

Layer tasks grouped into patterns - Contemporary visual artists

Scenario: A contemporary visual artist organizes and plans an art exhibition to present his/her work

	MENTAL SPACE
	Tower
	Tasks

	FIND ART INSTITUTION/ORGANIZATION FOR COLLABORATION
	Look for opportunities
	Visit art exhibitions and art events.
	Talk with artists colleagues.
	Talk with art experts.
	Ask art professionals (experts) for opinion/suggestion.
	Sign up for newsletters.
	Perform desktop research.
	Get information
	Explore art related websites and platforms.
	Read online art magazines and daily newspaper.
	Search news in printed media.
	Read newsletters.
	Check links in newsletters.
	Explore social media.
	Research art organizations’ websites.
	Evaluate opportunities
	Check open calls in progress.
	Apply for art projects.
	Consider curators’ invitations for an art exhibition.
	Ask experts/people from the field for recommendation.
	Research program orientation of an art organization.
	Check the art organization’s mission and vision statement.
	Explore the art organization’s exhibitions.
	Look for info about current and future exhibitions.
	Look for an archive of past activities.
	Investigate the visibility of an art organization.
	Monitor expertise
	Check artists who exhibited there.
	Check curators who worked for the gallery.
	Check visual content related to exhibitions.
	Read textual material related to exhibitions.
	Check recommendations of experts (insiders/critics).
	Check art organization’s publications.
	Explore past exhibitions.
	IDENTIFY THE EXHIBITION SPACE
	Evaluate possibilities
	Visit the exhibition premises of an art organization.
	Check information about exhibition spaces.
	Check installation views of past exhibitions to get an idea of exhibition spaces.
	Explore photos of the empty exhibition spaces.
	Study the exhibited artworks.
	Check practicalities
	Check the location of the exhibition space.
	Explore the technical equipment of the exhibition space.
	Search for the ground floor.
	Check features of exhibition spaces.
	ORGANIZE THE EXHIBITION
	Prepare artworks
	Make photography of works for the publication.
	Equip artworks for the exhibition.
	Organize the transport of artworks for the exhibition.
	Interact with exhibition’s organizers
	Search for contact information.
	Contact exhibition organizers for preparation works.
	Answer to exhibition invitation.
	Find a curator of the exhibition.

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	Evaluate options for exhibition promotion.
	Send invitations for the exhibition.
	Send the artworks to organizers.
	INTERACT WITH PEOPLE ABOUT THE EXHIBITION
	Promote own artworks.
	Show phases of art research.
	Engage with the audience.
	Look for persons from public life to promote artwork.
	Provide information about when, where and how to visit the exhibition.