



**INNER-CITY ARTS
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WORK OF ART

**Preparing High School
Students and Young Adults
for Creative Careers**



INNER-CITY ARTS



WHO WE ARE

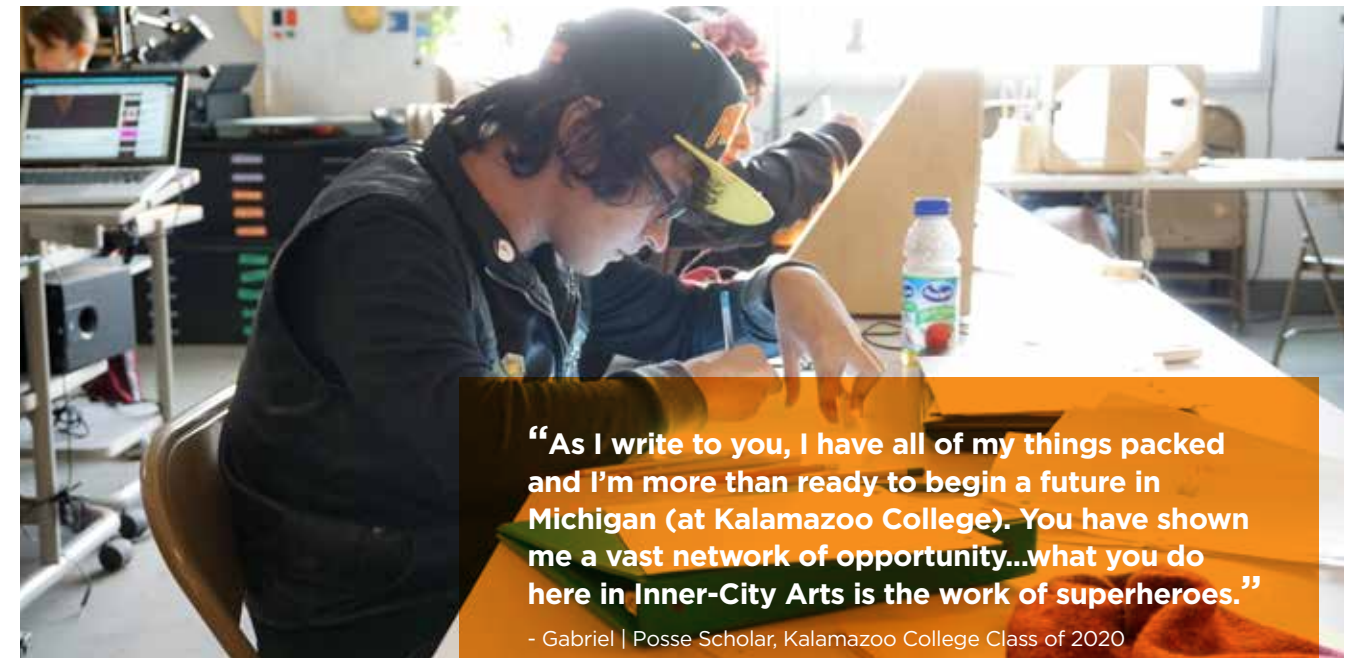
An oasis of learning and achievement in the midst of Skid Row, Inner-City Arts is widely regarded as one of the nation's most effective arts education providers and a vital partner in nurturing the creative, social, and personal development of the region's youth from those communities in Los Angeles and beyond that have historically been excluded from equitable access to a rich arts education experience.

MISSION

We engage young people in the creative process in order to shape a society of creative, confident, and collaborative individuals.

VISION

We believe that the arts and creativity are transformational. Inner-City Arts envisions a society that honors the human capacity for creativity, and values its cultivation in the education of young people.



"As I write to you, I have all of my things packed and I'm more than ready to begin a future in Michigan (at Kalamazoo College). You have shown me a vast network of opportunity...what you do here in Inner-City Arts is the work of superheroes."

- Gabriel | Posse Scholar, Kalamazoo College Class of 2020

Our mission is a direct response to issues of injustice and inequitable access in our communities—Inner-City Arts addresses that injustice by:

- Removing all financial barriers to its arts programs
- Reaching all grade levels, including recent high school graduates
- Tailoring art making and wellness support to meet each student's unique needs
- Equipping educators with tools to integrate arts learning into classrooms

IMPACT AT A GLANCE

2019-2021
Impact Report

Inner-City Arts

7,910 Students and educators enrolled in virtual programming when shelter-in-place began through June 2021

Work of Art

46 Paid Student Interns Enrolled

\$95,567 Gross Earnings

5,848 Hours Worked

WORK OF ART

A college and career exploration program designed to prepare creative teens with the skills, training and real-world experience necessary for life beyond high school

Since its establishment, 174 high school students have participated in the Work of Art program.

The Work of Art program provides a safe, non-judgmental space for teens to identify and explore their career interests and aptitudes alongside a supportive community of adults and peers. Upon graduation from high school, Work of Art interns will be clearly set on a course either towards college or employment.



Work of Art **empowers** the diverse and vibrant youth of Los Angeles to assume their rightful place as drivers of the Creative Economy of California, the nation, and the world. We **connect** creative youth to public sector workforce initiatives, private employers and college resources, supporting the development of an abundant supply of new talent into the creative industries.



100%

of high school students
who completed the
program in 2021 graduated
from high school.

.....

95%

elected to attend
college.



“Thanks to Work of Art, I had the honor of attracting the interest of a DreamWorks storyboarder during the Work of Art Career Fair. [Associate Director of Work of Art] Holli took notice and connected us. Going to Dreamworks Studios and negotiating plans to work on a project together was a dream come true. Many other opportunities were presented to me, each as interesting as the last. Shadow days spent touring Disney and Nickelodeon Animation Studios also offered me a better perspective. I believe the organization has well-prepared me towards my path as an animator.

Inner-City Arts is now a second home to me. The knowledge I have walked away with, undoubtedly, has firmly molded me, not only into a more professional and open-minded artist and animator, but also a more prepared and mature individual.”

NOEL QUINTERO

*Work of Art alum
2017 Barbara J. Schreter Scholarship recipient
CSUN, BFA-2D Animation, 2021*

PROGRAMMING

Students may apply each spring to enter the program. The application process includes submission of an application form, submission of an artwork, a letter of recommendation, and an interview. Once accepted, Work of Art interns explore and participate in the following areas:

COLLEGE READINESS

- College fairs
- Personal statement workshop
- Referral to pre-college programs
- FAFSA workshop
- Portfolio development
- Scholarship opportunities

CAREER EXPLORATION

Real-World Experiences

- Inner-City Arts paid internships
- Winter tour days with partners
- Spring shadow days with partners
- Paid externships with partners

Workshops

- Resume workshop
- Mock interviews
- Guest artist workshops

Resources and Opportunities

- Annual Creative Career Fair
- Networking opportunities
- Custom business cards

PERSONAL & CREATIVE DEVELOPMENT

- Studio workshops in Institutes
- Financial literacy workshop
- Goals-setting workshop
- Parent conferences
- Leadership development
- Professional arts experiences
- Annual Big Bear Lake retreat

WHAT IS AN INNER-CITY ARTS PAID INTERNSHIP?

WORKING IN THE PERMANENT COLLECTION

Youth admitted into the Work of Art program participate in mandatory year-round activities that develop them as future professional visual, media, and/or performing artists. Work of Art youth are trained and paid to create content for Inner-City Arts in their respective disciplines. That content becomes part of the Permanent Collection.

The Permanent Collection is a body of work and assets in the Media, Visual, and Performing Arts that can be used and distributed on behalf of Inner-City Arts to provide a presence and representation of youth voice in a variety of settings for multiple audiences. Assets may include paintings, sculpture, drawings, media campaigns, digital art, film, and live or recorded performance of original student-devised work (in acting, dance, music). These assets are intended to be distributed, published, and/or licensed for fees on behalf of the organization.



Above: Visual Arts Team Member, Denise



Left: Media Arts Team Member, Cori



Performing Arts Team Members, Britney & Saira with artlafilm.com

"My goal as a Hip Hop artist is to use my music to inspire. I choose music because it is my number one outlet. I want to express myself to the world and make my voice heard. To influence others to love each other. The world is a very violent place and I want to change that. I want to touch the world's heart and show everyone its beauty." -Solomon

GET INVOLVED WITH WORK OF ART

SUPPORT CAREER DAYS

Work of Art Career Days is a four-phase series of career engagement activities for youth. As a Career Day professional, you can choose to participate and take advantage of one (or all four) phases of the series.

Who benefits from Career Days?

Inner-City Arts students crave access and insight into careers that are connected to their interests. They want to meet people and learn about the Creative Economy so that they can better envision themselves in it. These young people are ready to make the transition into adulthood and have a need for support. Adult community members involved with Inner-City Arts, including our Volunteers, Partner Organizations, and Board Members, possess a wealth of education, expertise, and opportunity that they can share directly with these interns simply by opening their doors to them. Career Days offer a clear and immediate path for providing service to students.

THE FOUR PHASES OF CAREER DAYS ARE:



1 | Creative Career Fair

Inner-City Arts invites professionals from the creative sector to come out to campus and talk with high school students about their specific industries and professional career pathways. The Creative Career Fair represents careers that are connected to the current Inner-City Arts High School Institute classes in the visual and performing arts. Professionals will be speaking with students in an indoor/outdoor “career fair” atmosphere.

HOW TO PREPARE:

Professionals send job description(s) for specific positions in their organization or field.

Professionals create and send a document called “A Day in the Life of a...” which articulates a “typical” work day for those positions. Inner-City Arts will create a large poster/display of this piece for you.

Professionals inform what sort of “swag” they wish to bring (if any) as giveaways for the students.

Professionals inform what visuals they might wish to display at their four-foot table on the day of the event which will help the students understand the company or industry, its mission, brand, and function. Visuals can be in any medium – laptop, banners, marketing materials, etc.

Professionals send contact information and title for the person(s) they will send to the event.

This event is open to all Inner-City Arts middle and high school Institute program students, including 70 Work of Art students, and could involve up to 100 visits to your table.



2 | Group Tour Days

Professionals from the creative sector invite small groups of Work of Art interns to come to their workplace. This glimpse of the environment, the people, and the activities there give students a sense of workplace etiquette and an opportunity to better understand the organization and career sector.

DAY OF THE EVENT:

Interns will commute to your workplace.

Interns will tour your facility with a brief introduction to the leadership of the organization.

The interns will learn about:

- Priorities of the organization (mission, product, etc.)
- The path the professional took to get to their position
- Challenges in the industry
- What the organization looks for in an employee

This event is open only to the Work of Art interns.

3 | Shadow Days

Professionals from the creative sector invite Work of Art interns to come to their workplace for an individual (half or full day) work experience. Interns will be paired with organizations based on their current career interests. This visit creates a mentor/mentee relationship for a day, with students gaining an up-close look at a specific job, and possibly even affording the interns a hands-on work experience that contributes in a meaningful way to the organization.

WORK OF ART INTERNS WILL EXPERIENCE:

4– to 8–hour “shadow experience” with organization staff during a typical work day

A possible one-day project they can see through to completion

This event is open only to the Work of Art interns and would involve one or two students spending the day with your company.



4 | Paid Externships

Inner-City Arts will arrange externships with partner organizations that can last up to 6 weeks during the summer. Interns must have already had one summer of employment at Inner-City Arts in order to be eligible for placement with your organization. The nature of the duties and hours will be determined on an individual basis and will be agreed upon during the spring of each year.

This opportunity is open only to Work of Art interns.



AFTER GRADUTATION... THE SOCIAL ENTERPRISE:

High school students admitted into the Work of Art program participate in mandatory year-round activities that develop them as future professional visual, media, and/or performing artists. Work of Art youth are trained and paid to create content for Inner-City Arts in their respective disciplines. That content becomes part of the Permanent Collection.

Select Work of Art graduates transition into "Enterpriser" status. Enterprisers become eligible to be paid to provide creative services for outside clients. For clients like you!

Enterprisers provide creative services for hire under the direction of professional mentors and teaching artists. While employed as Enterprisers, these young people receive training and build skills that support the development of an abundant and diverse supply of new talent into the creative industries.

This socially-minded Enterprise is a great way for clients to enjoy creativity with purpose. Each project is a unique story and builds true value for all involved.

'I cannot say enough about the amazing experience we had working with the artists and staff from Inner-City Arts... The youth came in with focus, determination, and talent... To see our youth and families walk into the reception area and stand in awe of the mural and all that it represents is heartwarming. It has become a ray of sunshine in the midst of clouds for those children and youth we serve' - LaQuitta Cole, DCFS Carson

'I really loved being part of such a huge initiative like this—how many people can say that they've worked for such a prestigious client? Now, when I go out into the professional world seeking more work—I feel like I am a more competitive candidate for the jobs I'm interested in...' - Ivy, Enterpriser

WHAT CAN WE CREATE FOR YOU?

Contact: Holli Hornlien, Associate Director of Work of Art

Holli@inner-cityarts.org

'Being a part of the Social Enterprise program gives me confidence in sharing my work and reminds me that, no matter what, I am always a valid artist and I have the ability to make a living for myself with my skills.' - Ravin, Enterpriser



SOCIAL ENTERPRISE AVAILABLE SERVICES

MURAL DESIGN pg 14 Los Angeles Rams Mural
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MURAL DESIGN



Los Angeles Rams Mural

In 2020, The Los Angeles Rams were opening a new stadium in Inglewood while undergoing a team rebrand. For the lead up to the launch of their new brand, stadium, and season, the Rams planned a series of art activations and events.

As part of this initiative, 4 murals were commissioned to be created and installed by working professional muralists and Inner-City Arts Enterprisers. In March 2020, the new LA Rams logo was unveiled.

VENUE
Inglewood, CA



DCFS Mural

The Los Angeles County Department of Children and Family Services (DCFS) was relocating its operations from Compton to Carson. Their new facility offered a visiting room for children and family use when meeting with their County Social Worker (CSW). The artwork needed to appeal to the children and youth who would be spending time in this room, yet also be appropriate for some of the challenging conversations that might take place between adults.

VENUE
Compton-Carson
Regional Office of
DCFS
Carson, CA



SCULPTURE



Ball Aluminum SoFi Stadium Activation

VENUE
SoFi Stadium

Ball Corporation and The Los Angeles Chargers wished to educate the greater LA area on the importance of sustainability and aluminum recycling at the SoFi stadium during game days. Five Enterprisers were engaged to create art from aluminum briquettes that measured 12" x 12" x 12", weighed 50 pounds each, and were composed of 1,200 recycled aluminum cans.

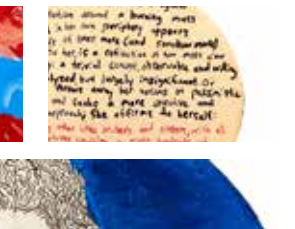
'We found it important to incorporate LA as we know it and the communities that we come from...The three briquettes explored the culture of Los Angeles and the elements that create it: the colors, textures, people, and environment.' - Enterpriser



The Divine Nine: Madison Universe Mobile

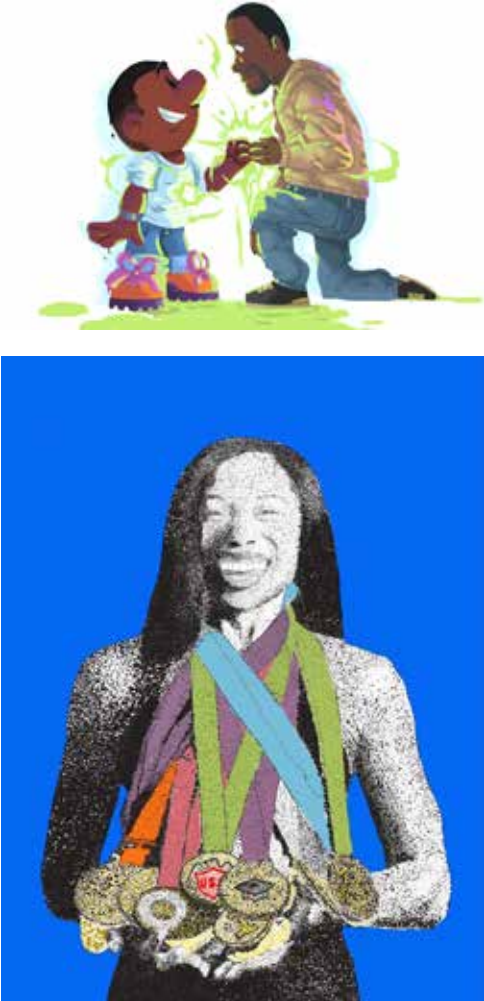
In 2019, one man's vision prompted two world-class institutions to convene. This partnership between Inner-City Arts and Carnegie Observatories was designed to educate makers and viewers. There was a need for a large scale 3-D mobile that would eventually occupy a very special place in his home and was created in response to his passion for a freeform expression of our solar system.

VENUE
Personal
Residence



ILLUSTRATION

INSPIRE

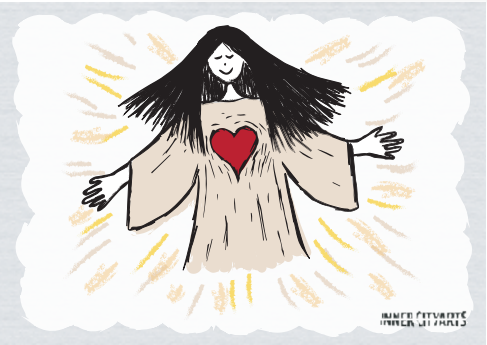


Los Angeles Chargers Black History Month Virtual Gallery

ASSETS
Digital Art

Enterprisers were hired to celebrate seven living Black Angelenos from distinct industries during Black History Month. With a focus on one individual each, these researched-based pieces highlighted the lives or contributions of those who impacted communities, industries, and generations. The Industry Sectors featured were: Art/Architecture, Entertainment, Education, Fashion, Politics, Science/Healthcare, and Sports.

'To all the amazing artists, on behalf of the Chargers, thank you, not just for your talent, but your dedication and thoughtfulness on these projects. Bravo. Wish you much success.' - Fred Mass, Chief of Staff for the Los Angeles Chargers



End of Year Campaign: #madewithcare

ASSETS
Postcards & GIFs

Each year, Inner-City Arts organizes a year-end campaign to give supporters a final opportunity to connect with its mission and donate. It's also a chance to communicate the impact that programs made during that year and to thank donors for their continued commitment. In 2020, the campaign included a printed mailer, weekly email newsletters, social media, and a campaign landing page with supplemental digital content and the donor call to action. Each mailer included a sample postcard with artwork created by Enterprisers, pre-stamped to encourage the recipient to "send with care" a message to someone in their own lives.

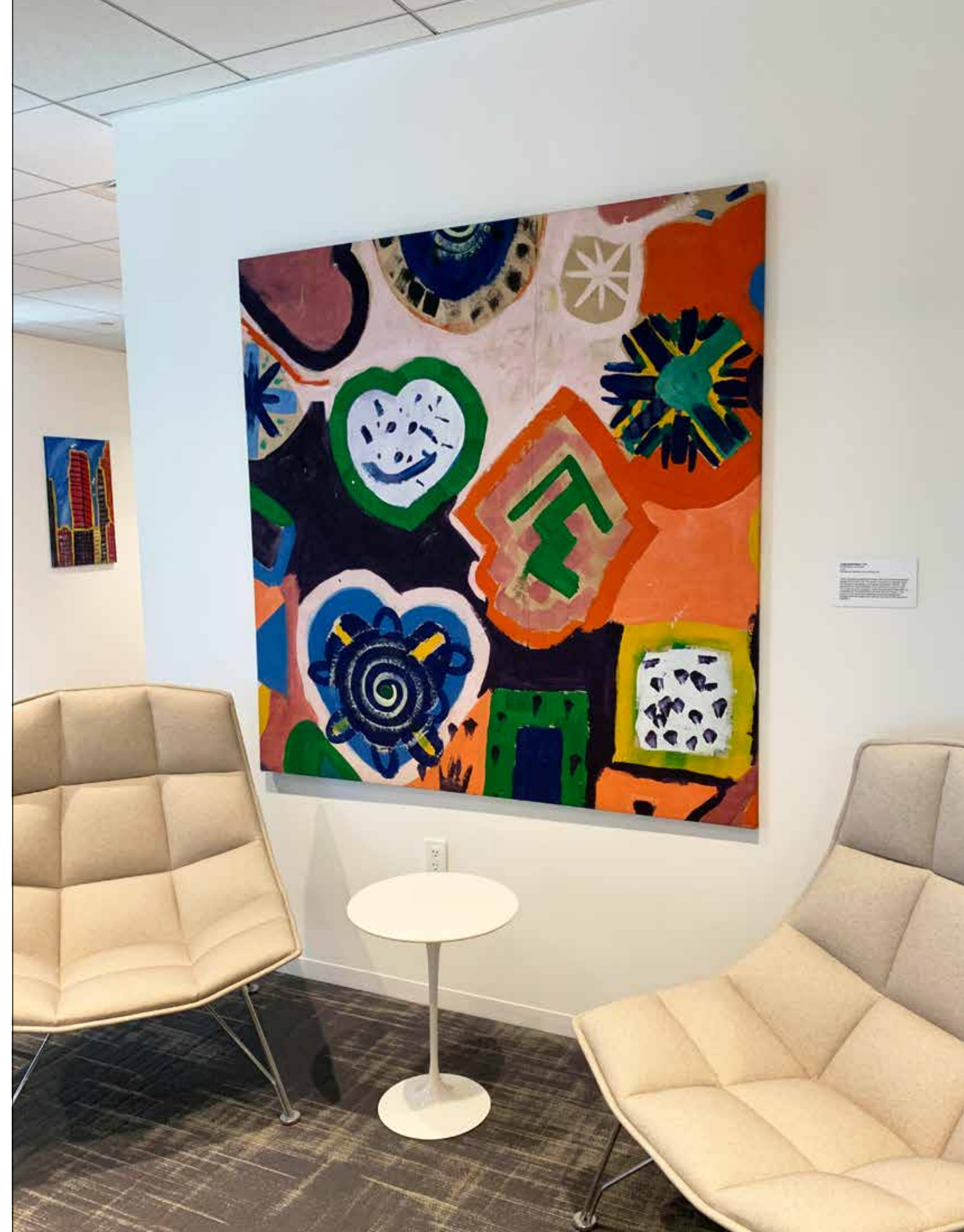
PERMANENT COLLECTION

Installations & Exhibitions Program



VENUE
Law Offices of
Snell & Wilmer

Created by a range of students across programs, Inner-City Arts' Permanent Collection of visual arts pieces fall under the category of mixed media, painting, and drawing. Having curated and installed customized exhibitions in a variety of established businesses and spaces, Inner-City Arts is happy to assist new clients with establishing a meaningful leased exhibition in theirs!





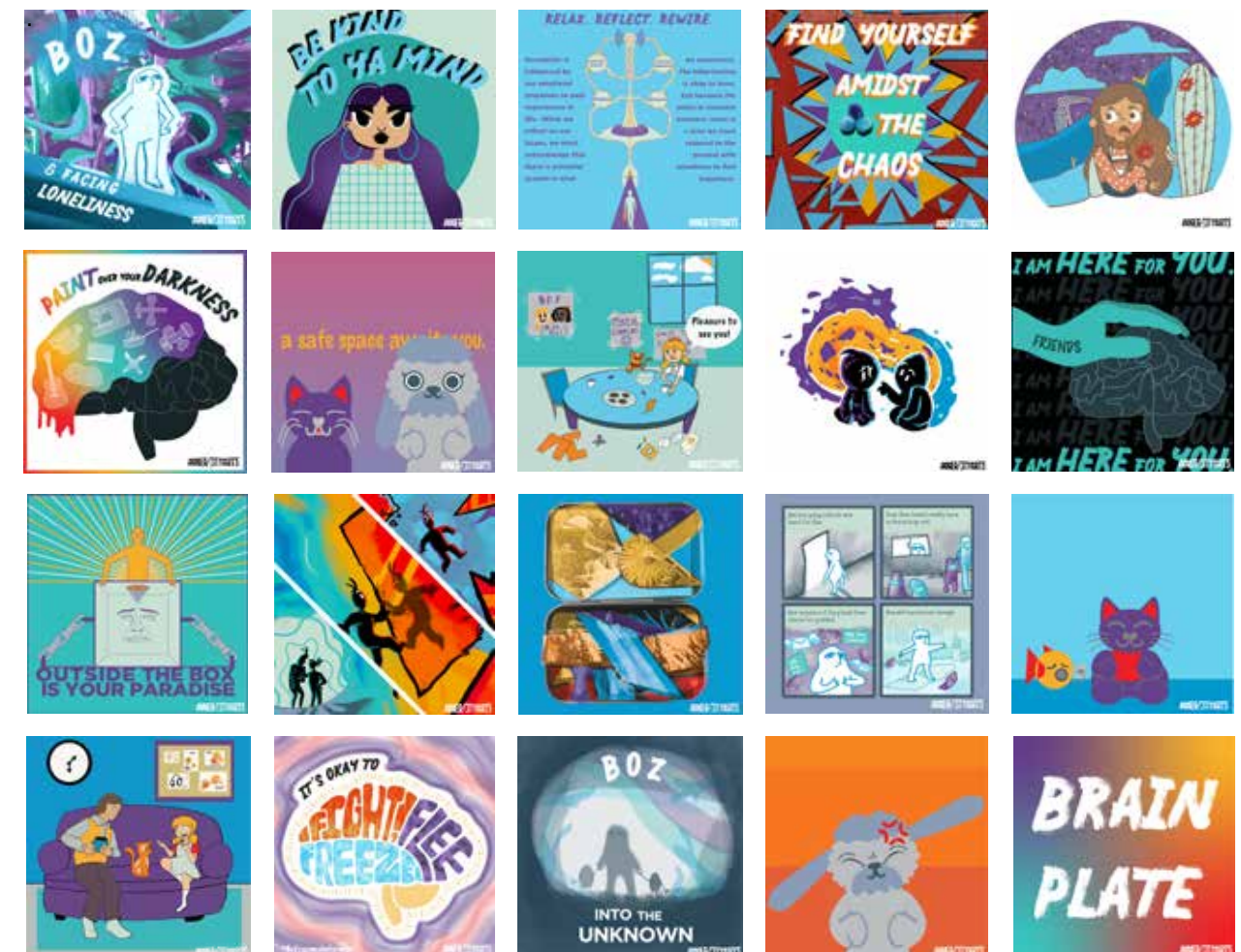
GRAPHIC DESIGN

Mental Health & Wellness PSA Campaign



Ignited by social distancing at the advent of the pandemic, the mental health and wellness of youth and families was being challenged. Inner-City Arts sought to be a source of inspiration and hope for those it serves, providing tangible ongoing mental health and wellness strategies and resources that would remain relevant even after “shelter in place” orders were relaxed. The PSA campaign lasted for 7 months across 5 critical topics.

ASSETS
Social Media

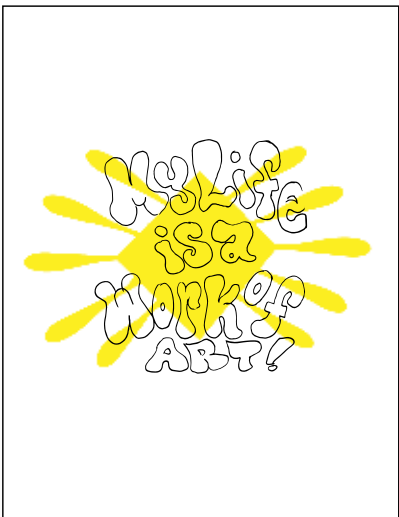
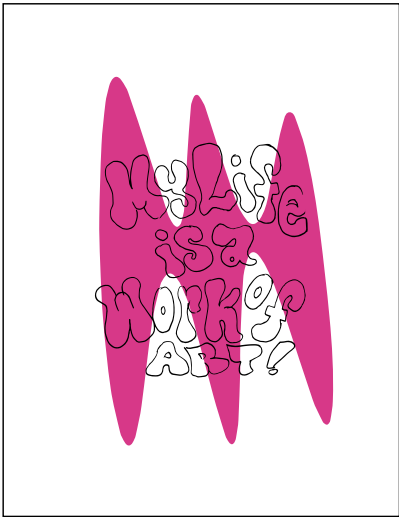
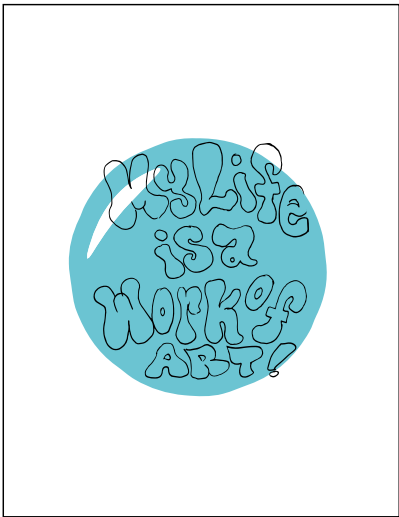


GARMENTS & GEAR



2019 Summer on Seventh

Each year, Inner-City Arts hosts its wildly popular on-campus fundraiser, *Summer on 7th*. The Enterprisers were charged with creating a range of affordable merchandise for the concert event’s young and urban audience.



Work of Art Jacket

In its early days, Work of Art was identified as a powerful program in need of greater brand awareness to attract its future participants. One strategy adopted to achieve that objective was the design of a unique garment for members of the program.

The garment would be an easy way to create awareness that “Work of Art” is the coolest way to meet, greet, and connect with like-minded emerging talent as they launch their careers. The message: *“My Life is a Work of Art. A fulfilling, financially stable, and satisfying career within the creative economy is not only possible, but the inherent right of young Angelenos. Like me.”*



INTERACTIVE ART EXPERIENCES

Winter Wonderland



For years, the LA Fashion District Business Improvement District (BID) has offered the “Santee Winter Wonderland,” an annual community event created to provide dwell space and an engaging place of respite for families out pounding the pavement during the holiday shopping rush. Inner-City Arts Social Enterprisers were invited to provide entertainment, artmaking workshops, and interactive games/Instagrammable engagements appropriate for all ages during the free Saturday event.

SERVICES INCLUDED

Entertainment: Repertory Dance Company performances

Public art making workshop: Chalk drawing and button making workshops for children and families

Instagrammable games: Giant “Art” Jenga, Giant LA Angel Wings for photos, Giant Loteria game and Mini golf – all designed by the youth facilitators!

VENUE

Santee Alley,
Los Angeles

FOR CORPORATE AND COMMUNITY BUILDING



Inner-City Arts' mission is to engage young people in the creative process in order to shape a society of creative, confident, and collaborative individuals. For over 30 years, Inner-City Arts has taken inspiration from and supported the creativity of Los Angeles youth. Creativity is at the core of who we are and what we do.

And we employ young creatives, too!

WHAT CAN WE CREATE FOR YOU?

**Contact: Holli Hornlien, Associate Director
of Work of Art**

Holli@inner-cityarts.org

'Frida... you are so AWESOME! Congrats on that financial aid package to the Art Center College of Design...great things coming your way, girl! It was a joy spending a (Shadow Day) afternoon with you, and I only see the future bright and FULL of wonderful opportunities for you.' - Jenny Gase-Baker, DreamWorks

'Working as a part of the Social Enterprise team really gave me an understanding of what future employers will expect of me...My biggest takeaway from being part of the team is my efficiency to produce work faster, engaging in thought-provoking critique, then applying it to my work.' - Jazlyn, Enterpriser



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to our supporters
who make this
program possible:



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