

Argha Noah

Co-Creating the Urban Future

Aug. 11 - Nov. 1, 2017 | Atlanta

Our Story

Argha Noah is an artist-run civic engagement platform that transforms unused urban spaces into showcases for innovation in art, music, education, urban agriculture, and recreation.

Each edition of Argha Noah advances a holistic, inclusive model of cultural & technological exchange that imparts both practical knowledge and creative sustenance to a host community.

In partnering with artists, city officials, and community stakeholders to create 21st century civic spaces, the Argha Noah model changes a region's development narrative from one based on developer profits, expedience, and non-native interests to one that upholds health, sustainability, and access to the arts as fundamental urban utilities.

“[Argha Noah](#) was a celebration in ancient Egypt marking the end of the annual floods in the Nile River Valley. While the flooding wreaked havoc on the land, the receding water left essential nutrients behind that made agriculture and a vibrant civilization possible.”

Our Core Beliefs

We believe in a future that is

URBAN

FUNKY

FEARLESS

INCLUSIVE

FLEXIBLE

INTERACTIVE

HOLISTIC

LIVABLE

QUEER

AMBITIOUS

COLORFUL

REVERSE

SUSTAINABLE

HEALTHY

PEACEFUL

EXPERIMENTAL

FEMALE

EQUAL

DIGITAL

BOUNDLESS

Argha Noah

X Harp Transmission

+

+

+

2017 Residency

+

+

+

+

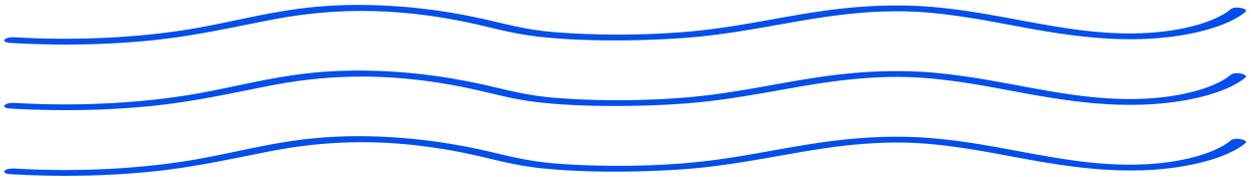
Argha Noah has been granted **Harp Transmission** as the site of its first activation. A shuttered mechanic shop steps away from historic Oakland Cemetery, King Memorial Marta Station, and over 20 new residential and commercial properties in varying stages of development, Harp Transmission stands at the nexus of a historic Atlanta neighborhood in dramatic flux. Slated for redevelopment into a mixed-use commercial space in the winter, the 22,000 square foot site will be occupied by Argha Noah from June to November 2017.





Harp Transmission, est. 1946

The site has high visibility on the burgeoning Memorial Drive corridor and contains prominent street-facing windows, hidden alcoves, plentiful floor/wall surfaces, concrete interiors, a 40-foot shipping container, and several garage doors that, when open, allow indoor events to spill onto the street. The site also has abundant outdoor space and borders a city parkland to the east.



Why Argha Noah?



“This is a connection point where all minds can work with art in a passionate and fun way, all while establishing common ground with your neighbors that you might never meet otherwise. Providing equal opportunity to fantastic experiences while preserving the history of an area and people is what Argha Noah wishes to achieve.”

Blake Chapman, Coordinator, Argha Noah x Music

“We desire public space because we want our shared landscapes and institutions to reflect and respond to the facts governing our lives. We want to have space to be contemporary—to be present for our time, to value important cultural heritage, to perceive common threats obscured by scale and technical complexity, or by greed and indifference. Part of our civic selves yearn to be not just collective, but connective.”

Storefront News

“Argha Noah’s presence at the Harp Transmission site is a noteworthy departure from the real estate development model we are familiar with. Establishing a community space before the site is redeveloped is more than a temporary concession to the community - we hope it’s an occasion to create community links that remain long after we’re gone.”

Chris Fernald, Curator, Argha Noah x Art

Argha Noah x Harp Transmission

Programs & Projects



Argha Noah is a multidisciplinary platform that uses education, art, and community outreach to shape a more equitable and vibrant future for all Atlantans. In this spirit, **Argha Noah x Harp Transmission** brings the boundary-pushing work of Atlanta's most dynamic activists, artists, and educators to the public. The site grants artists, urban strategists and community members an opportunity to both enjoy enriching programs and break bread with civic organizations producing innovative solutions to the Atlanta's most pressing problems.

As a forum for exciting reflections on the future and critical reconsiderations of Atlanta's past, the site plays host to workshops, lectures, art exhibitions, film screenings, community dinners, juice bars, garden concerts, and even pick-up basketball games.

While rehabilitating unused physical space is at the center of the Argha Noah project, we also understand the importance of digital placemaking. All artist talks, panels, workshops, and performances are blogged and live streamed via arghanoah.com for a worldwide audience.

Argha Noah's original programming is divided between five tracks:

Art
Music
Recreation
Public Education
Urban Agriculture

Argha Noah x Art

We know that Atlantans are hungry for arts programming that exceeds the standards of discourse set by the world's established art centers. Argha Noah x Art offers audiences a dynamic exhibition platform featuring today's most compelling artists, while demonstrating that accessibility and quality need not be mutually exclusive values.

Our arts programming includes transitory art activations, gallery exhibitions, performances, street theater, and sonic experiences. The site's exhibition spaces vary in scale and texture, offering a flexible format for exhibitions and performances of many stripes.

Argha Noah x Music

The Argha Noah x Music program serves as a platform for the next faces of this tradition while also highlighting the work of musicians working in historic traditions.

Our music programming will feature new wave musicians from local Atlanta communities that are widely international and rich in black history. Cohorts of locals and creatives will join together for live performances, workshops, and discussions. Attendees will have the opportunity to explore, enjoy, listen, learn and share their own music with others. Intriguing environments will be thoughtfully crafted for all to study and engage with. Musician or not, this will be an opportunity for the attendee to experience a sonically encompassing journey.

With our world continuing to produce genre-bending, expectation-defying musicians that will shape our culture, our perspective, and our thoughts. Argha Noah hopes to serve as an incubator for this growth process.

Argha Noah x Recreation

We offer visitors a multitude of ways to strengthen bodies and bonds. The site plan features a basketball court for pick-up games and ample concrete space for other sports and recreational activities, while the parkland to the immediate east of the site sees group yoga and fitness classes. The Studio also facilitates cycling tours and urban dérives.



Argha Noah x Education

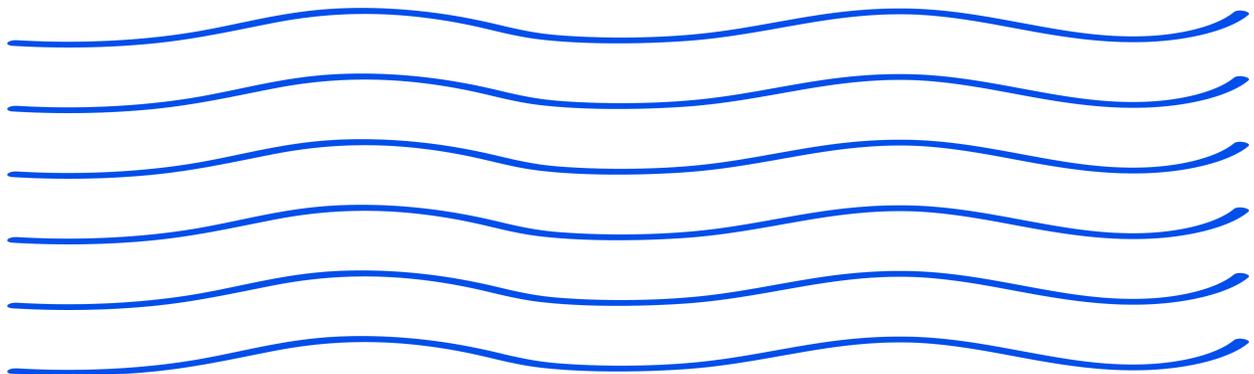
Our public education program features events ranging from design challenges, afterschool programs, and lectures, discussions, and technology workshops - all led by Argha Noah Studio members and distinguished leaders in the fields of art, design, technology, and social justice.

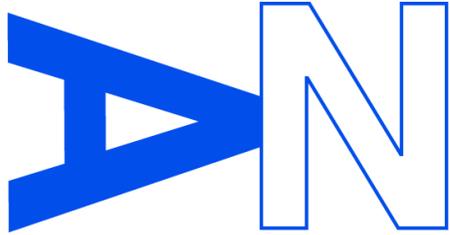
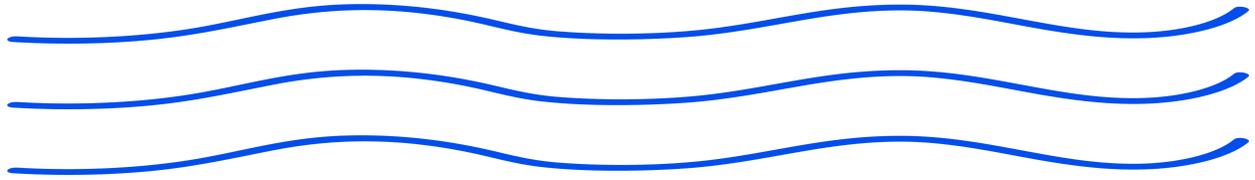
Events explore topics such as public transportation, pop-up business strategy, and affordable architecture in the Play.Zone, a dedicated space for critical reflection, socratic expression, and technical exchange.

Argha Noah x Agriculture

For our urban agriculture division, we seek to collaborate with local nurseries, technologists, and urban farmers that are experimenting with new frontiers of growing. Frontiers that are adaptable to inclement weather, climate shifts, and alternative landscapes.

Featured projects include a community garden scape designed by volunteers, artists, and local horticulture groups, as well as lectures and workshops led by activists using urban agriculture to tackle issues ranging from food deserts to unemployment.





Argha Noah

| Seasonal Offerings

Argha Noah x Patrons of the Park

Our fiscal model is called Patrons of the Park.

In response to inflated ticket prices for conferences, concerts, and festivals, we are making 90% of our programs free to the public. We believe this fiscal model is not only economically just - we also believe this model will attract triple the size of our audience, greatly expanding the reach of our workshops, events, and programs to a greater number of community members."

90% = FREE 10% = TICKETED



Argha Noah x Offerings

Argha Noah x Play.Zone

The Play.Zone functions day-day as an engaging workspace equipped with practical resources- both technological and social. A combination creative space, public library, and urban laboratory, the Play.Zone affords visitors the chance to mix and mingle with creative professionals, artists, educators, and community members in a dedicated space for innovative enterprise.

The Play.Zone is open to the public four days out of the week.

Argha Noah x Experience Guides

The Test. Zone is open to the public four days out of the week. Guided tours are led by Argha Noah volunteers and occur during community center hours for 20 - 30 minutes. Tours include an introduction to the history and architecture of Harp Transmission and Grant Park, as well as highlights of the current transformation.

You may schedule a tour for your high school or college class, or for corporate, tourist, or other group.

Argha Noah x Open Studio

The Open Studio project is staged as the dedicated workshop space for Argha Noah program directors and visiting participants. Daily activities include: building architectural models for public art installations, responsive agricultural improvements, and rotating space plans for scalable events/programs. Open Studio will host three “Co-operative” days for interactive urban planning and public art workshops.

**Open Studio is open to the public
four days out of the week.**



Additional Features

- Public library
- DIY playground
- Community garden
- Free workspace/wifi
- Free entry to all selected events (with +1 guest)
- Collaborative projects for artists, educators, and volunteers

Hours of Operation

Tuesday

11 a.m. - 8 p.m.

(Daytime workshops, afterschool projects, drink/food vendors and sunset garden concerts)

Thursday

7 p.m. - Late

(Community dinner and exhibition openings)

Saturday

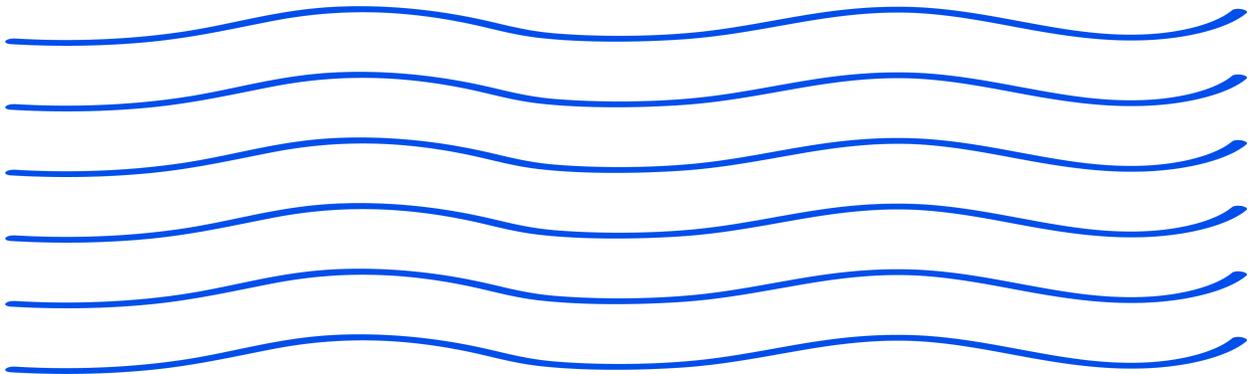
11 a.m. - 8 p.m.

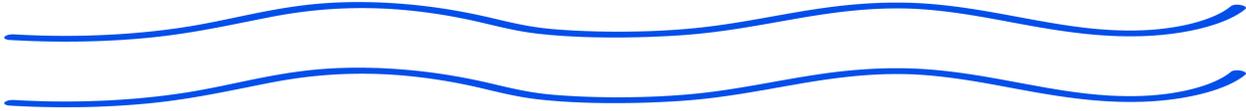
(Community yoga, basketball tournaments, farmers markets, and special guest performances)

Sunday

7 p.m. - Late

(Wellness activities and film screening in the park)



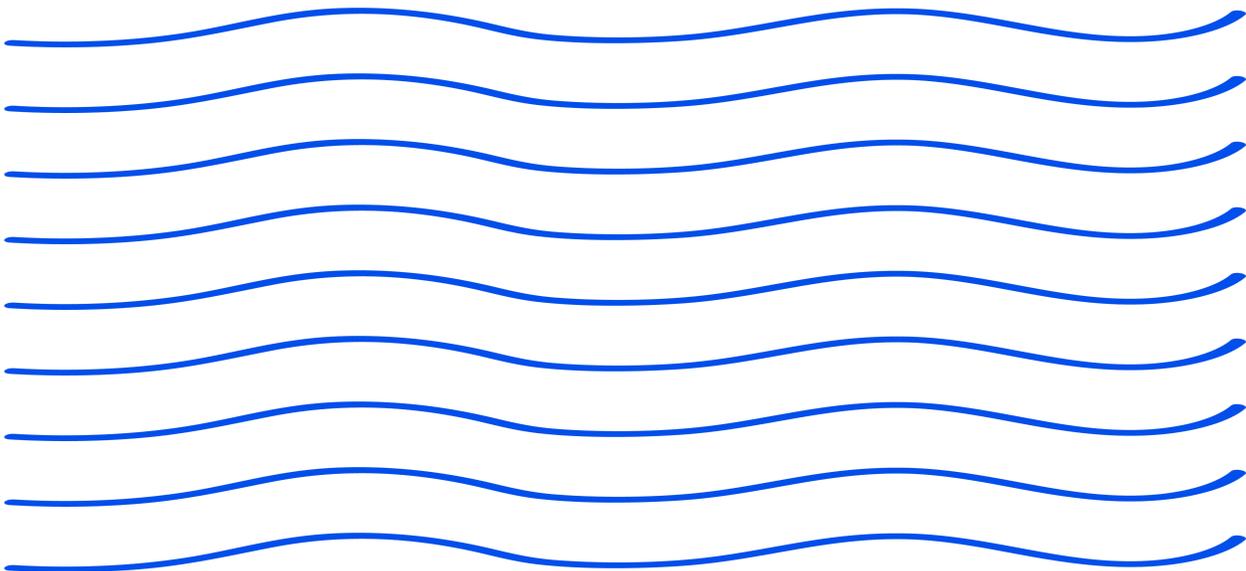


Sponsorship Opportunities

Budget: 50K

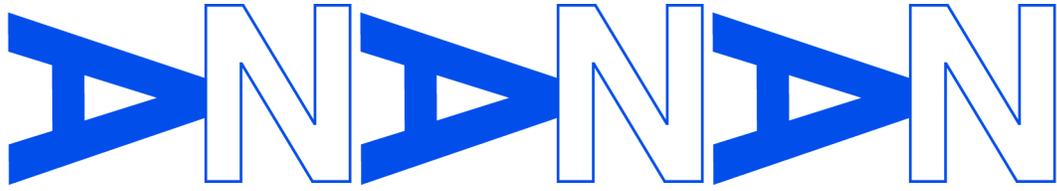
Community Fundraising: 25K

Sponsorship: 25K

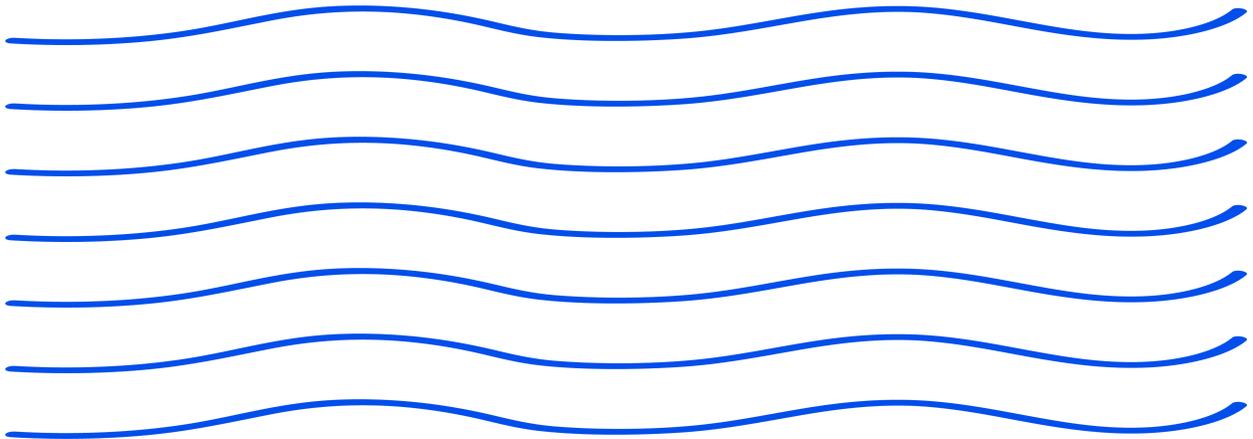


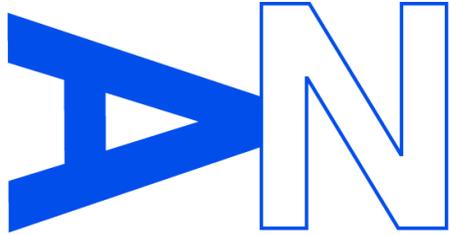
Why sponsor Argha Noah?

- + Increase brand recognition
- + Broaden the diversity of your audience
- + Support civic engagement and education
- + Reach innovative leaders and millennials.
- + Be at the center of the action of Argha Noah x Harp Transmission 2017



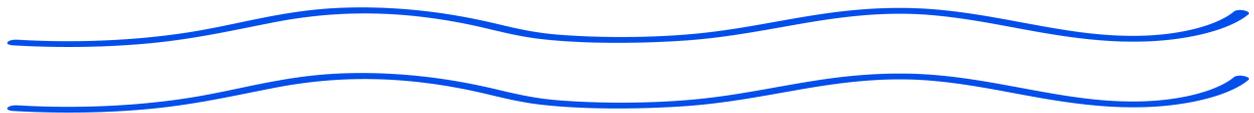
With your contribution, we will be able to pay artists and performers fair wages, pay for our city-wide marketing efforts, make crucial renovations to the site, and present the public with as many free programs as possible.





Argha Noah

| Sponsorship Options



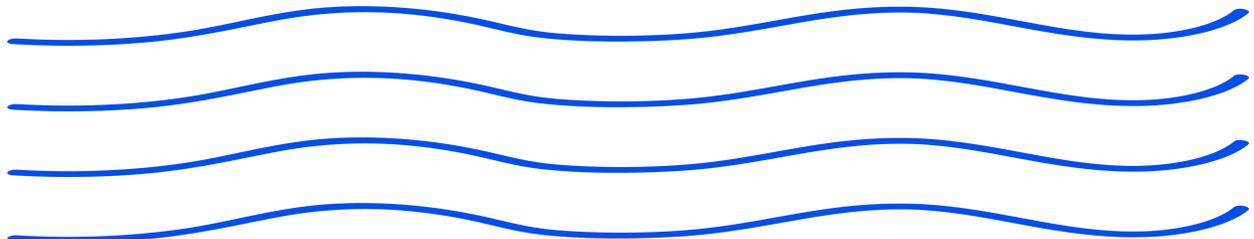
Muscle Sponsors- \$25,000

Season Perks

- Free entry to all events
- 20 x guest passes
- 20 x mentions from mainstage
- 5 x mentions on social media
- 1 x officially sponsored event
- 1 x officially sponsored art installation or mural

Logo Placement-

- Mainstage Signage
- All Posters and Flyers
- Official Reports
- Press Releases
- Argha Noah Website with Hyperlink



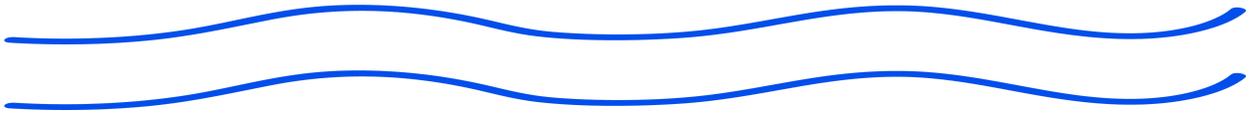
Healthy Sponsors- \$10,000

Season Perks

- Free entry to all events
- 15 x guest passes
- 15 x mentions from mainstage
- 5 x mentions on social media

Logo Placement-

- Mainstage Signage
- All Posters and Flyers
- Official Reports
- Press Releases
- E-mail Signature
- Argha Noah Website with Hyperlink



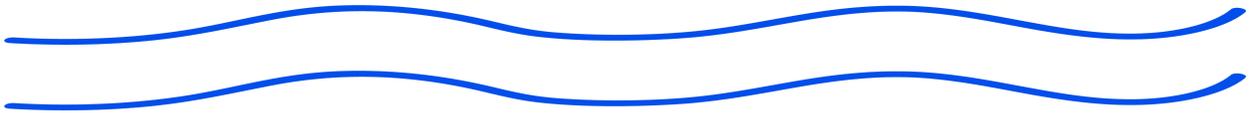
Equal Sponsors- \$5,000

Season Perks

- Free entry to all events
- 10 x guest passes
- 10 x mentions from mainstage
- 3 x mentions on social media

Logo Placement-

- Mainstage Signage
- All Posters and Flyers
- Argha Noah Website with Hyperlink



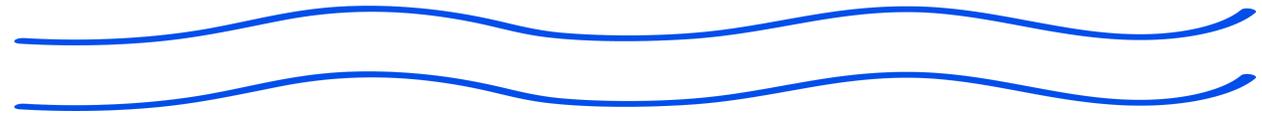
Fellow Sponsors- \$1,000

Season Perks

- Free entry to all events
- 5 x guest passes
- 5 x mentions from mainstage
- 1 x mention on social media

Logo Placement-

- Mainstage Signage
- website mentions



LET'S DO THIS TOGETHER

**Primary Contact
Information:**

Kyle Morais: Founder & Design Director | Email: Info@arghanoah.com

Maddy Hay: Partnership Coordinator | Email: Info@arghanoah.com

Discover more information@ Arghanoah.com

