

NEFA Creative Communities Exchange 2015

Building an Artist Village To Do List

Starting the Project

Hold initial informational meeting to share project and gather feedback and suggestions

Gather a project team early in process – include a lot of different people

- Local businesses and residents
- Site and logistics people
- Artists
- Community partners
- Add people with appropriate skills as needed (on-site project manager)

Call for artists –

- Seek wide variety of art styles
- Clearly articulate desire to build artist village versus putting on a show or festival
- People expected to “own” their container and the activities in them as well as work together collaboratively

Break into informal workgroups to tackle various tasks (site preparation, permitting, logistics, artist selection, installation teams)

Meet regularly to discuss goals, progress, share ideas and hash out issues

Frequent internal email communications

Promotion

- Before, during and after
- Onsite, Fence Art, Lawn Signs, Print Media, Website (permanent exhibit)
- Targeted demographics through Facebook and Google

Role as Project Planners and Managers

- Keep focus on goal of walkable project with strong economic development
- Manage expectations for artists (not just about them)
- Calm fears, trepidations
- Supply advice at key decision points
- Encourage people to help each other versus relying on us for all answers
- Have fun!