



**CHELSEA FACTORY, AN INNOVATIVE, NEW CENTER
FOR ARTS AND COMMUNITY COLLABORATION,
OPENS THIS MONTH IN NEW YORK CITY**

Unique and storied space now available for use by artists and the community

NEW YORK, NY—November TK, 2021— Chelsea Factory, a newly renovated arts and community center, opens this fall in New York City to provide low-cost access to rehearsal, performance and collaboration space for New York-based artists and community groups. Located at 547 West 26th Street in the Chelsea neighborhood of Manhattan, this nearly 14,000-square foot, landmarked building that was originally erected in 1914 previously served as the home for critically acclaimed dance company Cedar Lake Contemporary Ballet and world-renowned photographer Annie Leibovitz. For the first time in its history, this unique and storied space is now available for broad, public use by artists and the community.

Designed as a five-year pop-up initiative to quickly respond to post-pandemic recovery needs, Chelsea Factory will house two new, modular, fully flexible performance, rehearsal, exhibition and meeting spaces with total seating capacity of over 350. Chelsea Factory will host artists and community groups focused on arts, food, fashion, spoken word, audio/podcasts, civic services and tech. It will also present vibrant performances and programs curated in partnership with diverse and dynamic New York cultural organizations. Chelsea Factory's mission and programming emphasize supporting and creating opportunity for historically excluded talent.

The first cohort of 2021-2022 resident artists will include composer Troy Anthony; dancer/choreographer Hope Boykin; contemporary performance company GALLIM; and filmmaker Luis G. Santos, among others. Performance and programmatic partnerships with prolific organizations such as Harlem Stage, National Black Theater, and The Joyce Theater will begin January 2022. Community partnerships will range from social dance gatherings and volunteer activations to vintage clothing markets and accessible arts education. Initial education partners include Opening Act and Studio School for Design.

Chelsea Factory is inspired by the entrepreneurial vision of Jim Herbert, who serves as its Founder and Board Chair, and who is also the Founder, Chairman and Co-CEO of First Republic Bank. This innovative venture combines philanthropic seed capital, corporate partnerships and private rental income in order to provide space and support for artists and the community to reimagine the future and revitalize following the pandemic. Founding support is



provided by Herbert and the First Republic Foundation, with additional support from Related Companies and Vornado Realty Trust.

“Over the past two years, many artists have left New York City, and many cultural and community venues closed their doors. We founded Chelsea Factory to be an entrepreneurial approach to accelerate post-pandemic recovery for these groups. Without reliance on box office or individual patron programs, artists and partners can pursue ambitious ideas with financial and creative freedom,” said Chelsea Factory Founder and Board Chair Jim Herbert, who is also the Founder, Chairman and Co-CEO of First Republic Bank.

Chelsea Factory’s residency program provides financial support, peer working groups, access to a robust community of artists and potential supporters, purpose-built studio space, live streaming, technical equipment and support. Chelsea Factory has engaged an in-house filmmaker, in partnership with the Ghetto Film School, to create digital content for each artist. By welcoming artists at inflection points in their careers, Chelsea Factory aims to facilitate transformative experiences that will become meaningful milestones for many professional trajectories.

Chelsea Factory will open under the leadership of Executive Director Lauren Kiel, who previously served as the Executive Director of The Center for Ballet and the Arts at New York University, and Managing Director Donald Borrer, who previously served as the Executive Director of Dorrance Dance.

“Each Chelsea Factory partnership begins with the question, ‘What do you need, and how can we uniquely help?’” Executive Director Lauren Kiel and Managing Director Donald Borrer said. *“We are not committed to a specific aesthetic vision or rigid programming model. Our limited five-year operating horizon allows us to focus on supporting our artistic partners – swiftly and nimbly -- while relieving us from the constraints of typical institution-building.”*

Chelsea Factory residencies will begin in late November and public performances begin January 2022. Private rental bookings are currently available. For additional information, visit www.chelseafactory.org or email info@chelseafactory.org.



2021 - 2022 Chelsea Factory Resident Artists



Raquel Almazan

Theater: Interdisciplinary performer, writer, director, and educator

Raquel Almazan's eclectic career as an artist-activist spans original multi-media solo performances, playwriting, devising-dramaturgy, and filmmaking. She is the creator – facilitator of arts programs for intergenerational communities, with a focus on social justice, and is a practitioner of Butoh Dance. Their work has been featured Off-Broadway, throughout the United States and internationally in Greece, Italy, Slovenia, Chile, Colombia, Guatemala, Canada, and Sweden; including several of her plays within the (Latin is America play cycle), bi-lingual plays in dedication to Latin American countries.

Select venues: Classical Theatre of Harlem-Lincoln Center, The Kennedy Center, The Signature Theatre, Bric Arts, The Playwrights Center. Recipient of the Map Fund, National Association of Latino Arts and Culture Grant, Kennedy Center's Latinidad Award, the Kate Neal Kinley Playwriting Fellowship and the LGBTQ Arch and Bruce Brown Foundation Playwriting Prize. Raquel teaches playwriting at Augsburg University through The Playwrights Center and Marymount Manhattan College.
www.raquelalmazan.com



Troy Anthony

Music: Composer/lyricist, director, and theater-maker

Troy Anthony is a Kentucky-born composer/lyricist, director, and theater-maker based in NYC practicing Black queer joy. He has received commissions from The Public Theater, The Shed, The 5th Avenue Theater, and The Civilians and has enjoyed residencies with Musical Theater Factory (MTF), The O'Neill Theater Center, and Village Theater. Additionally, he's presented work at Joe's Pub, Rattlestick Playwrights Theater, JACK, Prospect Theater Company, the National Alliance of Musical Theater Conference, and 54 Below. Troy recently received the Vivace Award from the Bret Adams and Paul Reisch Foundation.

As an actor, Troy has been seen in the Public Theater's Hercules, Twelfth Night, and As You Like It, as well as Prospect Theater Company's Tamar of the River. Troy's work lives at the intersection between art, social justice, and community practice. In this spirit, he recently founded The Fire Ensemble as a home to develop his work and to share the joy of singing in the community.



[Hope Boykin](#)

Dance: Choreographer

Two-time Bessie Award winner, Hope Boykin was an original member of Complexions, danced with Philadanco, and most recently completed her 20th and final year with the Ailey American Dance Theater. Hope serves as Artistic Advisor for Dance Education for the Kennedy Center and Artistic Lead for the Kennedy Center Dance Lab. She is an Artist-In-Residence at USC Gloria Kaufman School of Dance and was an advisor for the Howard University Department of Dance for their 2021 spring semester. Hope continues to build on her work, as a writer; blending her words and cadence as the foundation of her developing movement language. As a director and dance-maker, Hope received a grant from the Andrew W. Mellon Foundation for her own Covid Safe residency #BoykinBubble and in the fall of 2021, she premiered her choreography in *An Evening of Hope* at 92nd Street Y, to much acclaim. She firmly believes there are no limits.



[Kristoffer Diaz](#)

Theater: Playwright, librettist, screenwriter, and educator

Kristoffer Diaz is a playwright, librettist, screenwriter, and educator. His play *The Elaborate Entrance of Chad Deity* was a finalist for the Pulitzer Prize in Drama. Other full-length titles include *Welcome to Arroyo's*, *Reggie Hoops*, *Expect Victory*, *Hercules*, and *The Unfortunates*. As a screenwriter, Kristoffer has developed original television pilots for HBO and FX, written for the first season of Netflix's "GLOW", and adapted the musical *Rent* for FOX. Kristoffer holds a BA from New York University's Gallatin School of Individualized Study, an MFA from NYU's Department of Dramatic Writing, and an MFA from Brooklyn College's Performing Arts Management program. He teaches playwriting at New York University. He is an alumnus of New Dramatists and a member of its Board of Directors, an officer on the Dramatists Guild Council, and a member of the Writer's Guild of America, East.



[Andrea Miller](#)

Dance: Director/Choreographer

Andrea Miller has established herself as a groundbreaking artist and choreographer relentless in her study of the deeper meanings of movement within the human experience. A sought-after creator and collaborator in art, film, theater, and fashion, in 2017–18 Miller became the first choreographer to be named Artist in Residence at the Metropolitan Museum of Art. She is also a Guggenheim Fellow, Princess Grace Fellow, Jerwood Fellow and in 2018 she was featured in Forbes as a female entrepreneur and leader in the dance world. Andrea is the founder and artistic director of internationally renowned dance company Gallim, based in Brooklyn where the company provides opportunities for movement study, creativity, and performance.



[Leonardo Sandoval & Gregory Richardson](#)

Dance/Music: Choreographer & Composer

Led by Brazilian choreographer Leonardo Sandoval and composer Gregory Richardson, Music From The Sole is a tap dance and live music company that celebrates tap's Afro-diasporic roots, particularly its connections to Afro-Brazilian dance and music. Their work embraces tap's unique nature as a blend of sound and movement, and as part of its mission to bring tap dance to new audiences, the company appears at both music and dance venues. Recent credits include appearances at Lincoln Center, Kaatsbaan, Jacob's Pillow, The Yard, Caramoor Jazz Festival, Battery Dance Festival, and Tap in Rio. They were recently commissioned to create new pieces by Works And Process at the Guggenheim, and have received support from the Mid Atlantic Arts Foundation, The Lower Manhattan Cultural Council, New England Foundation for the Arts, and the Jerome Foundation.



Luis G. Santos

Filmmaker: Chelsea Factory Film Fellow

Growing up in NYC, as a child of Dominican immigrants, Luis quickly had to develop an effective way to balance the variety of cultures around him and weave them together in a manner that respects the heritage and traditions of everyone involved. This upbringing shaped his perspective on life and is the reason why he's so heavily invested in creating thoughtful, genuine, and socially enriching feature films and commercials aimed at the Black and Latinx cultures he occupies. Luis has created short films for Nike, Spotify, Gioncarlo Valentine, and is in the process of developing two feature films and one limited series.

2021 - 2022 Chelsea Factory Organizational Partners

(Additional partnerships to be announced)



Ghetto Film School (GFS) Ghetto Film School (GFS) is an award-winning nonprofit founded in 2000 to educate, develop and celebrate the next generation of great storytellers. GFS annually serves 8,000 individuals, 14-34 years of age. With locations in New York City (est. 2000), Los Angeles (est. 2014), and London (est. 2020), GFS equips students for top universities and careers in the creative industries through two tracks: the Fellows Program – an introductory education program for high school students, and the Roster – early-career support for alumni and young professionals. Our Fellows Program is a 30-month cinematic storytelling course for high school students. Roster ensures opportunities for GFS alumni and other young professionals so that media professions become accessible to more diverse future generations of visual storytellers. <https://www.ghettofilm.org>

Partnership Support: Chelsea Factory Film Fellow



[Harlem Stage](#) bridges Harlem's cultural legacy to contemporary artists of color through commissioning, incubating, and presenting innovative work that responds to the historical and contemporary conditions shaping our lives and communities.

Partnership Support: For nearly 30 years, Harlem Stage's [WaterWorks Emerging Artists](#) program (formerly Fund for New Work) has provided commissioning grants for creating new work at different stages of development by a diverse body of 5-6 early-career artists of color. The Jerome Foundation supports Harlem Stage's WaterWorks Emerging Artists program. The Mertz-Gilmore Foundation and their Late Stage Stipend grant provide additional support for all Dance-related programming created by WaterWorks Emerging Artists.



[The Joyce Theater Foundation](#), the international leader in dance presentation, sustains the art form by supporting artists and educating audiences. The Joyce has garnered a well-deserved international reputation for cultivating and honoring emerging and established dance artists whose work represents a wide range of aesthetic interests. At Chelsea Factory, The Joyce Theater reaffirms its decades-long commitment to nurturing and presenting emerging artists and marginalized forms, and centering Black, Indigenous, and other People of Color creating new works for New York audiences that showcase the breadth of styles, identities, and expressions that are being practiced under the umbrella of dance today.

Partnership Support: Public Performances



Founded in 1905, The Juilliard School is a world leader in performing arts education, providing the highest caliber of artistic education for gifted musicians, dancers, and actors from around the world so that they may achieve their fullest potential as artists, leaders, and global citizens. The school's 800 undergraduate and graduate students appear in more than 700 annual public performances. The continuum of learning at Juilliard also includes the Preparatory and Extension divisions, and the Tianjin Juilliard campus in China. Read more about Juilliard [HERE](#).

Partnership Support: Student and alumni residencies; public performances including Juilliard Jazz.



**NATIONAL
BLACK
THEATRE**



[National Black Theater](#)(NBT), the nation's first revenue-generating Black arts complex, was founded in 1968 by the late visionary artist Dr. Barbara Ann Teer. NBT is the longest-running Black theatre in New York City, one of the oldest theaters founded and consistently operated by a woman of color. NBT uses a multidisciplinary theatrical approach as a means to center, humanize and heal Black communities through the power of unapologetic Black storytelling. NBT's unique approach to Black liberation, Art, and Placemaking act as a change agent to combat systemic oppression, which creates the space for human transformation.

Partnership Support: THE L.A.B. (Liberating Artistic Bravery) is a contemporary laboratory for accelerating and creating innovative new work by cutting-edge artists rooted in NBT's pedagogy.



[National Sawdust](#) believes that artistic expression empowers us all to create a more joyful and just world. National Sawdust curates and produces music and artistic works rooted in curiosity, experimentation, innovation, and inclusivity; and presents this work by engaging communities of artists and audiences at their state-of-the-art Williamsburg home and digital stage.

Partnership Support (details pending): The Hildegard Commission is a mentorship initiative highlighting outstanding trans, female, and nonbinary composers in the early stages of their careers. National Sawdust offers a commission, visionary mentorship, and access to a network of leading working collaborators.



[The New Victory](#) opens new worlds to young people and families through extraordinary performances, education, and engagement programs. Bringing kids to the arts and the arts to kids since 1995, New Victory is powered by [New 42](#), a performing arts nonprofit committed to arts accessibility, and has become a standard-bearer of quality performing arts for young audiences in the United States.

Partnership Support: New Victory LabWorks serves artists who identify as Black, Indigenous, and People of Color, including artists with disabilities and artists who identify as LGBTQIA+, in the creation of adventurous performing arts for family audiences.



Opening Act

Committed to advancing arts equity in NYC and beyond, for more than twenty years, [Opening Act](#) has actively centered the voices of students of color through free, high-quality theater programming. Its theater programs provide NYC students the opportunity to gain confidence, pride, and the knowledge that they can succeed at anything in life.

Partnership Support: Educational programming



[Studio School of Design](#) prepares lighting designers for the 21st Century profession and creates pathways to an equitable, inclusive, and diverse community through affordable and accessible training.

Partnership Support: Educational programming



Based in New York City and guided by founder and artistic director Moisés Kaufman, [Tectonic Theater Project](#) develops new plays using the company's trademarked theater-making method, Moment Work, and through a rigorous process of research and collaboration in a laboratory environment. Since its founding in 1991 the company has created and staged over twenty plays and musicals, including Gross Indecency: The Three Trials of Oscar Wilde, The Laramie Project, Doug Wright's Pulitzer Prize-winning I Am My Own Wife, and the Tony Award-winning 33 Variations.

Partnership Support: Technical Residency/Public Performances

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Board of Directors

Jim Herbert, Founder and Board Chair, Chelsea Factory
Founder, Chairman and Co-CEO, First Republic Bank

Shilla Kim-Parker, Board Member
Co-Founder and CEO, Thrilling

Andrea Miller, Board Member
Founder, Artistic Director and Choreographer, GALLIM

Linda Shelton, Board Member
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Jose Sebastian
Founder, Hamptons Dance Project; Director, ABT Incubator

Alex van Helden
Founder, van Helden Group

Staff Leadership

Lauren Kiel (She/Her/Hers) is the Executive Director of Chelsea Factory. Previously, she served as Executive Director of The Center for Ballet and the Arts at New York University where she built programmatic partnerships with cultural institutions throughout New York and oversaw the growth of a global fellowship program that supported 150+ artists across 12 countries. Before joining NYU, Lauren was the Associate Director of Lincoln Center International where she guided global business development strategy, established new streams of earned and contributed revenue with international partners, streamlined the institution's advisory services offering, and helped to re-imagine Lincoln Center's thought-leadership position within the global arts landscape. Lauren joined Lincoln Center in 2010 and served as COO of the executive office during Lincoln Center's \$1.2B campus redevelopment. Prior to her work at Lincoln Center,

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Lauren was a member of the Wreckio Ensemble theater company and a real estate broker in New York City. Lauren received her BA from Middlebury College summa cum laude, is a member of Phi Beta Kappa, and graduated from Harvard Business School in 2014 with distinction. Lauren and her husband reside in Manhattan with their two daughters and dog.

Donald Borrer (He/Him/His) is Managing Director of Chelsea Factory. Previously he served as Executive Director of Dorrance Dance where over a five-year tenure he helped produce many new works and large-scale NYC performance seasons, managed a robust international tour route, and oversaw unprecedented budget growth and fundraising stability. Prior to this role he worked with Dunch Arts consulting firm where he executed strategic fundraising projects with The Apollo Theater, American Composers Orchestra, Mark Morris Dance Group, among others. Donald was a company dancer for Ballet Hispanico, a producer for Lincoln Center Education, and chair of the Dance/NYC Junior Committee. Annually he works with Buglisi Dance Theater to help produce the Table of Silence Project. He holds a B.F.A. in dance from The Juilliard School, receiving the Martha Hill Prize for Artistic Achievement and Leadership, and an M.A. in Arts Administration from Columbia University Teachers College. He has guest lectured on arts management at both his alma maters, Arts and Business Council of New York, University of Southern California, Baruch College, and the University of Minnesota.

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