



MISSION: The Swan Coach House Gallery's mission is to engage the Atlanta community through art exhibitions and educational programs. We support and promote primarily Southern artists and curators through an inviting gallery atmosphere.

The Swan Coach House Gallery is a program of the Forward Arts Foundation. Founded in 1965, the Forward Arts Foundation is a non-profit organization dedicated to the visual arts.

VISION: Our collective vision for the Swan Coach House Gallery is to provide a collaborative platform for a diverse community of artists and curators to bring their ideas to life.

VALUES: The Gallery is guided by three core values that drive everything we do.

MAKE AN IMPACT – Art has the power to inspire, empower, challenge, heal and educate. The Gallery always seeks to:

- Consistently deliver relevant, high quality, thought-provoking exhibitions, and provide space and opportunity for a range of experiences.
- Positively impact the professional trajectories of artists who exhibit in our space.
- Deliver a friendly, authentic, and positive contemporary visual arts experience every visit.
- Strive for excellence and professionalism in curation, installations, and Gallery management.
- Empower artists to live and work in Atlanta by offering opportunities such as the Edge Award.
- Inspire our community to forge their own path and help promote the visual arts in the greater Atlanta area.

FOSTER COMMUNITY – Our community's diversity is an asset to the arts and cultural environment. The Gallery will offer art that reflects our community's unique experiences and meets the contemporary moment. The Gallery will:

- Ensure that everyone, no matter their race, gender identity or expression, ethnicity, sexual orientation, ability, socio-economic status, education, age or religion, has the opportunity to express themselves as artists and individuals, and to be inspired by the art and educational offerings in our Gallery.
- Be a leader in implementing policy and programs that appropriately reflect the diversity of our community and support the expansion of the arts locally and regionally.
- Elevate underrepresented and underrecognized artists and curators.
- Promote respect and understanding of all art and artists.

LIFELONG LEARNING – Ongoing education and self-reflection is vital in our community's ability to grow and evolve. The Gallery will:

- Be cognizant of the Atlanta art ecosystem at large.
- Stay aware of systemic, racial, and cultural inequities that negatively impact artists in our community and implement policies and take actions to better serve these artists.
- Take time each year for self-examination and reflection to ensure we remain thoughtful and purposeful in our actions.
- Offer artist talks, workshops, panel discussions, artist profiles, and other programming to educate audiences about the work in our space in a friendly and non-intimidating way.
- Provide access to our space for artists and curators ranging from emerging, underrecognized, mid-career and established.