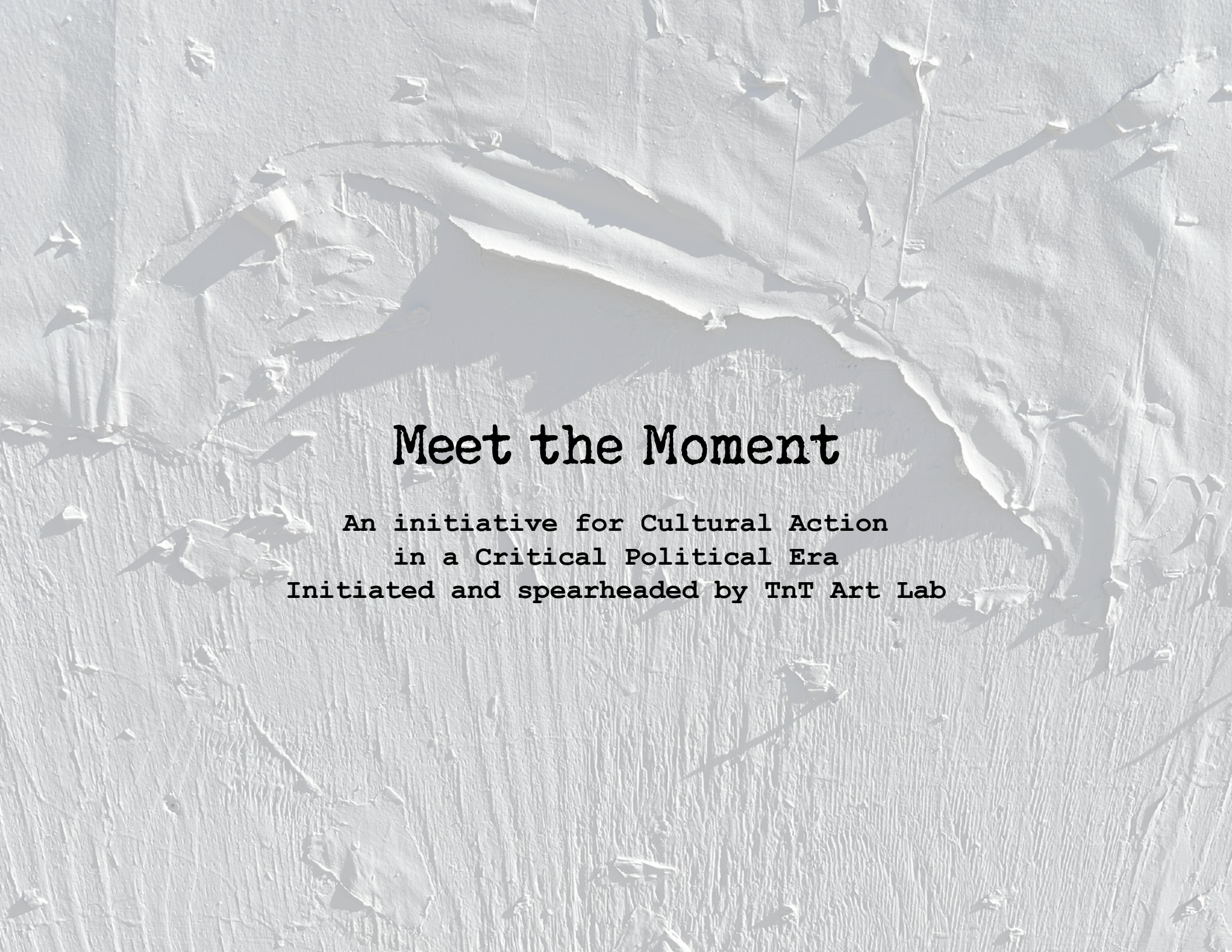




Meet the Moment

An initiative for Cultural Action
in a Critical Political Era
Initiated and spearheaded by TnT Art Lab



TnT Art Lab, on the corner of Turk and Taylor in San Francisco, street view.

The Moment We Are In

Across the country, cultural organizations face growing political polarization, disinformation, and declining support for civic engagement. At a moment when communities need artists most, many organizations feel increasing pressure to avoid difficult public conversations.

Meet the Moment begins from a simple premise:
We cannot look away.

What is missing is not the work.
What's missing is ***the collective visibility, shared infrastructure, and aligned support*** needed to sustain and amplify.

Origin

Meet the Moment emerged from TnT Art Lab's experience organizing three trips for Bay Area curators, museum leaders, and donors to see *Monuments* at MOCA and The Brick in Los Angeles – an exhibition the *LA Times* called “the most significant American art museum show right now.”

The trips revealed two things:

Bold, politically engaged work is still possible, even in cautious institutional environments.

Shared experience builds shared intention, and collaboration across organizations of different scales creates resilience and possibility.

Supported by early champion **Marta Thoma Hall**, these convenings helped TnT Art Lab catalyze a Bay Area coalition-building process rooted in shared experience, collective intention, and collaborative action. *Meet the Moment* grows directly from this work.



Kara Walker *Hunmanned Drone*. Bronze, 2023, photo Ruben Diaz

What Meet the Moment Is

Meet the Moment is an initiative of artists, curators, and cultural organizations working together to support and present socially engaged art responding directly to the political and civic realities of our time.

Bringing together partners across the Greater Bay Area—from grassroots nonprofits to major institutions—the initiative operates as a flexible collaborative network in which each organization contributes according to its strengths, audiences, and communities. Embracing **asymmetry as a strength**, the model allows:

- smaller organizations to gain visibility, resources, and institutional support
- larger institutions to engage more dynamically with urgent cultural issues
- the field as a whole to become more resilient and publicly relevant

At its core, *Meet the Moment* is built on a simple premise: collective action creates cultural power.

TnT Art Lab serves as the coordinating leader and hub, ensuring alignment, convening partners, and maintaining momentum

Potential coalition partners include:

TnT Art Lab, SOMArts, Southern Exposure, Root Division, CounterPulse, The Floating Art Museum, Further Triennial, TIAT, Minnesota Street Foundation, and others.



Meet the Moment, coalition building trip #2 including representatives from Minnesota Street Project, SOMArts, Timbri Hotel, Anderson Collection, TnT Art Lab, and Art Supporters Marta Thomas Hall & Kes Narbutas

What We Will Do

***Meet the Moment* supports a coordinated set of exhibitions, artist-led projects, and public programs across the Bay Area over a three-year period.**

Core Activities

- Annual signature projects at each partner organization
- Artist-led initiatives addressing urgent political and civic themes
- Partnerships with larger institutions for special collaborations and community events
- Cross-organizational convenings and learning
- Public dialogue, critical writing, and documentation
- Shared communications, branding, and storytelling
- A coordinated regional calendar

The model is intentionally lightweight and scalable: strong enough to create collective impact, flexible enough to grow.



Festival at *Meet the Moment* coalition member YBCA

Why This Matters

Meet the Moment strengthens the cultural ecosystem by:

- Supporting **politically engaged artists** whose work is often under-resourced
- Providing **stability and visibility** for small and mid-sized organizations
- Creating strategic partnerships that **expand civic reach and public impact**
- Building a **coordinated cultural voice** during a politically volatile period
- Demonstrating a **replicable model** for collective cultural action
- Pooling resources, expanding reach, and increasing impact



Daapo Reo, *How to Speak An American*, 2025

Meet the Moment: Funding Framework

To launch Meet the Moment as a Bay Area civic and cultural initiative aligned with the 2026 Midterm and 2028 Presidential Election cycles, TnT Art Lab and its partners seek an initial investment of

\$250,000.

Funds will be raised through TnT Art Lab's 501(c)(3) to support coalition partners, key programs and public activations, as well as a shared branding, communications, and PR campaign ahead of the 2026 Midterm Elections.

Meet the Moment is envisioned as a multi-phase initiative requiring approximately **\$3,000,000** to launch, sustain, and expand the coalition through and beyond the 2028 Presidential Election cycle.

Phase 1

— Coalition Launch & Public Visibility (2026)

\$250,000

- Coalition formation and partner onboarding
- Shared branding, communications, and narrative platform
- Early artist commissions and public programs
- Convenings and strategic coordination
- Initial institutional partnerships
- Assessment of impact and lessons learned from the 2026 Midterm Elections

Phase 2

— Regional Activation & Institutional Partnerships (2027–2028)

\$1,750,000

Supporting Meet the Moment through the 2028 Presidential Election cycle.

- Expanded programming across coalition partners
- Major co-produced exhibitions and civic activations
- Cross-institutional collaborations
- Artist-led public engagement initiatives
- Regional communications campaign

Phase 3

— National Visibility & Long-Term Sustainability (2029+)

\$1,000,000

Extending Meet the Moment beyond the 2028 election cycle through post-election arts programming and the development of a sustainable pooled funding model

- Post-election arts programming
- Evaluation and documentation
- Long-term pooled funding strategy
- Sustainability planning
- Future governance structure
- Expansion of the coalition model beyond the Bay Area

Funds Support

- Artist fees, public programming, and production costs
- Capacity-building support for coalition partners
- Grants and program support distributed through coalition partners
- Branding, shared communications, and public visibility
- Coalition infrastructure, administration, and coordination led by TnT Art Lab

This initial investment lays the groundwork for a long-term collaborative cultural infrastructure for the Bay Area.

What Success Looks Like

By the end of Year 3,
Meet the Moment will have:

- Supported **9–12 major socially engaged** projects across the Bay Area
- Build a **stable coalition** of 8–10 core organizations
- Established **strategic partnerships** with major institutions
- **Increased visibility** for politically engaged art across the Bay Area
- Created a **sustainable model** ready for additional funders and partners
- Positioned the coalition as **coordinated cultural voice** during the 2026 and 2028 election cycles



Helina Metaferia, video still, *The Willing* (2023)

Call to Action

Meet the Moment offers a new way for the arts sector to respond to a time of civic urgency – not as isolated institutions, but as a collective cultural force.

We invite you to join us as a founding supporter.

**The moment is here.
We meet it – together.**

Contact: tntartlab@gmail.com