
111 ArtsFirst Project

Jersey City, New Jersey

2004





111 ArtsFirst Project

Prepared by

111 First Street Tenants Association

111 First Street
Jersey City, NJ 07302

www.111first.org

Proposal

The 111 First Street Tenants Association will form a nonprofit organization called 111 ArtsFirst. It will promote the arts in Jersey City and beyond by preserving affordable arts-related spaces in the 111 First Street building for work-only and live/work artists' studios, exhibitions, and community development/outreach programs. To achieve this goal, the building located at 111 First Street in Jersey City will be acquired and managed by this nonprofit 501(c)3 entity.

111 ArtsFirst will extend this arts community's fifteen-year tradition of enriching Jersey City through art exhibitions. In addition, it will establish educational and cultural projects that will further serve the city's communities. Broader projects will include reaching out to national and international arts organizations for exhibitions, residencies, cultural and educational exchange.

Because of the nature of their profession, artists need large industrial workspaces for their businesses. The artists of 111 First Street have long recognized the value of this historic building, and the retention of the space is crucial to their enterprise.

111 ArtsFirst will become a center for cultural and civic activity. This single building, principally devoted to arts and community use, will create a dynamic interchange between the city's economically and ethnically diverse communities. Moreover, it will offer Jersey City residents a permanent alternative cultural venue on the western bank of the Hudson.

Implementation

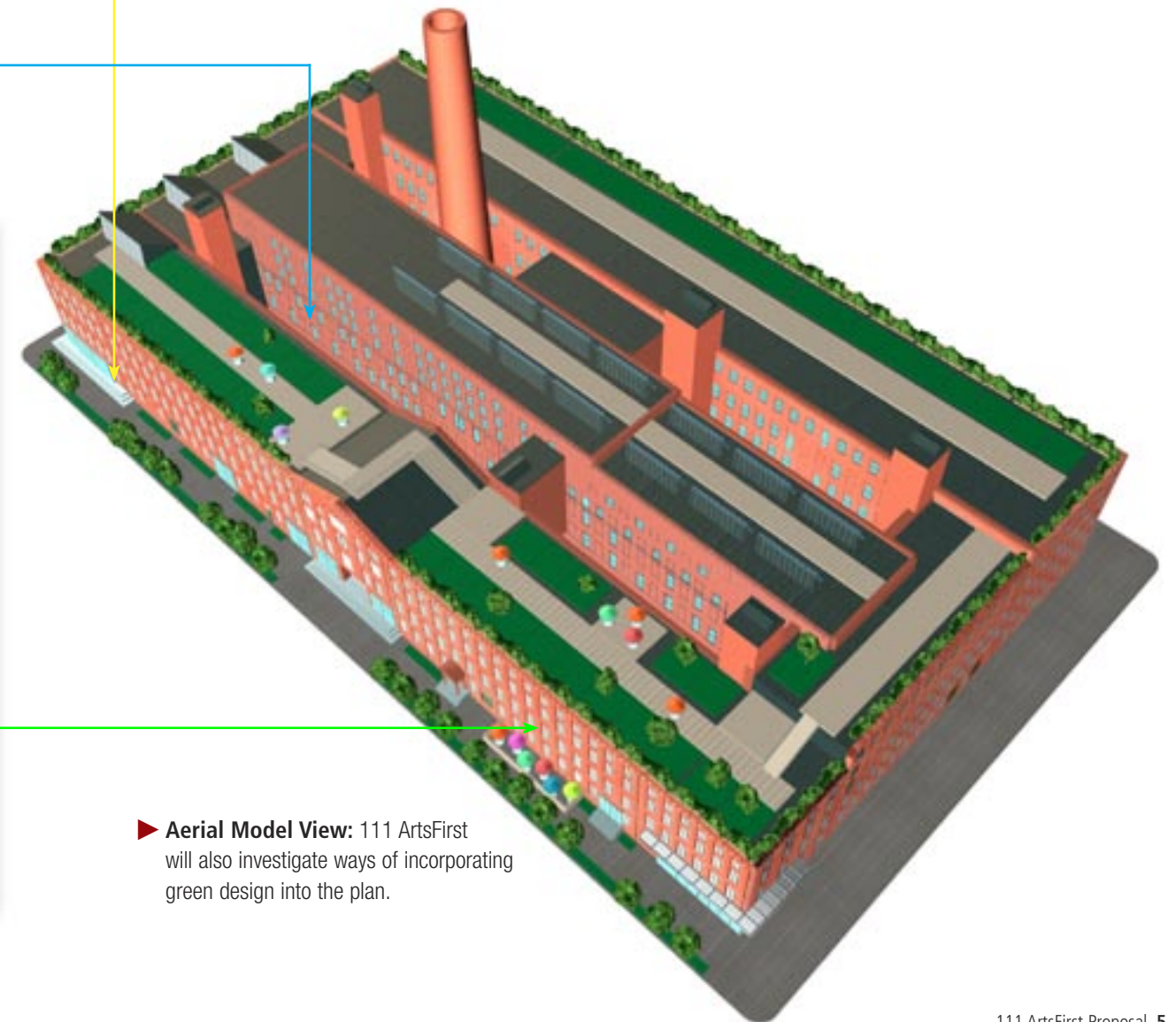
Following site acquisition, fiscal support for the project will be obtained from bank loans, grants, the marketing of street level retail spaces, and the rental income of 170 artist studio spaces. Without disturbing the historical character of the building, strategic and much-needed renovation will create inviting and dynamic spaces.

111 ArtsFirst will develop a powerful, sustainable art center that will engage many facets of Jersey City's communities.

A few examples of redevelopment with an eye toward community enhancement



◀ **Street Level Gallery, Museum and Retail Spaces:** The oldest section of this seven building complex will house nonprofit and for-profit art exhibition spaces.



▶ **Aerial Model View:** 111 ArtsFirst will also investigate ways of incorporating green design into the plan.

▲ **Open Space for the Public:** Preserve and restore the interior courtyard's historic characteristics and create a sculpture garden environment that will be inviting and culturally engaging. Access to the courtyard sculpture garden will be from the street, making it a free public space. Once inside the courtyard, visitors will have access to ground level cafés, restaurants, galleries and museums.



▲ **Historical Preservation:** Without disturbing the historical character of the P. Lorillard Company manufactory, strategic and much-needed renovation will create inviting and dynamic spaces.

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A strong arts center sparks a city's cultural imagination, encourages the development of an educated, involved citizenry, and enhances the quality of life throughout a city.-To this end, 111 ArtsFirst envisions:

Community Outreach Programs:

- Art and experiential workshops for seniors, adults, teens and children.
- Continuing education classes for adults and after-school workshops.
- Collaborations with nonprofit groups that use the arts and humanities to reach at-risk youths and adults.
- Office spaces available for local community groups and associations.

Art Development: Maintain and administer a community gallery; encourage visiting artist residencies for national and international artists; organize Powerhouse Arts District street fairs and open studio tours; help develop and nurture theatre and performing arts space.

The Annex: Offer project space on a partnership basis to existing arts and educational institutions such as the Jersey City Museum, Jersey City Landmarks Conservancy, and local colleges, universities and schools.

Greening of 111: Explore the use of alternative energy resources. Research educational opportunities offered by local universities as well as incentives and ideas available through the New Jersey Clean Energy Program.

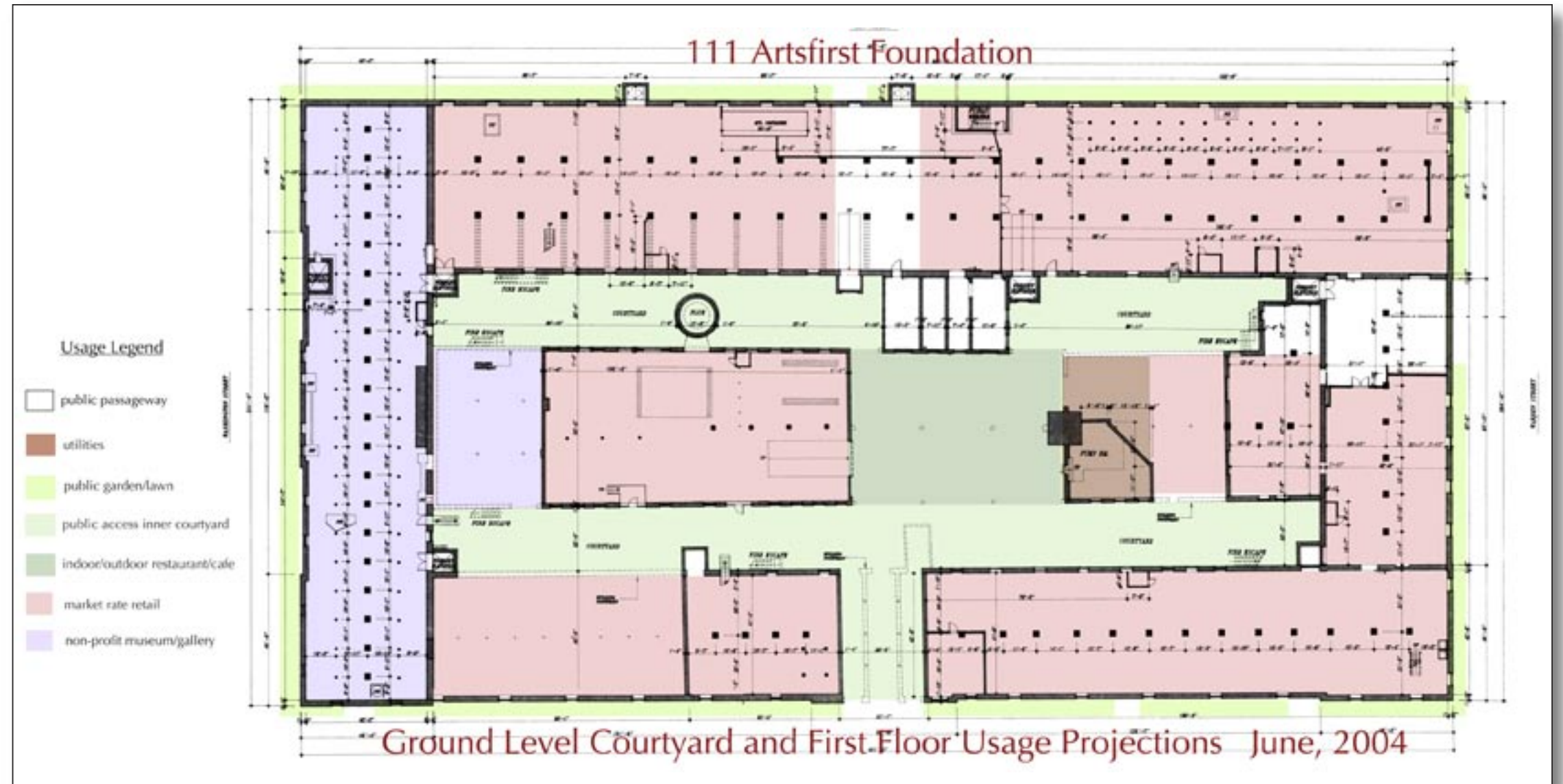
"Chelsea Market" Style Retail: Develop ground level interior courtyard spaces for retail, cafés and restaurants.

Open Space for the Public: Preserve and restore the interior courtyard's historic characteristics and create a sculpture garden environment that will be inviting and culturally engaging. Access to the courtyard sculpture garden will be from the street, making it a free public space. Once inside the courtyard, visitors will have access to ground level cafés, restaurants, galleries and museums.

Entertainment: Develop music and performance venues.

Summation

Our economy is driven by traditional financial engines. Yet, increasingly, creative human capital is the force that animates regional development. Cities like Austin, Minneapolis and Seattle are models of this process at work. People are more inclined to relocate to cities that have a thriving cultural center. The emergence of an arts district around the cornerstone building, 111 First Street, is an essential step in this type of development. Jersey City's new institution, 111 ArtsFirst, will become the keystone of such an evolution.



▲ Ground Level Spaces: Courtyard and first floor usage projections.



◀ Art Development:
Maintain and administer a community gallery.



▶ Community Outreach Programs:
Art and experiential workshops for seniors, adults, teens and children.



This booklet was produced by the

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cover: *111 First Street*, Barbara Stork

page 2: *111 First Street*, Vadim Stain

page 4: *Interior Courtyard*, Baiba Baiba; *111 First Street Facade*, Baiba Baiba

page 5: *Street Level Gallery View*, Vadim Stain; *Massing Model of 111 First Street*, Bill Rybak

page 6: *Ground Level Usage Projections*, Edward Fausty; *111 Community Gallery*, Edward Fausty

page 7: *Mayday Festival Workshop*, Edward Fausty

page 8: *Powerhouse Arts District Sign*, Shandor Hassan; *Location Map*, Bill Rybak.

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To learn more about 111 First Street's artists, events, and history, 111 First Street Tenants Association, and 111 ArtsFirst, visit our website at www.111first.org

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