



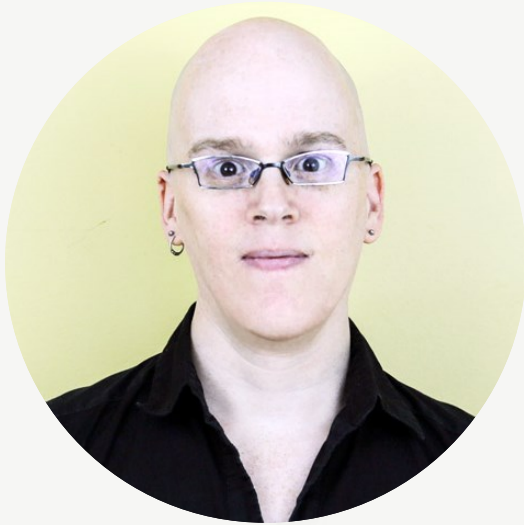
hatch
O P E N



artse
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Research Insights

Designing a cooperative digital future for managing the arts



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Canada Council
for the Arts

Conseil des arts
du Canada

Canada 



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ART

Boosting
healthy human
ecosystems
on-the-ground +
in-the-cloud

MAKER



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EQUITY

Social
Spatial
Economic
Digital

JUSTICE

DIGITAL JUSTICE

Research



2017

Literacy



Literacy



2019



Platform



Research+



2020

Transform



2022+

Open source ERP
(Enterprise Resource
Planning) cloud
software for gig
workers and small
producers

Phase 1+2

- Financial, project management, BI, impact investing
- Visual, performing, disability arts



Multi-stakeholder
platform cooperative,
powered by Hatch Open

Workers
Producers
Consumers
Patrons
Investors

RESEARCH REPORT
Design thinking
Coop development
Legal issues
Impact evaluation



Digital Life

- What does a digital life in the arts look like to you, ideally / in reality?
- What are your challenges and barriers in going to digital?

Manage Creativity

- How do you manage artistic creativity digitally, ideally / in reality?
- What does a positive, healthy, sustainable practice in arts administration look like to you?

Promote Justice

- What do you need for digital arts management solutions to be accessible?
- What can be done more powerfully together?

Digitool
Life

Barriers

Being human

- “Going digital often makes everything feel less real”
- “It will always come down to flesh and blood at some point”

Being creative

- “It is counterintuitive to place any organization on my creative practices”
- “Learning and siloing admin practices are hindering creativity”
- “Communication time eating into practice time”

Barriers

Learning Curves

- “The more I learn about digital, the more I realize I don’t know”
- “Not knowing what is worth investing my time to learn (crip-time)”
- “Most familiar programs are unfamiliar to me”

Fragmentation

- “My files scatter like cockroaches when I try to look at them”
- “Tools to help fragmented and tired brains shift to different tasks”

Barriers

Productivity

- “The pace of change in technology is impacting artists’ productivity”
- “Working digitally commonly takes a lot more time than first thought”

Accessibility

- “Being too immersed in the digital space is bad for my brain”
- “Access to technology is limited to only those with the means”

Barriers

Connectivity

- “Losing our collective connections to the tactile world and social sphere”
- “Not losing those people who do not engage digitally”

Privacy

- “My digital life is political/curated”
- “Who owns the data, who owns my digital presence and work”

Barriers

Insight

- “I have access to a wealth of data but have inadequate resources and skills to know what to do with it or how to analyze”
- Capturing and reporting impact data “lives everywhere and nowhere”

Wants/Needs

Accessibility

- “Do not lose sight of the human element”
- “Centralized and personalized organizational tools that empower instead of overwhelm” .. “One integrated platform”
- “I want to feel in control of my digital tools instead of at their mercy”

Automation

- “Not only getting what I ask for, but push back things that I can share”
- “Anticipate future needs for information... auto-reminders”

Wants/Needs

Connectivity

- “Web presence that does me and my work justice”
- “Discovery of new artists, practices, trends, technologies”
- “A communal place that others will plug into for shared communications”

Customizability

- “Visualizations and data displays for different preferences”
- “Something customizable that bought me time”
- “I want technology to learn along with me, and develop because of the learning”

Wants/Needs

Openness

- “No proprietary files or software”
- The artistic/business practice is open and well documented, where “process is just as obvious as the final production”

Ecological

- “Reducing or eliminating the carbon footprint in going digital”

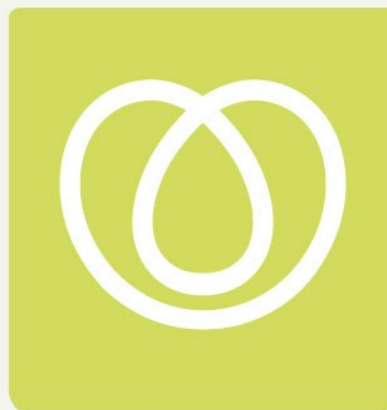
Wants/Needs

Insights

- “Truths to guide the industry and our artistic/creative practice”

Literacy resources

- “Recommendations to access resources, residencies, artists, products/merchandise, workshops”
- “Embedded templates for reports, budgets, contracts, etc”
- “Project management timelines and standard checkpoints”



**ARTIST
RESIDENCY**

Summer 2020



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THANK

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YOU