 square feet but was separated into only two galleries.

### 2017-2018 Attendance

5,013

### 2018-2019 Attendance

6,588

### 2019-2020 Attendance

6,397

\*Despite nearly matching FY19 numbers, FY20 attendance was lower than expected due to COVID-19 and moving to a new location.

# New Location



**Team  
Staff:**

Adam Carlin  
Chris Cassidy

Director, Greensboro Project Space  
Director, School of Art

**Graduate Assistants:**

Billy Dee

MFA Student, School of Art

**Credited Internships:**

DasJa Anderson  
Dimitria Dorosevici  
Rylee Hartsell  
Rachael Hayes  
Julia Houghton  
Ansu King  
Jessica Katzen  
Maya Kolesar  
Jasmin Ochoa-Benitez  
Janiyah Shelton

Bennett College  
School of Art  
School of Art  
School of Art  
School of Art  
Arts Administration  
School of Art  
School of Art  
Arts Administration  
Bennett College

**Partner Organizations 2019-2020:**

B’Nai Shalom Day School  
Beth David Synagogue  
Bringing Theory To Practice  
Duke University  
Elsewhere  
Guilford County Animal Shelter  
High Point Boys and Girls Club

HQ Greensboro  
Open Engagement  
SoFar Sounds  
The Forge  
VCM Studio  
Weatherspoon Art Museum

**Partner Organizations 2017-2020:**

ActionGreensboro  
Antlers and Astronauts  
ArtQuest  
ArtsGreensboro  
Bennett College  
Beth David Synagogue  
Bringing Theory To Practice  
B’Nai Shalom Day School  
The Carrack  
Center for Supportive Bureaucracy  
Center for Visual Artists  
Central Piedmont Community College  
Church World Services  
City of Greensboro

Commin Field  
Community Foundation  
Dance Projects  
Downtown Greensboro Inc.  
Downtown Greenway.  
Duke University  
Elsewhere  
For Freedoms  
The Forge  
Greensboro Curb Market  
Guilford County Animal Shelter  
Hidden Voices  
High Point Boys and Girls Club

HQ Greensboro  
InnovateGSO  
International Civil Rights Center and Museum  
My Crew Comics  
National Hookup of Black Woman  
North Carolina Artist Development  
Open Engagement  
Prison Neighborhood Arts Project  
Reconsidered Goods

Rowan Cabarrus Community College  
SoFar Sounds  
St. Mary's School  
Temporary Services  
University of Southern Mississippi  
VCM Studio  
Weatherspoon Art Museum  
William Mangum  
WUAG-FM

**Programs produced and/or sponsored at GPS by Departments, Colleges, Schools, and Offices outside of the School of Art 2019-2020:**

Each year around half of the programs at Greensboro Project Space (GPS) are by students and faculty in the School of Art. Half are split between local artists, community members, organizations, non-School of Art departments, and colleges, schools and offices at UNCG.

While GPS was created to connect UNCG School of Art students to communities off-campus, there were many communities on-campus to which students didn't regularly have access. Because of this, there has been a large emphasis on inviting other departments, colleges, schools and offices at UNCG to use GPS as a public and creative platform. Through this, GPS acts as a space for School of Art students to interact with people, communities, and ideas outside of their physical and conceptual surroundings resulting in an increased amount of interdisciplinarity and collaboration within their experiences at UNCG.

In essence, this initiative creates opportunities and space for School of Art students to build larger creative communities outside of their own department and for them to grow their artistic practice by engaging with interdisciplinary concepts and principles, which are integral to being a successful and fulfilled artist.

This endeavor validates the idea that the arts are, and can be, a thread that connects our institution, and that an off-campus art center can be a place to share with the outside world the creativity that is inherent in all our pursuits.

**Departments, Colleges, Schools, and Offices who utilized GPS 2019-2020:**

Arts Administration  
Center for Housing and Community Studies  
Department of English  
Housing and Residence Life  
Institute for Community and Economic Engagement  
Interdisciplinary Art and Social Practice

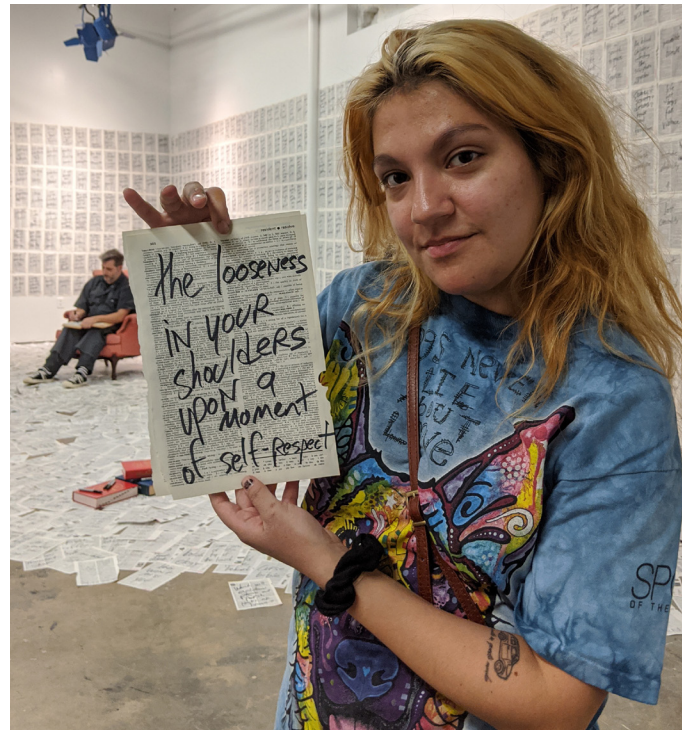
Jewish Studies Program  
MFA Creative Writing Program  
Office of Intercultural Exchange  
Religious Studies Program  
School of Dance  
School of Music



Concert by SoFar Sound



Dog drag show in collaboration with the Guilford County Animal Shelter, organized by School of Art students



The Language Is Asleep by Chris Vitiello, a participatory poetry installation



MFA students create an exhibition and give artist talks about their study abroad experience in Venice



## **Departments, Colleges, Schools, and Offices who utilized GPS 2017–2020:**

Arts Administration  
Center for Housing and Community  
Studies  
Center for New North Carolinians  
College of Arts and Sciences  
Department of Anthropology  
Department of English  
Department of Gerontology  
Department of History  
Department of Philosophy  
Environmental and Sustainability  
Studies Program  
Housing and Residence Life  
Humanities Action Network and  
Consortium  
Institute for Community and Economic

Engagement  
Interdisciplinary Art and Social Practice  
Interior Architecture Department  
International Programs Center  
Jewish Studies Program  
Lloyd International Honors College  
MFA Creative Writing Program  
Office of Intercultural Exchange  
Religious Studies Program  
School of Dance  
School of Music  
School of Theatre  
UNCG Self Design Studio

## **GPS Press 2019–2020:**

<https://news.uncg.edu/class-of-2020-irvin-maldonado/>

[https://www.greensboro.com/news/local-news/the-latest-closings-and-delays-from-meeting-with-police-chief/article\\_b904c754-3570-5090-89ef-e19066f2d6d7.html](https://www.greensboro.com/news/local-news/the-latest-closings-and-delays-from-meeting-with-police-chief/article_b904c754-3570-5090-89ef-e19066f2d6d7.html)

[https://www.greensboro.com/life/student-notebook/article\\_ca69325b-fda8-50d2-86a1-919d30e92c9b.html](https://www.greensboro.com/life/student-notebook/article_ca69325b-fda8-50d2-86a1-919d30e92c9b.html)

[https://www.greensboro.com/life/community-calendar-feb/article\\_95c10898-f67a-520d-a872-198a5ff44087.html](https://www.greensboro.com/life/community-calendar-feb/article_95c10898-f67a-520d-a872-198a5ff44087.html)

<https://raleighnc.gov/events/lawn-sign-project>

<https://triad-city-beat.com/greensboro-project-space-and-uncg-create-contemporary-jewish-museum/>

<https://news.uncg.edu/contemporary-jewish-museum-opens/>

[https://www.greensboro.com/blogs/gotriad-extra/greensboro-contemporary-jewish-museum-to-open-temporary-exhibit-in-greensboro/article\\_faa3d1ae-db7b-51cb-8f17-6965cfda99a7.htm](https://www.greensboro.com/blogs/gotriad-extra/greensboro-contemporary-jewish-museum-to-open-temporary-exhibit-in-greensboro/article_faa3d1ae-db7b-51cb-8f17-6965cfda99a7.htm)

[https://www.greensboro.com/blogs/the-syllabus/the-syllabus-uncg-and-some-downtown-greensboro-dominoes/article\\_cc2f366e-c653-57de-b1c4-0c5060c2eada.html](https://www.greensboro.com/blogs/the-syllabus/the-syllabus-uncg-and-some-downtown-greensboro-dominoes/article_cc2f366e-c653-57de-b1c4-0c5060c2eada.html)

[https://www.greensboro.com/news/education/the-syllabus-your-college-campus-speakers-for-september/article\\_871030b7-9586-5c80-8a78-cd08db03dd24.html](https://www.greensboro.com/news/education/the-syllabus-your-college-campus-speakers-for-september/article_871030b7-9586-5c80-8a78-cd08db03dd24.html)

<https://news.uncg.edu/black-history-month-2020/>

[https://www.greensboro.com/gnr/book-calendar-aug--nov/article\\_217b08f5-0123-51dc-b08e99a86184179b.html](https://www.greensboro.com/gnr/book-calendar-aug--nov/article_217b08f5-0123-51dc-b08e99a86184179b.html)

[https://www.greensboro.com/gnr/book-calendar-aug--nov/article\\_217b08f5-0123-51dc-b08e99a86184179b.html](https://www.greensboro.com/gnr/book-calendar-aug--nov/article_217b08f5-0123-51dc-b08e99a86184179b.html)

## GPS Press 2017–2020:

<https://soundcloud.com/user-287905057/social-practice-artist-ad-am-carlin>

[greensboro-bound-literary-festival-prepares-for-debut/article\\_d1c1b786-dfb4-5231-834a-4b0a05151a08.html](https://www.greensboro.com/life/nonprofit-greensboro-project-space-helps-people-interact-through-the-arts/article_d1c1b786-dfb4-5231-834a-4b0a05151a08.html)

[http://www.greensboro.com/blogs/gotriad\\_extra/gso-city-market-returns-with-music-art-and-performances/article\\_d416dac2-7910-5b45-a1ba-ccdd9b-d52aa3.html](http://www.greensboro.com/blogs/gotriad_extra/gso-city-market-returns-with-music-art-and-performances/article_d416dac2-7910-5b45-a1ba-ccdd9b-d52aa3.html)

[http://www.greensboro.com/news/local\\_news/city-market-returns-to-showcase-downright-interesting-greensboro/article\\_b69e10bc-6e64-5095-9f19-b705bbd66704.html](http://www.greensboro.com/news/local_news/city-market-returns-to-showcase-downright-interesting-greensboro/article_b69e10bc-6e64-5095-9f19-b705bbd66704.html)

[http://www.greensboro.com/blogs/gotriad\\_extra/greensboro-project-space-explores-the-life-music-of-chrissie-hyn-de/article\\_c7119f82-5c77-555f-b264-de5c-7ba242f0.html](http://www.greensboro.com/blogs/gotriad_extra/greensboro-project-space-explores-the-life-music-of-chrissie-hyn-de/article_c7119f82-5c77-555f-b264-de5c-7ba242f0.html)

[http://www.greensboro.com/news/local\\_news/books-and-blues-literary-music-festival-stop-partner-in-downtown/article\\_ff8f0202-177f-11e8-9395-77f63a62b781.html](http://www.greensboro.com/news/local_news/books-and-blues-literary-music-festival-stop-partner-in-downtown/article_ff8f0202-177f-11e8-9395-77f63a62b781.html)

<https://carolinianuncg.com/2017/03/01/transitions-from-student-to-professional-portfolio-reviews-at-gps/>  
<https://carolinianuncg.com/2017/11/15/dynamic-dance-festival/>

[http://www.greensboro.com/edition/page-a/page\\_bd072c4a-3336-5a85-a2f6-d5672c4313d4.html](http://www.greensboro.com/edition/page-a/page_bd072c4a-3336-5a85-a2f6-d5672c4313d4.html) <https://triad-city-beat.com/art-dance-greensboro-project-space/>

[http://www.greensboro.com/go-triad/nc-dance-festival-expands-its-reach-in-greensboro/article\\_913c-22fa-c425-5648-a719-c5e5a52e2f6c.html](http://www.greensboro.com/go-triad/nc-dance-festival-expands-its-reach-in-greensboro/article_913c-22fa-c425-5648-a719-c5e5a52e2f6c.html)

[http://www.greensboro.com/blogs/gotriad\\_extra/](http://www.greensboro.com/blogs/gotriad_extra/)

[https://www.youtube.com/watch?v=R\\_\\_OS\\_AIJsY&t=9s](https://www.youtube.com/watch?v=R__OS_AIJsY&t=9s)

[https://www.greensboro.com/life/nonprofit-greensboro-project-space-helps-people-interact-through-the-arts/article\\_9579423d-d08e-5533-9233-bf6c238b12a0.html](https://www.greensboro.com/life/nonprofit-greensboro-project-space-helps-people-interact-through-the-arts/article_9579423d-d08e-5533-9233-bf6c238b12a0.html)

<https://uc.uncg.edu/prod/cweekly/2019/01/28/the-sixties-series-in-february-and-march/?fbclid=IwAR2VsY8TF-gEI6hBjcFpKalkAefOX0tMbBSiL5MgLLdWI1CEKOyvFJIX9ZKE>

<https://yesweekly.com/spartans-play-dead-to-perform-grateful-dead-songs-at-the-crown/>

[https://www.greensboro.com/go-triad/notice-something-different-about-greensboro-look-around-there-are-murals/article\\_3e888ea4-4617-5312-b1a3-e007b0360163.html](https://www.greensboro.com/go-triad/notice-something-different-about-greensboro-look-around-there-are-murals/article_3e888ea4-4617-5312-b1a3-e007b0360163.html)

<https://triad-city-beat.com/eyeing-the-school-prison-pipeline-at-its-source/>

[https://www.greensboro.com/go-triad/things-to-do-a-roundup-of-local-events/article\\_82bc0660-f348-56a5-83d51fa2255ed2d0.html](https://www.greensboro.com/go-triad/things-to-do-a-roundup-of-local-events/article_82bc0660-f348-56a5-83d51fa2255ed2d0.html)

[https://www.greensboro.com/go-triad/triad-launches-its-arts-season/article\\_a12f2d1e55c9-5c66-9bc9-ff172b75416d.html](https://www.greensboro.com/go-triad/triad-launches-its-arts-season/article_a12f2d1e55c9-5c66-9bc9-ff172b75416d.html)

[https://www.greensboro.com/blogs/the\\_syllabus/the-syllabus-your-mid-october-campus-speaker-update/article\\_e226f6f2-f0bf-58b7-9135-26639cb4ce20.html](https://www.greensboro.com/blogs/the_syllabus/the-syllabus-your-mid-october-campus-speaker-update/article_e226f6f2-f0bf-58b7-9135-26639cb4ce20.html)

[https://www.greensboro.com/go-triad/things-to-do-a-roundup-of-local-events/article\\_dedc090b801e-5456-9d1c67654c1d1980.html](https://www.greensboro.com/go-triad/things-to-do-a-roundup-of-local-events/article_dedc090b801e-5456-9d1c67654c1d1980.html)

<https://carolinianuncg.com/2018/10/31/hid-den-voices-none-of-the-above-dismantling-the-school-to-prison-pipeline/>

<https://ure.uncg.edu/prod/cweekly/2017/11/06/nc-dance-festival-week/>

<http://nypost.com/2017/11/06/take-an-art-filled-road-trip-through-north-carolina/>

<https://youtu.be/Vq0JARjw7E>

[http://www.gcsnc.com/pages/gcsnc/News/Summer\\_Arts\\_Institute\\_Provides](http://www.gcsnc.com/pages/gcsnc/News/Summer_Arts_Institute_Provides)

<http://yesweekly.com/the-gate-city-songwriters-showcase-features-seven-local-singer-songwriters-at-the-gso-city-market/>

<http://yesweekly.com/greensboro-dance-film-festival-with-the-university-of-north-carolina-school-of-dance-nov-10/>

<http://yesweekly.com/greensboro-self-taught-singer-songwriter-adapts-in-an-evolving-music-scene/>

<http://yesweekly.com/gso-city-market-present-second-in-series-this-friday-in-downtown-greensboro/>

## **Social Media Metrics 2019–2020:**

### **Facebook**

**Lifetime:** The total number of people who have liked your page (Unique Users): **649**

The number of people who engaged with your Page. Engagement includes any click or story created (Unique Users): **41,127**

**Daily:** The number of times any content from your Page or about your Page entered a person's screen (Total Count): **52,681**

### **Google**

Number of times customers found this listing by searching on Google Search or Maps: **51,842**

Number of times customers found this listing by searching for the business name or address on Google Search or Maps: **10,568**

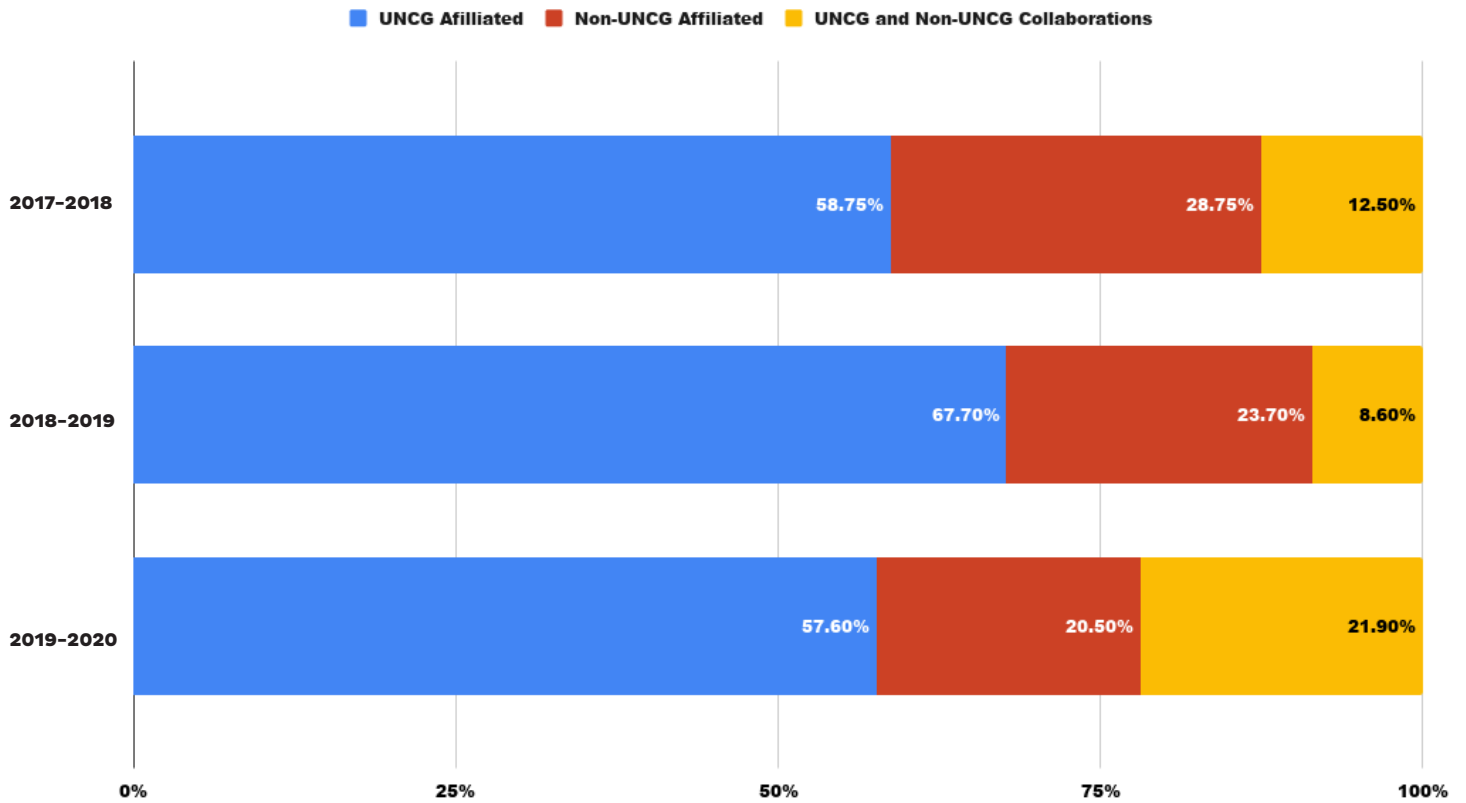
Number of times this listing has been viewed on Google Search or Maps: **66,801**

Number of times customers have taken action on this listing on Google Search or Maps: **1,573**

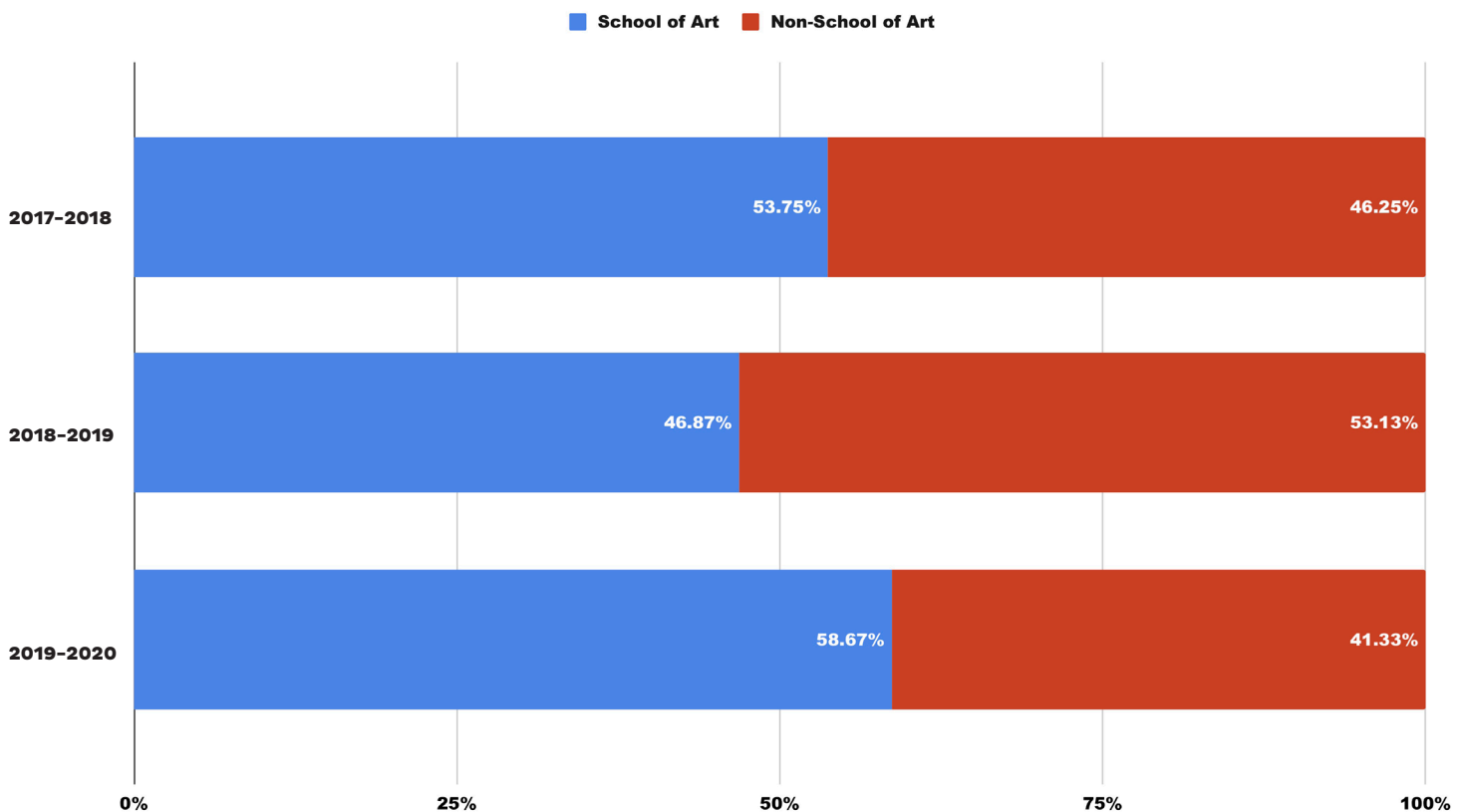
### **Instagram**

Followers to date: **1,436**

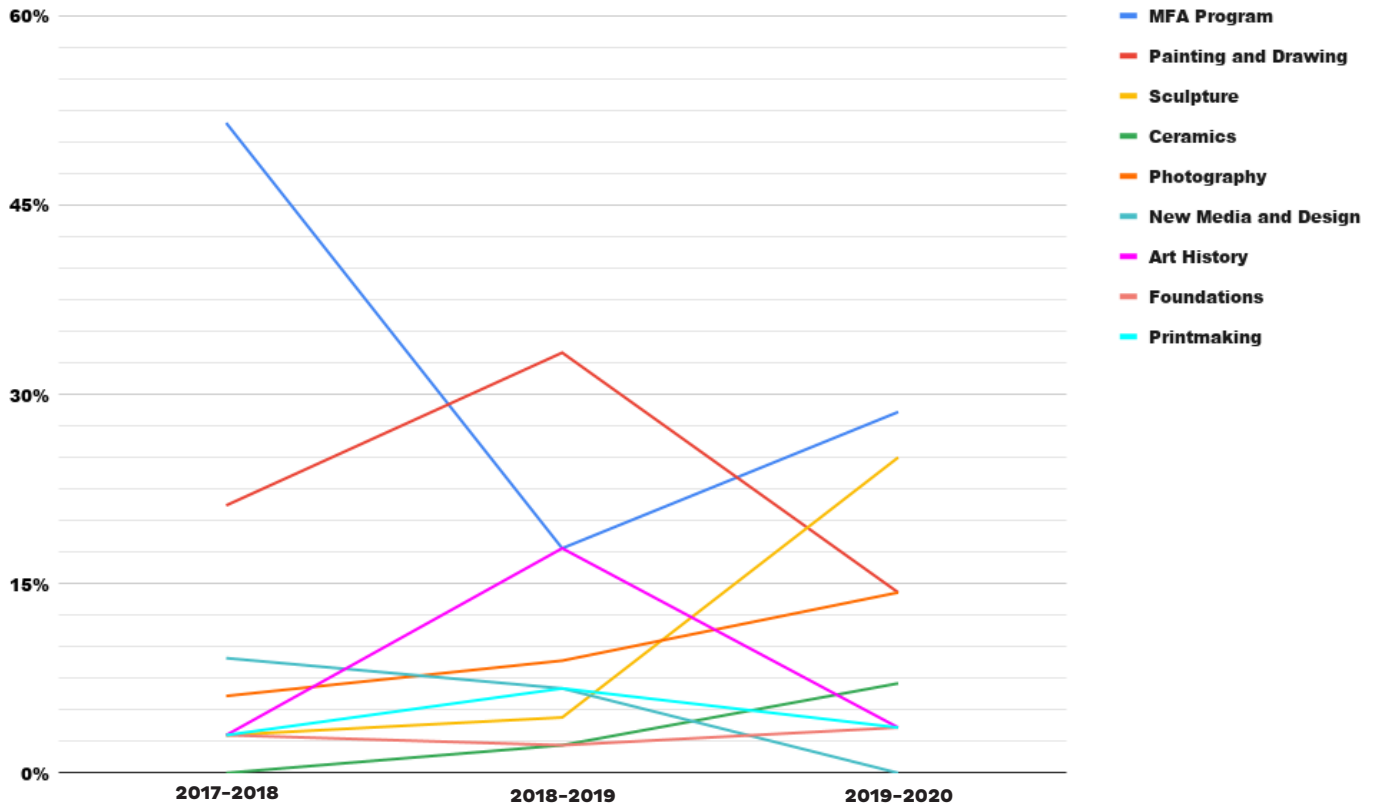
## Metrics 2019–2020: UNCG Affiliated Programs vs. Non-UNCG Affiliated Programs



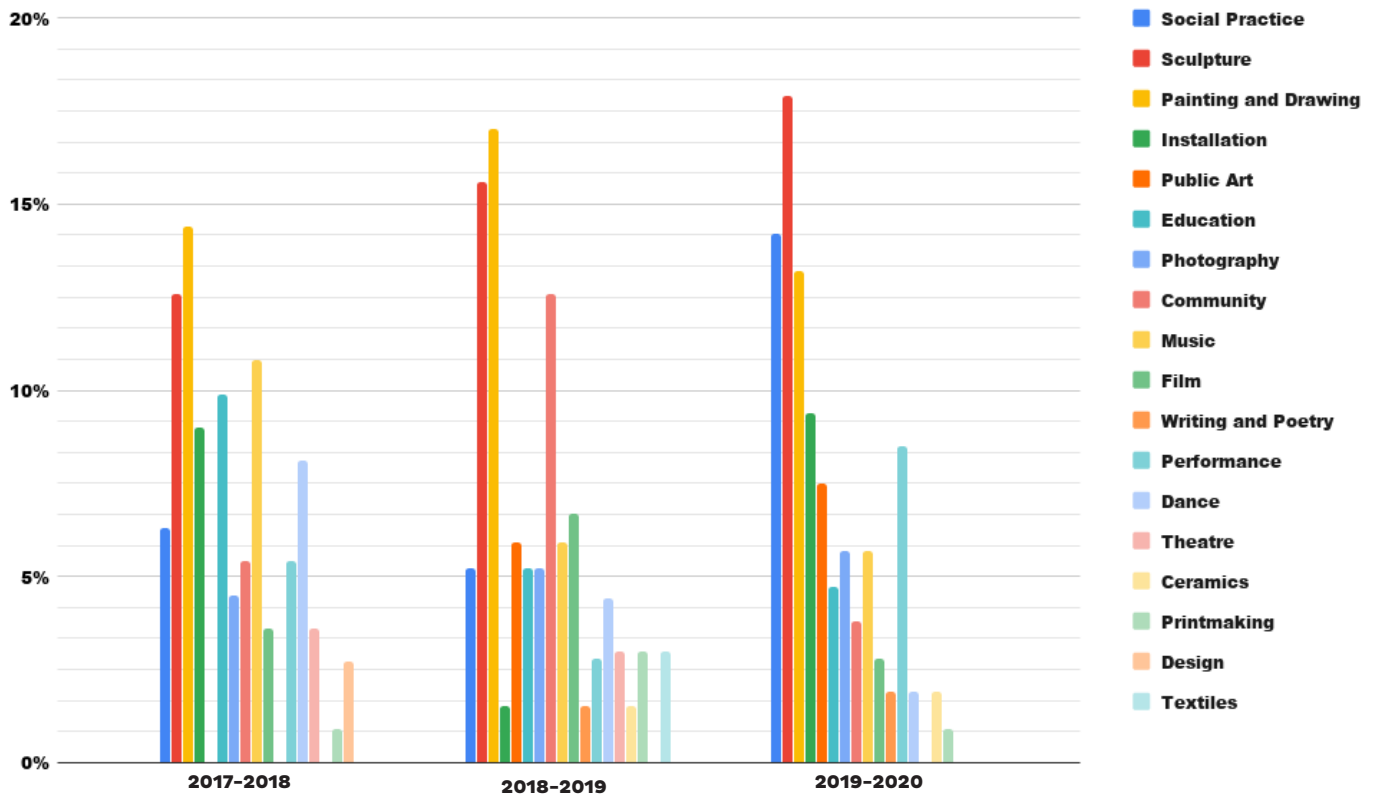
## School of Art Programs vs. Non-School of Art Programs



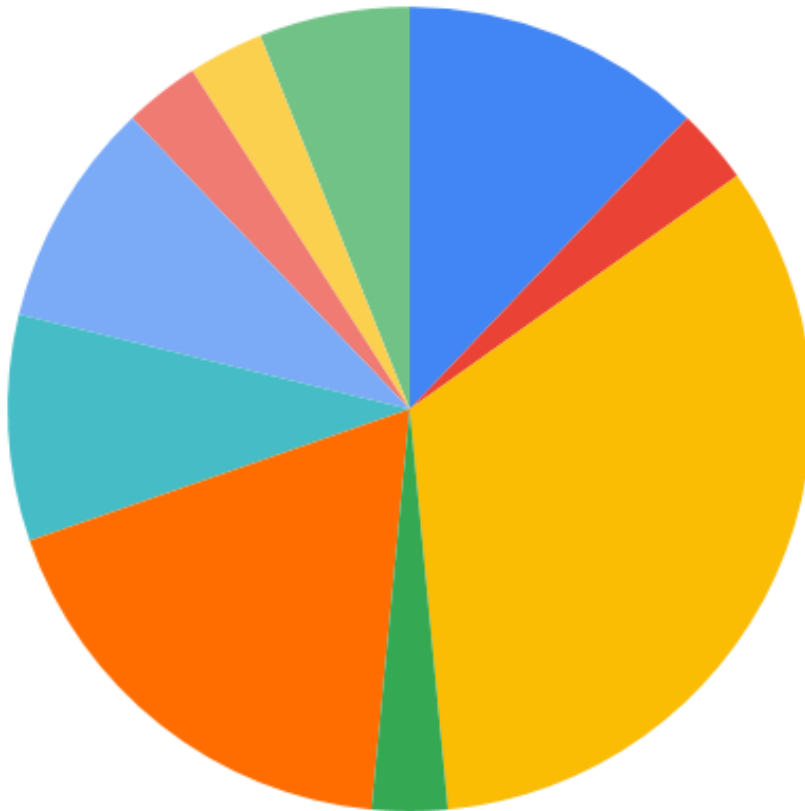
## School of Art Departments



## Types of Disciplines

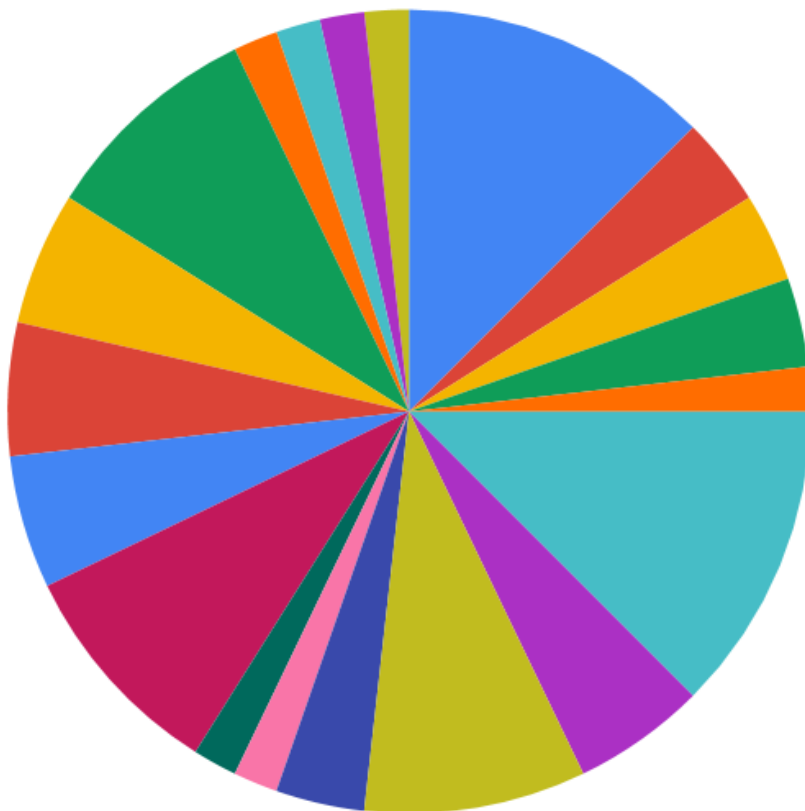


## Non-School of Art Departments, Colleges, Schools, or Offices 2019–2020



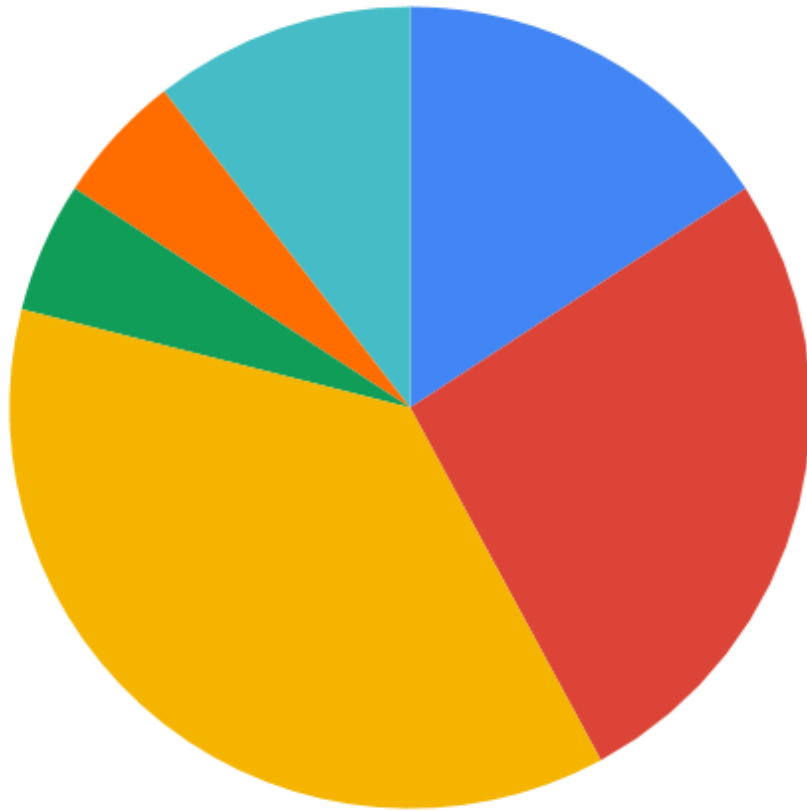
- Arts Administration
- Housing and Residence Life
- Interdisciplinary Art and Social Practice
- Office of Intercultural Exchange
- Jewish Studies Program
- Institute for Community and Economic Engagement
- School of Music
- Center for Housing and Community Studies
- MFA Creative Writing Program
- School of Dance

## Non-School of Art Departments, Colleges, School, or Offices 2018–2019



- Department of Philosophy
- Office of Intercultural Exchange
- Humanities Action Network and Consortium
- Lloyd International Honors College
- Institute for Community and Economic
- School of Music
- Department of History
- School of Dance
- Art Administration
- Department of English
- MFA Creative Writing Program
- Interdisciplinary Art and Social Practice
- Center for New North Carolinians
- Department of Religious Studies
- Department of Anthropology
- College of Arts and Sciences
- Religious Studies Department
- School of Theatre
- Department of Gerontology
- Interior Architecture Department

## Non-School of Art Departments, Colleges, School, or Offices 2017-2018



- School of Theatre
- School of Dance
- School of Music
- Department of History
- International Programs Center
- Environmental and Sustainability Studies Program

## Highlights 2019-2020



The City Billboard, a text-only public art installation on the roof of Greensboro Project Space in collaboration with The Forge and ActionGreensboro. Visit [CityBillboardGreensboro.com](http://CityBillboardGreensboro.com) to learn more.



An exhibition by world renowned photographer Keith Carter



Workshop with High Point Boys and Girls Club led by School of Art undergraduate students





Open Engagement, a socially engaged art conference in collaboration with Duke and UNC-Chapel Hill



The Greensboro Contemporary Jewish Museum by Shoshana Gugenheim Kedem, a collaboration between Greensboro Project Space and the Jewish Studies Program. Visit [Greensborocjm.org](http://Greensborocjm.org) to learn more.



## CONNECT WITH US

- [facebook.com/greensboroprojectspace](https://www.facebook.com/greensboroprojectspace)
- [instagram.com/greensboroprojectspace](https://www.instagram.com/greensboroprojectspace)

[www.greensboroprojectspace.com](http://www.greensboroprojectspace.com)  
[greensboroprojectspace@gmail.com](mailto:greensboroprojectspace@gmail.com)

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**GREENSBORO  
PROJECT  
SPACE**  
**ANNUAL REPORT 2020**