

Altered Esthetics Stakeholder Survey - 2009

Notes:

- Survey sent to Altered Esthetics' past artists - artists that have exhibited with Ae at least once in the past five years.
- Conducted in conjunction with 2009 Outreach Project
- Questions: 10 (participants were not required to answer all questions)
- Survey Opened: April 2, 2009
- Data Retrieved: April 12, 2009
- Total Started Survey: 24
- Total Completed Survey: 23 (95.8%)
- Additional Notes: Greatest number of responses came in few days following the newsletter invitation. Future surveys should have a deadlines and can have longer response times.

1. How did you find out about Altered Esthetics?

- Recommended by another artist: 30.4% (7)
- Somebody from Altered Esthetics: 4.3% (1)
- Craigslist: 4.3% (1)
- Springboard for the Arts: 13.0% (3)
- mnArtists.org: 13.0% (3)
- Other: 34.8% (8)

Comments:

- Not sure, found the CFE somewhere
- google
- A friend told me.
- postcard on table at Outsiders and Others gallery
- google
- can't remember..from the web
- Was in Group Show We Protest
- found it during art a whirl 07
- International Cartoonist Conspiracy

2. In what category would you place yourself?

- I am a firmly established artist that makes my primary living from my work: 12.5% (3)
- I am a moderately established artist that sells work in addition to another job: 41.7% (10)
- I am beginning to establish myself as an artist: 16.7% (4)
- I consider myself an emerging artist. (Fewer than 5 showings): 20.8% (5)
- Other (please note): 8.3% (2)

Comments

- I have exhibited for a long time; never wanted to sell; this is a recent development
- My art student son got me interested in art
- I have retired from teaching art and have a lot of work to show.

3. What 3 words would you use to describe Altered Esthetics to a friend?

- innovative, inviting, accessible
- Progressive, Topical, Dedicated
- Best gallery Minneapolis
- Friendly organized approachable
- Laid back Open minded Fun
- open, salon, easy
- topical, professional, edgy
- Minnesota, creative, experimental
- Friendly Dedicated Independent
- reliable , cutting edge, friendly
- supportive, relaxed, unpretentious
- welcome. safe. personal.
- non-traditional, young, unique
- Friendly, community, innovative.
- fun interesting openminded
- friendly, innovative, homely
- Welcoming, Eclectic, Fresh
- need know more
- informal, community-oriented, growing
- a fun place
- shows, equal, good
- These guys rock.

4. Have you ever visited Altered Esthetics for any of the following activities (check all that apply)

- An opening reception: 94.1% (16)
- A closing reception: 41.2% (7)
- An artists' discussion: 17.6% (3)
- A concert: 5.9% (1)
- A film screening: 11.8% (2)
- An art fair or art crawl: 47.1% (8)
- Other: 5.9% (1)

Comments:

- I have not visited from out of state, but i've exhibited there
- view exhibition

5. What type of new activities would you like Altered Esthetics to coordinate?

- Workshops: 76.2% (16)
- Drawing groups: 33.3% (7)
- Poetry Readings: 14.3% (3)
- Other: 19.0% (4)

Comments

- Life drawing sessions would be great!
- classes
- opportunity for overseas artists to get sponsorships
- more shows
- Online Gallery Shows

6. What other services would you want Altered Esthetics to provide? (check all that apply)

- Portfolio reviews: 57.1% (12)
- Artist consultations: 71.4% (15)
- Marketing tools: 71.4% (15)
- Other: 4.8% (1)

Comments

- technical workshops including digital stuff; studio space --help in finding

7. Would you recommend Altered Esthetics to a friend or relative?

- Yes: 100.0% (24)
- Maybe: 0.0% (0)
- No: 0.0% (0)

Comments - Why?

- I feel that no matter what level of involvement you choose to have, you are part of a community with a goal.
- because it is a great way to get a show or two on your resume and to meet people, broadening your network
- easy to work with, appears to have a solid community and fine art approach
- You are the best!!
- I know they would be treated well and have a cool place in which to display their work.
- a&e has been great for me. it will for you too.
- they are transparent and committed
- friendly, no upfront jury fee
- Because you rock (see above).

8. Altered Esthetics is currently conducting an outreach program to connect with other organizations in our community. Are there any organizations you would like us to partner with, or any organizations you think would be a good fit for Altered Esthetics to work with?

Comments:

- Can't think of any right now.
- Springboard
- Wet Paint Art, if you aren't already. wetpaintart.com. Tim Jennen is the fella to talk to there. tim@wetpaintart.com
- Argyle Zebra Gallery in St. Paul
- Center for Independent Artists (if they still exist)
- Restaurants around the cities (especially newer and smaller ones) might be a good way to cross-promote both businesses. First Course in south Minneapolis is a quaint example.
- public schools, Sheridan k-8th grade, school in N.E. area ?
- Green connections. make art part of the green movement.
- Intermedia Arts
- College of visual Arts
- sponsor more out of state/worldwide events.
- ICC

9. We're constantly working to improve our procedures and processes. Do you have any constructive criticism or thoughts on how we can serve artists more effectively?

- You seem to be doing it. You could also, add some art exhibits that just showcase the talents of the artists.
- No criticism from me... I love AE, and feel extremely fortunate to have found such an inviting and active gallery!
- Have the gallery open more days each week.
- The only thing I would say is that I would really like to be a part of more of the shows. The themes, however are so random that it's hard to find something that fits. Maybe more general, all-encompassing themes, not quite so specific.
- Keep up the good work. Adding more board members is a great step!
- sometimes I find the calls for artists a little difficult to follow in that I can't find the applications on the website easily; I also had difficulty finding the gallery hours easily on the website
- can you auction work that doesn't get sold that at least some money is recovered by artists who send work from other countries
- Once you have the staff, answering email on a quicker basis would be good.
- Keep up the good work.

10. What is something (if anything) you've enjoyed about your experience with Altered Esthetics.

- I really enjoy that I can volunteer in the gallery to offset the exhibition fee.
- Interesting art show topics. Participation of viewers, ie Day of the Dead procession.
- Collaborating with vibrant, enthusiastic, energetic and talented people to make art! Not just Jamie, either!
- My work was hanging in AE and someone from Afton Press saw it and choose it for cover art for one of their upcoming publications
- The staff is always friendly
- The willingness of AE to work with new artists on collaborative ideas (specifically the Anxiety Dreams show)
- I enjoy the monthly themes you come up with. I also greatly appreciate the fact that you only charge a fee if my artwork is accepted in a show. Nearly all other galleries I've dealt with charge for just entering a work in their show.
- You guys are open mind. Ae was the first gallery to wellcome my work in the USA and I'll be forever grateful for that!
- Everyone has always been so helpful and supportive. I actually felt like I belonged there and I wasn't a sham. They treat EVERYONE like they're SOMEONE. It's a lovely feeling.
- sharing my art and being with artists.
- The funky, newbie growing out of the earth feeling of the space and organization.
- super, super friendly and engaging people; this was my first show with AE and everyone was very nice; I felt welcome
- the overall excitement and enthusiasm
- Friendly and casual environment, and the work is always different... a good variety of artists and work.
- All I know is the website..I live 100plus miles away.
- Shows, people.
- Generosity towards artists.