



For Immediate Release

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**Announcing the Launch of “By Artists For Artists” a state wide survey for
Massachusetts artists of all disciplines, makers, and creative entrepreneurs**

The “By Artists For Artists” survey project, conducted by Artmorpheus and the Massachusetts Artists Leaders Coalition (MALC), launched on May 22nd, 2017. The project builds on the 2009 “Stand Up and Be Counted” project, the first-ever Massachusetts statewide survey of working artists of all disciplines. The 3,500 working artists who participated in the 2009 survey helped to change policies to benefit the communities of the creative sector.

This new online survey was developed by the original Stand Up And Be Counted team of artists and policy experts*, in collaboration with other artists and creative entrepreneurs, municipal and state arts and economic development agencies, and creative economy advocates. The 2017 survey was expanded to include makers and creative entrepreneurs.** The aim of this project is to be far-reaching and deep. The aggregate data collected in this study will help policy makers and funders to better understand what is needed to support a vibrant, dynamic cultural and creative economy in Massachusetts. One must be a resident of Massachusetts to complete the survey.

The online survey can be accessed at www.artmorpheus.org and at www.artistsunderthedome.org. For general information and/or questions from the public- please email MassArtistsSurvey@gmail.com or call Artmorpheus at 617-372-6443

“Artists’ contributions to the Massachusetts economy are priceless. The survey results can serve as a tool for legislative policy that will better support the needs of this diverse population and in turn, generate growth in the creative sector,” said Cory Atkins, House Chair of the Joint Committee on Tourism, Arts and Cultural Development Committee.

“Tourism is often cited as the third largest industry in the Commonwealth,” said State Senator Adam G. Hinds, Senate Chair of the Joint Committee on Tourism, Arts & Cultural Development. “A major driver of tourism is our creative economy, which is supported by thousands of artists living and working everywhere in Massachusetts, from Pittsfield to Provincetown. Policy makers need data to prove the economic impact of these creative efforts. By Artists for Artists 2017 Survey and Report will provide that detail on a local, regional and statewide level and help us make important decisions on how to best support this important and vibrant sector of our economy.”

This privately funded survey tool has three goals and key uses: 1) it is an online questionnaire tool that can act a survey and collect data from of individual artists, makers, and creative entrepreneurs 2) it is an online questionnaire tool that can act as an economic impact study of individual artists, makers, and creative entrepreneurs on a state level, local-city/town level, and a discipline level. 3) it is an online questionnaire tool that can act as a census of individual artists, makers, and creative entrepreneurs on a state level, local-city/town level, and a discipline level.

Unlike many studies, all of the aggregate data will be shared. “It is exciting to follow up our 2009 artists survey with this expanded & updated, 2017 survey of the artists, makers and creative entrepreneurs that fuel Massachusetts’ creative economy. As with our original survey, in addition to a formal report, all anonymized, aggregate data will be shared, online, for free, in a format that will allow others to research, analyze and create novel data representations of our findings,” said project consultant David Galiel, who, in addition to being a musician and the founder of a game company, also helps organizations to design and develop similar surveys in their communities.

Collecting this data at this particular time in our country’s history is paramount. “Given the current federal administration and its efforts for example, to repeal Obamacare, it is critical for artists, makers, and entrepreneurs in the creative industries to have their contributions to the Massachusetts economy quantified through this survey.” said Michèle Oshima the project coordinator for “By Artists, For Artists”. “Moreover, gaining a fuller picture of what Massachusetts artists, makers, and entrepreneurs in the creative industries need in terms of access to health care, space, training, and funding, will help local and state entities to better serve their unmet needs, and thus increase retention.”

Charles Coe, Co-Chair, National Writers Union Boston Chapter adds, “In times like these it’s more important than ever that we do everything possible to empower and support our Massachusetts artists. A statewide artists survey is an important step in helping the larger community understand more clearly the challenges they face in doing their work”

The results of the survey will also help support the growth of the arts and creative economies in the Commonwealth. “Through the universal language of art we transcend language, borders or cultural divides to provoke, ignite and fuel our passion. Artists have historically played a pivotal role in the history of the commonwealth and continue to contribute to our cultural diplomacy by attracting a vibrant immigrant community. This unique diversity lends to economic development, and continues to contribute to a rich tradition of arts in the Commonwealth. The South Asian Arts Council is proud to help disseminate this important survey to our community and beyond”, said the executive director of the South Asian Arts Council, Amit Dixit.

“This project is not only critical to helping support the work we do at the Epicenter Community, but it will help guide the work of so many other organizations and policy makers across the state. I urge our creative communities to take part and share this survey far and wide” said Malia Lazu, founder and executive director of the Epicenter Community.

The project is a grassroots collaborative effort. “Like the Stand Up and Be Counted Survey and Report, this project is really a collaborative one. We are very grateful to all the individuals and organizations who helped with this project and we are also thankful to all the individuals and

the organizations, who are helping to get the word out about this survey to artists of all disciplines, makers and creative entrepreneurs across the state” said Kathleen Bitetti, artist, co-founder of MALC, and an Artmorpheus advisory board member.

”The findings from this survey will be invaluable towards a shared understanding of how to better serve the creative sector. We are excited to have this opportunity to be among the contributors advancing the field and we look forward to sharing the resulting data with policymakers, colleagues in arts services, economic development, artists, creative entrepreneurs and activists.” adds Liora Beer artist and founder of Artmorpheus.

Artmorpheus and the Massachusetts Artists Leaders Coalition (MALC), urge individuals, businesses, cities, towns, municipalities, and arts organizations to help spread the word about this survey across the Commonwealth. It is funded in part by grants from the Blue Cross Blue Shield of Massachusetts Foundation, the Surdna Foundation and private donations. One must be a resident of Massachusetts to complete the survey.

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Twitter: #MassArtistsSurvey @MAartistssurvey

*2017 Survey Team:

- **Liora Beer - Project Leader**
(Artist & Founder of [Artmorpheus](#))
- **Kathleen Bitetti - Key advisor, content, outreach**
(Artist & Co-founder of [Massachusetts Artists Leaders Coalition](#))
- **David Galiel - Survey designer, project consultant**
(Musician, Game Developer & CEO of [Elbowfish](#))
- **Michèle Oshima - Project coordinator**
(Musician, Arts Administrator & Founder of [Oshima Consulting](#))

Kathleen, David & Liora are the original team that developed the 2009 [Stand Up And Be Counted Survey & Report](#)

**Artists of all disciplines- visual, literary, performing, craft, new media, digital, multi-disciplinary, etc...

Maker - an umbrella term for independent inventors, designers, and tinkerers. The maker movement is a convergence of traditional artisans and computer hackers. Makers tap into admiration for self-reliance and combine that with open-source learning, contemporary design, and personal technology such as 3D printers.

Creative Entrepreneur - set up as a for-profit or nonprofit business to produce a creative/artistic output, with the intent of building a financially profitable enterprise or sustainable organization.