

**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*