



A NONPROFIT ORGANIZATION DEDICATED TO THE  
CREATION, PRESERVATION & ADVANCEMENT OF THE ARTS

**SOCIAL IMPACT SUMMIT 2018**

**TEN WEST**

**COMMUNITY ▽ COLLABORATION ▽ INNOVATION**



# WHO WE ARE

AN INNOVATIVE WAY TO  
RETHINK **ARTS & CULTURE**

**saaca**  
SOUTHERN ARIZONA ARTS & CULTURAL ALLIANCE



# ARTS & HEALTHCARE

CULTURE AS A DEFINING FACTOR IN OUR HEALTH AS A COMMUNITY

- **Military & Veteran Arts Programs**
- **Creative Aging**
- **Music & Memory**
- **Art Therapy**

# ARTS & EDUCATION

MAKING THE CASE FOR CREATIVITY AND INNOVATION



- **CommunityShare**
- **Lifelong Learning**
- **An integrated approach to learning / STEAM**





# CREATIVE PLACEMAKING

BUILDING COMMUNITY, ECONOMIC CAPACITY AND A STRONGER  
SENSE OF PLACE, THROUGH ARTS AND CULTURE

**We partner with public, private, non-profit, and community sectors to strategically shape the physical and social character of our neighborhoods around arts and cultural activities.**

# ADVOCACY

A CASE FOR SUPPORT & ADVANCEMENT



- **Public Funding for the Arts**
- **Creative Economy**
- **Developing Opportunities for Artists, Makers & Creatives**



IGNACIO 2018



# BUSINESS & ARTS

USING THE ARTS AS A TOOL FOR CHANGE

**Creating meaningful arts and business collaborations which support a healthy, creative, and artistic community.**

# IMPACT

**SINCE 1997, OVER 250,000 NEW ARTS EXPERIENCES, ARTIST OPPORTUNITIES AND INNOVATIVE PROGRAMS HAVE DEFINED OUR EVOLUTION AS AN ARTS ORGANIZATION TODAY**



# WHAT COMES NEXT?



**saaqa**  
SOUTHERN ARIZONA ARTS & CULTURAL ALLIANCE

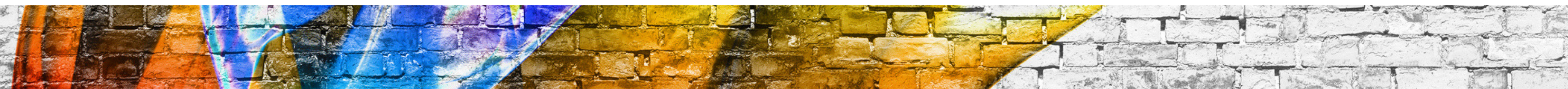


# OUR NEXT INNOVATION IN ARTS & CULTURAL DEVELOPMENT

A DYNAMIC ARTS &  
BUSINESS PARTNERSHIP  
WITH BROOKFIELD  
PROPERTIES AT  
TUCSON MALL



# TUCSON MALL



# THE TRANSFORMATION OF THE AMERICAN SHOPPING MALL

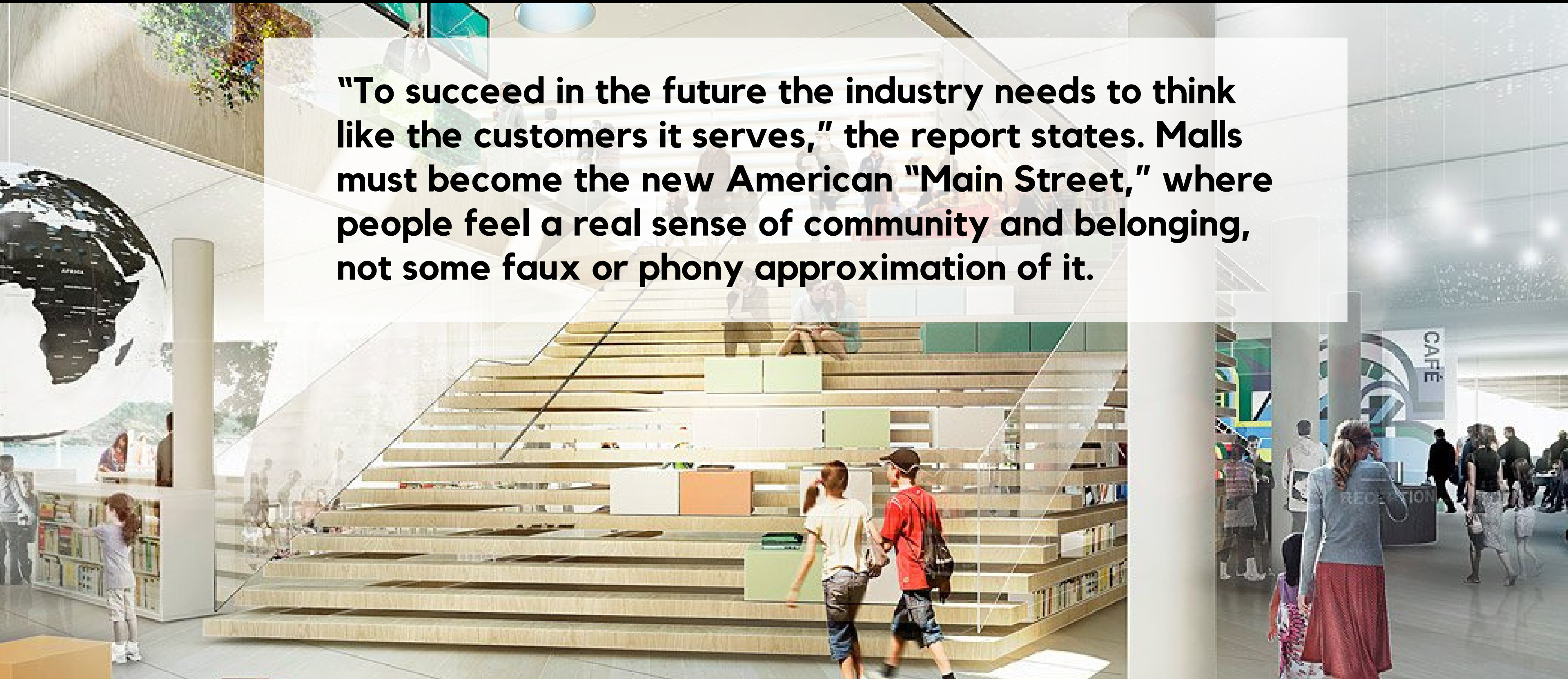
**Headlines claim malls are dying, and some are.**

**But many others are having second lives as churches, schools, hospitals, production and manufacturing spaces, galleries, museums, event spaces, and even farms!**



**A new report from AT Kearney, entitled The Future of Shopping Centers, provides a blueprint for the mall of the future.**

**“To succeed in the future the industry needs to think like the customers it serves,” the report states. Malls must become the new American “Main Street,” where people feel a real sense of community and belonging, not some faux or phony approximation of it.**



# SAMPLES OF SUCCESS

## WYNWOOD, MIAMI

- Six privately owned warehouses that flank previously abandoned retail space and land used for junk storage in the urban core of Miami.
- Building facades were transformed into canvases and the open land area was converted to a gallery floor.
- The result is an outdoor “museum of the streets”
- It is one of the largest concentrated public displays of world-class street art, including more than 30 major works of art on giant wall canvases produced by internationally acclaimed artists from more than 15 countries.
- The Wynwood Walls is the primary catalyst behind the transformation of Wynwood into one of the hottest new creative and culturally significant neighborhoods in the United States.
- The Walls now stand as the heart of the neighborhood and the destination for locals and tourists alike. After only a few years of development, Wynwood has transformed into one of the most walkable, creative, and exciting experiences in the Miami area.





# SAMPLES OF SUCCESS

## SPITALFIELDS MARKET

### LONDON

- The City of London's old fruit and vegetable market moved in 1991, leaving empty a uniquely central heritage building under a huge roof.
- Community organizations were invited to form a joint venture with the Spitalfields Development Group to "invent" an interim use.
- A range of initiatives was created with minimal investment, becoming an entirely new destination with a 200 stall market, a unique "food village" with chalet units sharing common eating space, larger retail spaces, arts and fashion events, sports pitches, a swimming pool, even an opera house.









# BIG ANNOUNCEMENT FOR TUCSON, AZ

# CATALYST TUCSON, AZ



- After partnering with Tucson Mall & Park Place Mall for over 10 years, SAACA has now embarked upon an innovative collaboration with Tucson Mall, to establish an arts and cultural hub in Tucson, AZ.
- Located at the Tucson Mall in a 14,000 square foot storefront, the space will be a first of its kind development, housing over 20 arts and cultural disciplines and creative functions under one roof.
- This center will serve as an active partner in the educational, economic and cultural life in Southern Arizona; inviting discovery, creativity and learning through collaboration.
- The new project will be designed in partnership with the Frank Lloyd Wright School of Architecture at Taliesin
- Use of the space will be designed by the community, and for the community of makers, artisans and creatives of all disciplines.



# MAKER SPACES



Four distinct spaces to host classes, signature programming and inspired resource sharing

## **CULINARY LAB**

Cooking Classes, Education & Test Kitchen

## **DIGITAL / DESIGN**

Video, Film, Digital Design & Music Production Studios

## **HOT SHOP**

Pottery, Kiln Firing, Glass Blowing and Digital Fabrication

## **THE ARTERY**

Artisan Workshops, Education Classes, Textiles, Craft Arts



# ARTIST CLASSROOMS

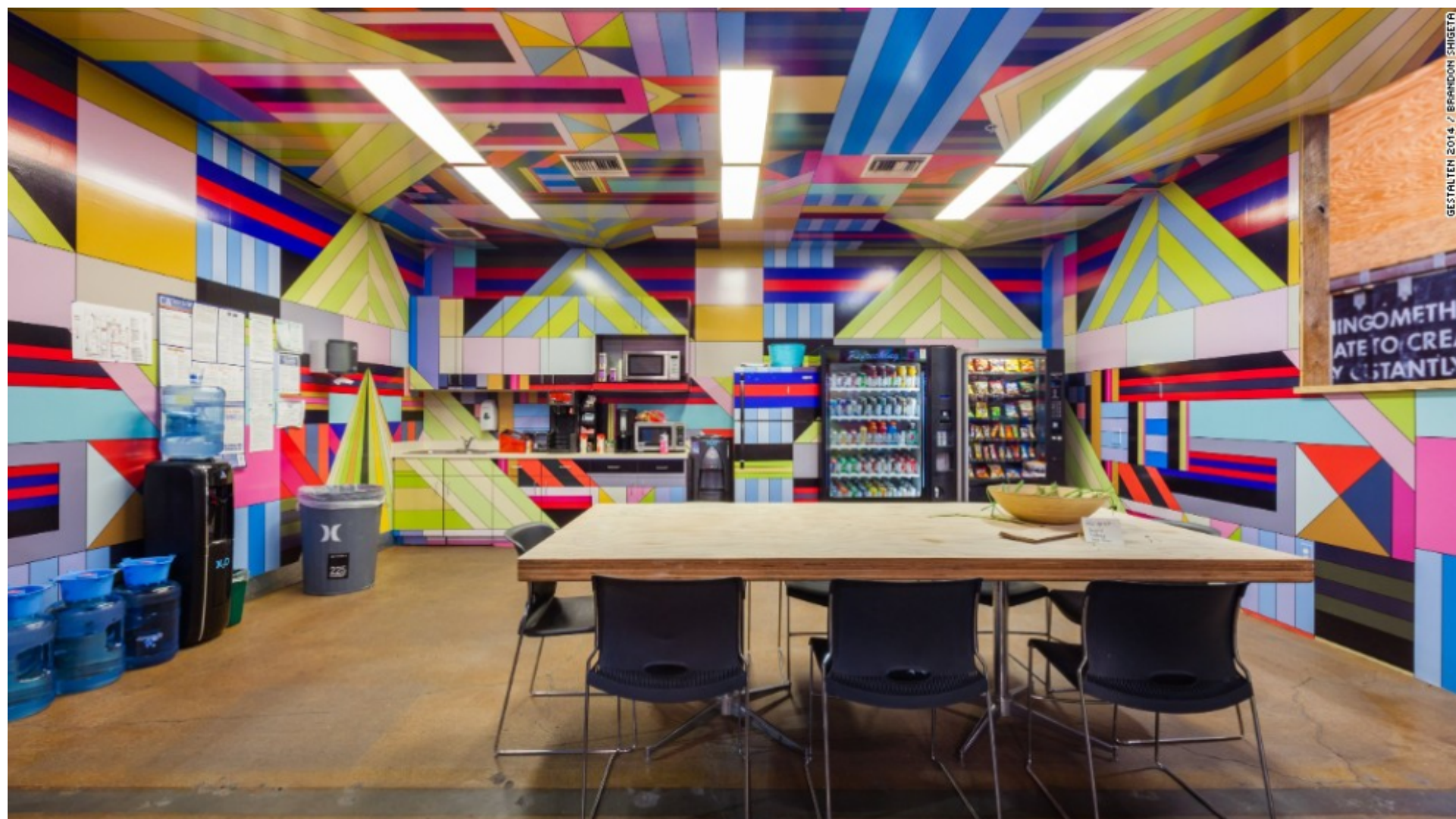
Available for the creation of new multi-disciplinary works.

## COWORKING SPACES

Work with other creatives, makers and community leaders, in an inspiring, and collaborative environment.

## COMMUNITY EVENTS

Rent out an education space, business meeting room, or the whole space to conceptualize a new project, performance, special event, meeting, convening or training. A place to meet, gather, experience music, art and community. Community stage and performance space.



CREATIVE CO-WORKING

ARTIST-IN-RESIDENCE

MUSIC, AUDIO & VIDEO

FLEX EDUCATION SPACE

STAGE / PERFORMANCE

CULINARY SHOP

GALLERY / DISPLAY

COLLABORATION & COMMUNITY SPACE

DIGITAL FABRICATION

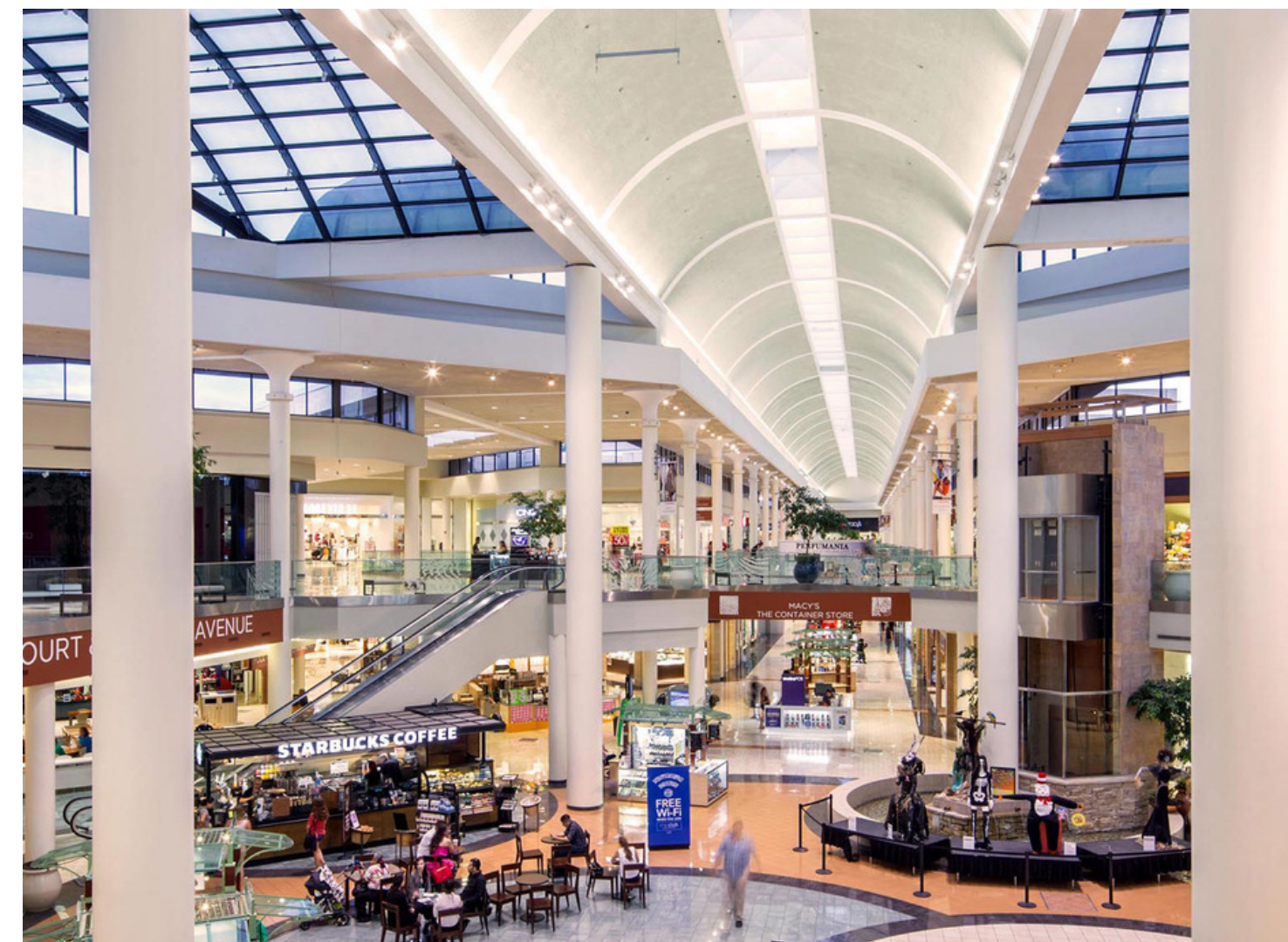
ARTS & CRAFTS, HOTSHOP



# TUCSON MALL

## Advantages of the new space...

- Tucson Mall welcomes millions of guests annually with a grand two-story entrance flanked by several first-to-market stores and dining options.
- Adaptive reuse of centrally located, existing mixed use infrastructure
- Accessibility: Located on the traffic and bike loop, Sun Tran's Tohono Tadaí Transit Center, located adjacent to the Mall
- Year Round Air Conditioning
- Ample Parking
- 1.3 Million Square Feet of Retail and Mixed Use Spaces
- A blank canvas for future developments





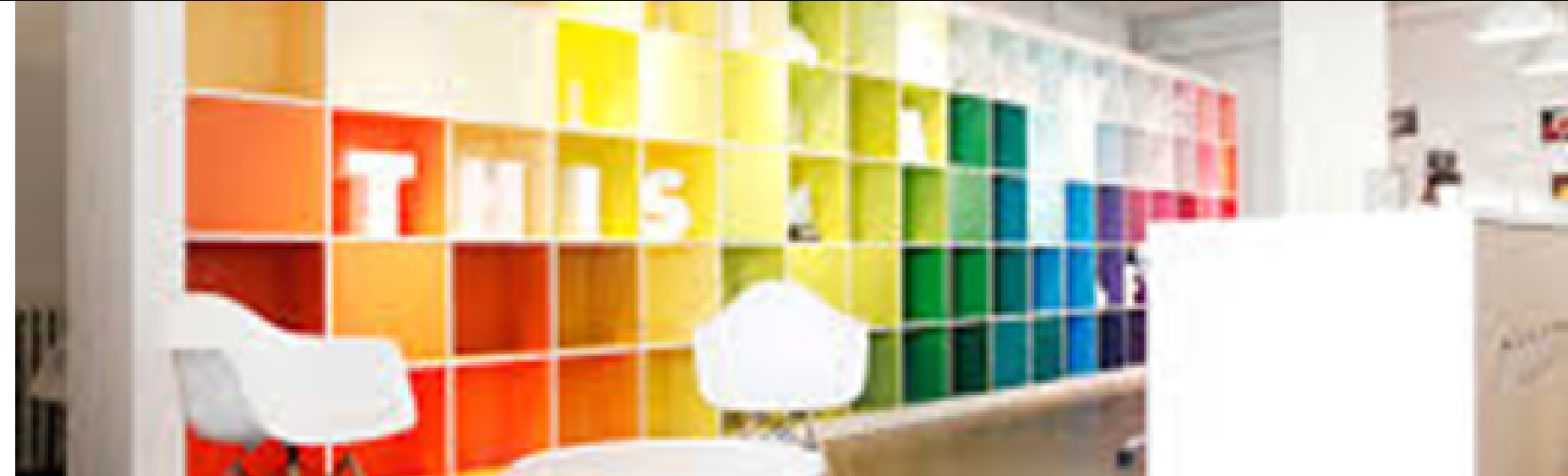
# COMING TO TUCSON MALL SPRING 2019



# OUR MISSION & VISION

To establish an inspiring, innovative place where people from all walks of life connect through the shared experience of arts and culture. By bringing diverse groups of people together, this new center nurtures shared learning and understanding – of both the value of individuals and the power of community.

By its very structure, the space will function as a regenerative hub for all disciplines, and new creative collaborations in our community.



# LONG RANGE PLANNING



- How do we look to the future of what role the Tucson Mall can play in creating a stronger sense of place over the next 5-10 years?
- How can artists, creatives and makers use these spaces to create sustainable infrastructure through collaboration?
- CATALYST will be the beginning, and YOU will help us shape the future.
- How can we reshape space at the Tucson Mall to include a thriving arts and culture center?

# QUESTIONS

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Executive Director

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