

Sculpture at Maudslay Teams and Work 2017

Dear artists and show supporters, this is a list of all the teams we need, and the work to be done in each. None of it takes that much time. Our goal this year is to be more organized, be less last-minute, and have the teams know what they need to do. We're hoping everyone can help out; take a look and let me know what team you'd like to help with, and we'll go from there!

- 1. Artist Outreach and Applications (2 people) When: April - June**
 - a. Reach out to potential artists in the community, to get them interested in the show.
 - b. Update the Application and distribute it to interested and potential artists.
 - c. Publicize the application dates, deadlines, etc.
 - d. Schedule an initial (April) tour of the site.

- 2. Application review and Location Choice (2-3 people) When: May-June**
 - a. Work with artists to get all applications submitted (due May 22)
 - b. Create master spreadsheet of applicants with information, issues, questions.
 - c. Work with artists to resolve any issues around artists' applications
 - d. Review applications with the Park (Rob Kovacs)
 - e. Location choice and map: Hold two walkthroughs, create map of locations, resolve location conflicts, set map order for catalog

- 3. Fundraising Finances, Permits, Insurance (Bert + 1 and all help w catalog sales) April on**
 - a. Get insurance policy (April-May) (Bert)
 - b. Apply for Permit from DOC (April-May) (Bert)
 - c. Fundraising (catalog ad sales) (June-July, also probably August) Bert can lead
 - i. Catalog ad sales – update ad prices, send out requests, follow up, get ad art in.
 - d. Track expenditures, request partial reimbursements as money spent.

- 4. Catalog Content and Sign Content (2 people, Isabell VM, Rose,)**
 - a. Prep Catalog content: (July)
 - i. Write up catalog text, working with descriptions etc. from artists. (Get to word count, edit, deal with changes, etc.)
 - ii. Catalog intro (Bert)
 - iii. Get map info and order from Location team
 - b. Sign content: (August)
 - i. Create doc with just title, artist, and materials to be printed for signs
 - ii. Print and laminate signs

- 5. Catalog Design and Production (Rose, Bert,)**
 - i. Look at way to also export catalog pages to Web App / Site. (Spring)
 - ii. Catalog design:
 1. Update catalog design for bigger images, take advantage of digital printing. (July-Aug)
 2. Catalog cover (Lynne and Jay)

- iii. Catalog production (Sept) (Rose)
 - 1. Once have Map Order, Lay out catalog text using InDesign, leaving spots for photos when ready.
 - 2. Add photos
 - 3. Lay out ads with art from advertisers.
- iv. Export web version of catalog?
- v. Export version for Harborside Printing

6. Publicity (2 people) When: August ()

- a. Press publicity
 - i. Write a release, reach out to publicity sources, follow up, provide photos
- b. Web, social media: post information, images, teasers, updates as the show unfolds..
- c. Get poster created, have team put up posters, share on social media

7. Photography (1 coordinator, 2 photographers) September ()

- a. Coordinate photographers (2) to shoot the show, Saturday afternoon and Sunday morning.
- b. Upload photos to cloud site (box.com)
- c. Choose photos for inclusion. (they go to catalog production for cropping etc.)

8. Installation and Takedown (Sept) (2-3 people)

- a. Coordinate hours of installation with Park, communicate with artists on areas, rules, check in, troubleshoot.
- b. Communicate with artists on takedown, collect signs, check everything in OK shape
- c. Put in signs

9. Reception and Tour (Sept) 2 people

- a. Organize food, drink, anything else
- b. Rent mic / speaker
- c. Any other events over the course of the show?