



## **POK MoCA Letter of Intent**

In response to the RFEI put forth by the city of Poughkeepsie, in regards to the disused YMCA space at 35 Montgomery, **The They Co.** creative consultancy, production wing of internationally lauded art fair **SPRING/BREAK Art Show**, proposes the wide scale rehabilitation of the building, and the revitalization of grounds, as a contemporary art museum and community space.

### Proposal:

Following the highly successful model established by minimalist art museum, DIA BEACON, in the town of Beacon, New York, the **Poughkeepsie Museum of Contemporary Art** (or **POK MoCA**), would address the following town needs:

- Enhanced out-of-town tourism to the town of Poughkeepsie
- Increased demand for housing/increased desirability to live in Poughkeepsie for New York metropolitan residents and others interested in moving to the Hudson Valley
- A requisition of the YMCA space that fits the cultural/community demands of the pre-existing deed
- A fully functioning, self-sustaining, and profit-generating institution whose facilities, job opportunities, and profits can then be used to benefit non-art-intersted members of the community, both by providing a financial structure through which non-art related activities can be sponsored and within which non-art related community events can be held.
- A recreational facility for Poughkeepsie town residents
- A destination, along the way to which, Main Street can be further developed due to the new museum's proximity to Main Street, and the walk from the train station easily taken by visitors.

### Proposal In-Depth:

With 9 years experience requisitioning underused historic spaces in both New York City and Los Angeles, all for the purposes of enhanced community activity around the arts, The They Co. co-heads and SPRING/BREAK Art Show co-founders Ambre Kelly and



Andrew Gori see deep potential in the reconstruction and repurposing of the former Poughkeepsie YMCA at 35 Montgomery Street for an improved tourism and community experience within the iconic New York State town.

With its proximity to DIA BEACON in Beacon, Magazino Gallery in Cold Spring, and Storm King Art Center in Windsor—to name just a few arts destinations in the region—POK MoCA’s resonance within the Upstate panoply of pre-existing arts attractions seems inevitable, but it is also far from redundant.

With DIA and Storm King’s focus on minimalist and mid-Century Modernist sculpture and installation, a Contemporary Art Museum—one, in other words, building a collection of work from the 1990s-Present—is actually uncharted terrain.

Nevertheless, its similarity in fiscal structure, and cultural influence, can mirror the reconstruction processes of towns like Beacon, Hudson, and Kingston, while also building in a give back component that ensures lower income residence not only have a place to go, but a way to stay once the town is revitalized.

#### Results:

To wit: The They Co. proposes a vertically integrated financial program through a major art museum—one that acknowledges BOTH art’s transcendent abilities to enhance desirability within location, as well as the unequivocal need to preserve affordability in real estate as the township is developed.

This model of town enhancement, community space, AND, perhaps most importantly, community retention will also serve as an optimal example for other towns—a model by which to improve cultural life in America, but not to the disservice of underrepresented populations.

POK MoCA would thus be the first of its kind—an arts location that helps both demystify art as an unapproachable commodity (something SPRING/BREAK Art Show has achieved in its 9 years of tenure in the art world) while also supporting non-art space



as a community gateway to get children and parents interested in art AND give them a public reprieve from the challenges of everyday life.