STREET A.K.A. MUSEUM: AN EXHIBITION OF STREET ART IN DOWNTOWN PORTSMOUTH

Cathy Sununu: Board Member, Art-Speak and Director, Portsmouth Museum of Art

- Identify concept:
  - Consider context and goals
  - Select and confirm participation of artists – Be sure to have a signed agreement for each**
  - Create a concept proposal with visuals

- Develop a plan:
  - Create Budget – it will likely be bigger than you think
  - Consider equipment, permits, supplies, transportation and accommodations, documentation, marketing
  - Map out timeline
  - Create marketing/media plan – be sure to include a clear plan for social media

- Identify community partners:
  - City or town departments: find out requirements for permits, regulations regarding use of equipment, issues around sidewalk/roadway obstructions, etc.
  - Financial and in-kind sponsors
  - Private property owners

- Approach private property owners:
  - Consider proximity of one location to another for tour development
  - Share concept proposal
  - Be clear about your expectations
  - Have them sign an agreement**

- Communicate clearly with artists:
  - Provide photographs, measurements and descriptions of assigned site
  - Get list of each artist’s needs including supplies, equipment, crew and studio space
  - Schedule and book transportation and accommodations – make sure you build in enough lead time for work to be completed

- Make logistics arrangements:
  - Identify and reserve staging/studio space
  - Order supplies and organize by artist
  - Reserve equipment and have on hand
  - Obtain all required permits

- Make tour preparations:
  - Test walk tour route
  - Create map – print brochure, downloadable from website, mobile app
  - Write/record descriptions for brochure/Guide by Cell
✓ Train tour guides

- Develop and arrange for all marketing and documentation
  ✓ Catalog
  ✓ Video
  ✓ Photography
  ✓ Brochures/maps

- Grand Opening
  ✓ Schedule it immediately upon completion of artworks for maximum impact and excitement
  ✓ Have artists there to meet public
  ✓ Be sure to invite media, public officials, and community at large – make it feel very accessible

** All agreements should be created in consultation with your own legal advisor **