



## The 5M Project

Forest City  
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### Press Release

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## **5M.org Launched to Generate Jobs, Support Youth Development and Cultivate Social Change in San Francisco**

**San Francisco, Sept. 26, 2011** — 5M.org, a new nonprofit co-created by Intersection for the Arts and Forest City Development, will bridge the collaborative power of more than 2,000 diverse organizations and individuals linked at the 5M Project to generate jobs and entrepreneurship training, support youth development, and cultivate social change in San Francisco.

5M.org is an outgrowth of the people, partners and networks gathered during the last two years at the 5M Project — a prototype for a new, open urban campus for arts, making, education, entrepreneurship, technology, and social change in downtown San Francisco led by Forest City. Initial 5M.org programs will focus on public street art, arts-based community engagement, artist residencies, cultural entrepreneurship fellowships, resource matching, and small business accelerator training. Additional workforce development programs also will be developed.

“Organizations at the 5M Project are doing breakthrough entrepreneurial and cultural work that is paving the way for economic growth in San Francisco,” said Alex Michel, director of the 5M Project. “5M.org is a way for us to work together to share resources with our neighbors and beyond.”

5M.org taps into a thriving community of entrepreneurs, technology companies, artists and makers that are building the emerging economy at the 5M Project. Partners include: the Hub, which supports social entrepreneurs; TechShop, a do it yourself workshop for people of all skill levels with access to tools, equipment, instruction, and a community of creative makers; and, Intersection for the Arts, one of the city’s oldest arts organization that offers multidisciplinary arts and engagement programs that cultivate community, inclusivity, and positive change.

Co-creators Forest City and Intersection will transition to an advisory role for 5M.org once the organization forms its board and hires an executive director and staff.

5M.org’s first community programs will be in partnership with Intersection for the Arts. In mid-September, Intersection received a \$777,000 grant for placemaking at the 5M Project from ArtPlace — an unprecedented new private-public collaboration that puts the arts at the center of economic development. ArtPlace is an initiative of 11 of America’s top foundations working in conjunction with the National Endowment for the Arts and seven federal agencies. The grant recognizes the enormous potential of the prototype partnership, extensive resources and collaborative power between Intersection, Forest City and the emerging 5M Project community.

“There is a growing realization that art can take a broader and more integrated role in economic and community change,” said Intersection’s Executive Director Deborah Cullinan. “Art and the creative process build understanding and community, celebrates and mobilizes neighborhood assets, and drives inclusive change.” Additional 5M.org programs applying this strategy will involve creative collaboration and problem solving that focuses on public street art, arts-based community engagement, artist residencies, cultural entrepreneurship fellowships, and resource-matching.

Additional information on the 5M Project and 5M.org is at [www.5MProject.com](http://www.5MProject.com).

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