

shops | performances | events | shows

POP-UP

tool-kit




TRIANGLE
ART WORKS
Making Arts Work in the Triangle.



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Welcome!

Triangle ArtWorks is thrilled to be able to offer this Tool Kit to make it easier for Pop-Up events or shows to happen in the Triangle. For artists, creative businesses and arts groups, Pop-Ups offer a powerful way to get their work out to the public, especially new audiences, to test new business concepts, and to create “buzz” in the process. Pop-ups are also a dynamic way to create new interest in vacant properties or struggling neighborhoods, and even active businesses, by drawing in new visitors and bringing vibrancy and color.



This Tool Kit has two parts. The first, a “Beginner’s Guide to Pop-Ups” with guides for both the artist/arts group and the property owner, takes you step by step through the things to be considered before approaching the other party, and then provides tips on making the connection. The second part is an “Agreement Checklist” for the parties to put between them when talking about the partnership, so that they will not overlook details and to help the process go more smoothly.

We owe a great deal of thanks to Joan Blazich, Brett Currier and Esther Earbin, students at UNC Law School, who did the background research, conducted the interviews, and organized the overwhelming amount of resulting information into the easily usable format in this Tool-Kit. Special thanks to Esther Earbin for her initial design work, and to Beth Eiserloh Johnson of Small Frame Marketing for making this Tool-Kit into the efficient, readable and easy to use document you see here.

We also want to thank the Triangle community members that participated in interviews and provided feedback on early drafts of the Tool-Kit. Information from those experienced on both the artist and the property owner sides of Pop-Ups has been invaluable. Thanks to the participants listed below:

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- Gary Phillips- Weaver Street Realty, Chapel Hill
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We are looking forward to learning about all the new Pop-Ups created using these tools! We know they will make the Triangle Region more vibrant and an even more exciting and creative place to live. Keep in mind that we want this to be a living document. So, if you have suggestions for changes, shoot us an email at popups@triangleartworks.org. We will incorporate them into future editions!

Good luck!
Beth Yerxa, Executive Director, Triangle ArtWorks

HOW *to* GET STARTED

Want to get involved in
a **Pop-up**, but don't
know where
to start?

*Here are some tips
to get you going. >>*

TYPES of PROJECTS, POSSIBLE SPACES and CONDITIONS

Although certainly not an exhaustive list, here are some ideas for "POP-UP" art projects and events:

POP-UP BUSINESS OR GALLERY A temporary show/gallery of visual art, fashion, etc. for sale or display, to fill the space between leases of commercial space.

SHORT TERM EVENT This could include a dance/music/theater or other performance, fashion show, readings, etc. Can be beneficial to commercial lessors because it can create a "buzz" around the space and new foot traffic through the building, with minimal disruption for leasing. These events can involve empty or in-use spaces.

ART DISPLAY/ INSTALLATION

There are a variety of options for this use, based on the available space.

- » Storefront window displays.
- » Indoor installations with existing layout.
- » Full installation modifying occupied or empty space.

EXTERIOR OR OUTDOOR PROJECTS

- » Land installation, exhibit, display in outdoor areas.
- » Paintings on boarded windows.
- » Installation incorporating the building.
- » Storefront Wrap using a vinyl adhesive.
- » Temporary Wrap (i.e. banners)
- » Projections on the building.



for the
ARTIST

If you are an artist or arts group and have an idea for a temporary shop, event, show or installation, here are some tips on how to connect with property owners and move the idea

» ***forward.***

BEFORE CONTACTING *a* PROPERTY OWNER

- » It is important to develop a clear concept for the project before contacting the property owner, thinking through your basic space, time and other needs.
- » To be a successful partnership, the Pop-Up should be mutually beneficial to the property owner and the artist/arts group. So in addition to a clear concept, you also need to develop a short statement of how your project will benefit from a nontraditional/commercial space AND how the space will benefit (i.e.: who is the target audience? Is there a community impact?) Write this down in a clear statement and be prepared to present it.

HOW *to* FIND *a* SPACE

- » Think through what type of space (indoor? outdoor? In use or empty?) and neighborhood (urban? rural? warehouse? shopping area?) best fits your concept and needs. Is this the right space for the project? Is this the right project for the space? Be realistic! Does the location fit your audience?
- » Use existing relationships with property owners (other artists, friends, small business owners - be creative).
- » Work through the downtown development organization or economic development office for your city or town. They can help coordinate with property owners to find a space, if your concept is clear and aligns with that organization's development goals and their area's needs.
- » Why not just ask? Make a direct contact, in writing. This is where being prepared with a clear statement of concept and mutual benefit is important. Then follow up. Be respectful of people's time in this process...and their right to say "no".
- » Once you have identified a possible space, request a site visit and walk the space, referring to your plan/concept to determine if it fits your needs.

FINAL THOUGHTS

Once a site is selected, come to an agreement with the property or business owner for use of the space, using Triangle ArtWorks "Pop-up Checklist" to aid discussion. When entering such discussions, know that even if the space is empty and looks perfectly suited for your work, the timeline could be long. An agreement will need to be reached, permits may have to be applied for, and many unexpected issues may have to be worked out. So allow plenty of lead time.



PROPERTY for the OWNER

If you are a property owner with an empty commercial space; or you have a space that is in use, but you would like to let artists or arts groups use it for installations or events, here are some tips to help you connect with artists and get the process ***started.*** >>

BEFORE REACHING OUT *to* ARTISTS

» DEVELOP *a* CLEAR CONCEPT *of* WHAT TYPES *of* EVENTS YOU WOULD BE WILLING *to* HOST, CONSIDERING SUCH ISSUES *as* THE FOLLOWING:

Is your space conducive to short or long-term events? (one time performance vs. long term installation?)

What limitations does your space have? (limited floor space? fragile contents? etc.)

What would your space be good for or not be good for?

Think “outside the box”, but also be pragmatic.


» IS THE SPACE IN USE OR EMPTY?

In Use?

Think about how your business will be affected, positively or negatively. (i.e. will the audience be potential customers for your business?)

Empty?

Think about what types of pop-up would benefit the leasing/sale of your space AND how to deal with leasing opportunities that may occur during the term of the event.



Once you have an idea of how your space can be used, how do you find an artist or arts group to work with?

- » **Work with the arts groups directly** – Once you have a good idea what type of event (music performance, storytelling, visual art, etc.), you can contact the artist or arts group directly. This is a good way to develop a continuing relationship between you and a local artist or arts organization. But how do you find the right artist or arts group?
 - Search Triangle ArtWorks Directory (www.triangleartworks.org) to find groups in your selected discipline.
 - Contact your Town/City/County’s Arts Council or Commission to see if they have any programs you can work through, or know any arts groups looking for space.

- » **Work through Triangle ArtWorks** - If you are open to multiple disciplines or want to get ideas presented to you from artists and arts groups looking for space to work, contact Triangle ArtWorks (popups@triangleartworks.org) and we can let the arts community know of your willingness and any parameters, and they can contact you directly.

- » **Work through local orgs** - Contact your local economic development organization (downtown partnerships, etc.) to see if they have any programs.

tips for CREATING an AGREEMENT

When establishing an agreement for a temporary arts event or performance, the parties should try to discuss all of the potential issues that may arise before they enter into an agreement. Triangle ArtWorks has created the attached Pop-up Checklist as a tool to facilitate this discussion. Certainly, all of the items in the checklist will not apply to every situation - some whole areas of the checklist may not apply and there may be issues relevant to your event that are not on the list.

The checklist is simply a tool to get the discussion

» ***started.***

DO YOU NEED *a* FORMAL CONTRACT?

The short answer is... it depends.

“Pop-up” temporary events or performances can vary widely in time, impact, cost and many other factors. Some people may want to work on a handshake and some may require a formal contract.

But one thing that is important to keep in mind is that you do not have to sign a piece of paper with “contract” written at the top to possibly be considered to have entered into a contractual agreement. If two parties agree on terms, they should consider themselves obligated to those terms. So, parties to a Pop-up can choose the form their agreement takes, be it a handshake, a formal written contract, email agreement or other document capturing all the arrangements made for the particular event. But both parties need to be clear about the terms of any agreement, no matter how informal.

A written agreement can be a very helpful planning tool because it helps track all decisions that have been made between the parties and prevents confusion about the responsibilities of the artist/organization and the property owner, should any problems or legal issues arise. This checklist, then, is a tool to help identify issues that may arise.

DISCLAIMER

THIS DOCUMENT SHOULD NOT BE CONSTRUED AS LEGAL ADVICE,

but is only intended to be a tool to facilitate discussion. All parties to Pop-Up agreements should consult an attorney, if needed, before entering into any agreement.

POP-UP CHECKLIST >>

TIMING YOUR EVENT

What is the duration of installation/event? _____

What are the hours of operation? _____

Any issues with leaving materials during "off hours"? _____

BUILDING BASICS

What utilities are needed? Who will pay for utilities and how.

Electric _____

Water _____

Internet _____

Phone _____

Heating/Cooling _____

Trash _____

PARKING

Is there parking? Yes No

Will spaces be reserved? Yes No

Is there public parking? Yes No

Is there handicapped parking? Yes No

HANDICAPPED ACCESSIBILITY

Is there handicap access to the venue? Yes No

Is there adequate spacing around a stage/platform? Yes No

Is there wheelchair access to the space used? Yes No

RESTROOMS

Are there restrooms? Yes No

Handicapped accessible? Yes No

USE LIMITATIONS

Are there any limitations on use? (How to attach art to walls? Use of ceiling? Windows?

Other restrictions?) _____

SECURITY

Does security need to be provided? Yes No

Is there existing security? Yes No

Who will provide security? _____

Confirm Certificate of Occupancy _____

Confirm maximum occupant capacity _____

BUILDING CHANGES, CLEANLINESS, AND REPAIRS

Who is in charge of repairs for normal wear and tear?

CLEANING

Does the location need to be cleaned?

Yes No

(Before? After? Both?)

Who is in charge of cleaning the site?

IMPROVEMENTS

Will the property need improvements?

Yes No

(i.e. temporary Walls, phone line)

Who will pay for the improvements?

Does the site need to be left exactly as found?

Yes No

Exception for Normal wear and tear?

Who is responsible for restoring space to its original condition?

SET-UP

Is seating required?

Yes No

Who will provide seating?

VOLUNTEERS & STAFF

Does the event need to be staffed?

Yes No

Who will staff it?

SALES

Will merchandise be sold at the event?

Yes No

Will there be an entrance fee?

Yes No

Who is responsible for paying any applicable sales tax?

STAGE

Is a stage needed?

Yes No

Will a stage need to be ordered or built?

Who will be responsible for ordering/cost of the stage?

Who is responsible for breaking down and returning the stage?

A/V REQUIREMENTS

Do you need sound for the event or installation?

Yes No

Speakers/Sound System?

Yes No

CD/Media/MP3 Player?

Yes No

Microphone?

Yes No

Projector/Screen?

Yes No

Who will order/pay for equipment?

Is necessary wiring available?

Yes No

Who will operate A/V equipment at event?

Is available power adequate?

Yes No

Who will be responsible for damage? _____

PUBLICITY/MEDIA

How will publicize the event? _____

Who's media list/social media is vehicle? _____

Who's database will be used? _____

Who controls content? _____

Who is in charge of contacting/talking to the media? _____

INSTALLATIONS

Will there be any creating (painting, building, etc.) during the event or as part of the installation?

Yes No

Does the artist need to stay with the installation for operation or monitoring?

Yes No

Is interaction with audience or customers required?

Yes No

Who is responsible for storage of materials for the event (props, tools, supplies, etc)?

Yes No

Who will own artwork open completion of project?

Yes No

INSURANCE

Insurance may be required to cover losses or injury to the building, the property of the event/show organizer, to attendees or other potential losses.

Does the management company want the artist to carry insurance?

Yes No

Who is responsible for the Personal Property (like the artwork)?

Who is responsible for an injury to attendees?

Who carries the insurance to the building?

Who is responsible for damage?

Does it matter who is at fault?

Yes No

PERMITS AND FEES

Will the property owner/manager require a deposit?

Yes No

Will the property owner/manager require rent?

Yes No

Are any permits required ?

Yes No

Who is in charge of acquiring the permits?

Are there any types of permits the property owner/manager will not allow?

Yes No

ALCOHOL

Will alcohol be present at the site?

Yes No

Is the alcohol being sold?

Yes No

Is the event requesting donations for the alcohol?

Yes No

Who is in charge of purchasing the permit?

Who is in charge of serving the alcohol (and checking ID/use)?

OTHER ISSUES

Who are the contacts for owner? Artist?

Who for each party has the authority to make decisions?

TRIANGLE ART WORKS

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www.triangleartworks.org

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