MENTAL MODEL with AUDIENCE SEGMENTS

< rotor >
center for contemporary art

FIND ART INSTITUTION/ORGANIZATION FOR COLLABORATION

FIND ART INSTITUTION/ORGANIZATION FOR COLLABORATION

SEARCH ART RELATED NEWS

Look for opportunities
- Search for the city's event calendar
- Look for interesting topics and artists
- Talk with friends about art events in the city
- Visit art exhibitions and events
- Talk with colleagues artists & curators
- Ask art experts for opinion/suggestions
- Sign up for newsletters
- Perform desktop research
- Explore own newsletter archive

Get information
- Check the daily agenda of newspapers
- Explore art-related websites and platforms
- Read online art magazines and daily newspaper
- Research news in printed media
- Read newsletters
- Check links in newsletters
- Explore social media
- Research art organizations/ institutions' websites
- Talk with former partners

Digital media usage
- Newsletter subscription
- Event calendar

Check social media
- Research the art organization website

IDENTIFY A PROJECT PARTNER

IDENTIFY ART EXHIBITION/EVENT TO VISIT

Gain interest
- Read about research related to a particular exhibition
- Search prominent headings & catchy visuals
- Visit an art exhibition to directly experience artworks
- Explore visual content for an immediate experience of art
- Read short informative texts
- Read about topics the organization wants to introduce
- Search answers to personal questions
- Search different points of view
- Learn about alternatives to presented issues
- Gain new perspectives on the world around
- Look for interesting artists

Research related to the activity/exhibition
- Artworks of an exhibition
- Artist's artworks
- Exhibition of an artist

Evaluate opportunities
- Consider curator's invitations for the exhibition
- Ask art experts from the field for recommendations
- Check open calls in progress
- Apply for art projects
- Search for a timetable (schedule) of activities
- Research the program orientation of the art organization
- Check the art organization's mission and vision statement
- Explore art organization's activities
- Check current and future exhibitions
- Check past exhibitions
- Investigate the art organization visibility
- Search the partners' network of the organization
- Explore visual material about organization's activities
- Checks textual content about the organization's activities

Open calls for art projects
- Program orientation
- Mission & Vision
- Art organization's activities
- Current exhibitions
- Future exhibitions
- Past exhibitions
- Timetable of exhibitions
- Partners' network
- Art expert recommendation
- Description of exhibited artworks

Monitor expertise
- Talk with colleagues who collaborated with the organization
- Check artists who exhibited there
- Check curators who worked for the organization
- Look for an archive of past exhibitions
- Search for a description of artworks
- Check visual material related to an exhibition
- Read textual material related to the exhibition
- Download art expert/ curator's text
- Check recommendations of experts (insiders/critics)
- Check publications released by the organization
- Analyze the quality of graphic design
- Check language options and expertise of the translation

Archive of artists
- Archive of curators
- Archive of past activities
- Art organization's publications
- Recent publications
- Past publications
- Content related to an exhibition
- Descriptions of artworks
- Art curator's text
- Content about artworks

IDENTIFY THE EXHIBITION SPACE

Evaluate possibilities
- Study the exhibited artworks
- Check installation views of past exhibitions
- Visit the exhibition space
- Explore photos of the empty exhibition spaces

Check practicalities
- Check features of exhibition venue
- Check the location of the exhibition space
- Explore the technical equipment
- Search for the ground floor

Exhibition space's view
- View of the installed exhibition
- Exhibited artworks

Exhibition space location
- Exhibition space technical equipment
- Exhibition space specifications

ORGANIZE THE EXHIBITION

Prepare artworks
- Make photography of artworks for publications
- Equip artworks for the exhibition
- Organize the transport of artworks for the exhibition

Equipment for artworks
- Photographs of artworks

Interact with organizers
- Search for contact information
- Answer to exhibition invitation
- Contact organizers for preparation works
- Find a curator of the exhibition
- Evaluate options for promotion
- Prepare invitations for the exhibition opening
- Send the artworks to organizers

Contact information
- Exhibition space location
- Exhibition curator

PLAN THE VISIT

Check practicalities
- Check opening hours
- Check how to get there information
- Search ticket opportunities
- Check how to get tickets
- Check timetables of exhibitions & related activities

Working hours
- Exhibition space location
- Ticket information
- Timetables of exhibitions & related activities

Prepare for the visit
- Check newsletters as reminders
- Search few key visuals before visiting the exhibition
- Read headlines and introductory paragraphs
- Check artists' profile and artworks on social channels
- Explore related activities: lectures, workshops,...
- Google additional info about the artist
- Read short descriptions of current exhibitions

Current exhibition
- Related activities - workshops, lectures
- Artist profile
- Artworks of an artist
- Exhibition description

INTERACT WITH A PROJECT PARTNER

INTERACT WITH THE ORGANIZER

Get in contact
- Meet project partners live
- Research people who work there
- Check contact information (email, phone)
- Exchange info about an exhibition
- Avoid contact forms
- Search working hours
- Contact partners
- Communicate with the organization's employees.

Contacts
- Team members
- Working hours
- Project partners
- Organization's employees

PLAN COLLABORATION

Identify possibilities
- Search info about future activities
- Explore guided tours
- Search educational programs related to exhibitions
- Study art organization's activities

Future exhibitions
- Activities related to exhibitions
- Guided tours
- Educational programs

Check practicalities
- Visit the exhibition premises
- Visit the exhibition premises
- Check installation views of exhibitions
- Explore photos of exhibition spaces
- Explore partner networks and collaborators
- Study how art related content is presented

Exhibition space's view
- View of the installed exhibition
- Network of partners
- Artwork installations

Explore benefits
- Expect partner to promote collaboration

Partners - collaborators

FOLLOW THE ART FIELD/EXPERTISE

Identify field specifics
- Read textual content as a learning resource
- Search for art happening on the website
- Avoid art specific language
- Avoid online exhibitions
- Research activities in which the community is involved

Activities related to an art exhibition

Search art specific content
- Research artists and their artworks
- Check curator's speech after an exhibition opening
- Search for other opinions about certain art topics or artists
- Look for recommendations and curator's list of readings
- Search for exhibition opening photos
- Look for eye-catching visual content
- Avoid decorative images
- Search quick motion graphics clips

Exhibition's opening photos
- Curator's list of reading
- Curator's speech

INTERACT WITH THE AUDIENCE

INTERACT WITH FRIENDS ABOUT THE EXHIBITION

Send invitations for the exhibition opening
- Show phases of art research
- Present and promote artworks
- Engage with the audience
- Look for public persons for art promotion
- Provide information for visiting the exhibition
- Post and share info about visiting the exhibition

Visitor guide
- Invitation to the exhibition
- Exhibition opening info
- Content for the exhibition promotion
- Content about conducted art research
- Content related to an exhibition

- Usage of digital media & tools
- Content concepts
- CONTEMPORARY VISUAL ARTIST
- ART ORGANIZATION/INSTITUTION REPRESENTATIVE
- GENERAL AUDIENCE REPRESENTATIVE