

# A REGION REMEMBERS

Arts Leaders of Metro Atlanta (ALMA)

Scarlet Team  
June 2021  
Presentation

# CASE STUDY



# ART STRATEGY



Shane Reilly, *Memorial for Those We've Lost*, Austin, Texas

1. Project Objective
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# PROJECT OBJECTIVE

- Engage communities throughout the region to amplify their voices, narratives, and customs.
- Utilize various artistic mediums to memorialize the Covid-19 pandemic; temporary activation/installation
- Provide a wide range of entry points for people to share and process their experience during the pandemic



# REGIONAL COMMUNITY

Activation State:

Georgia\*

Target Communities:

#1 Hancock, GA

#3 Randolph, GA

#4 Terrell, GA

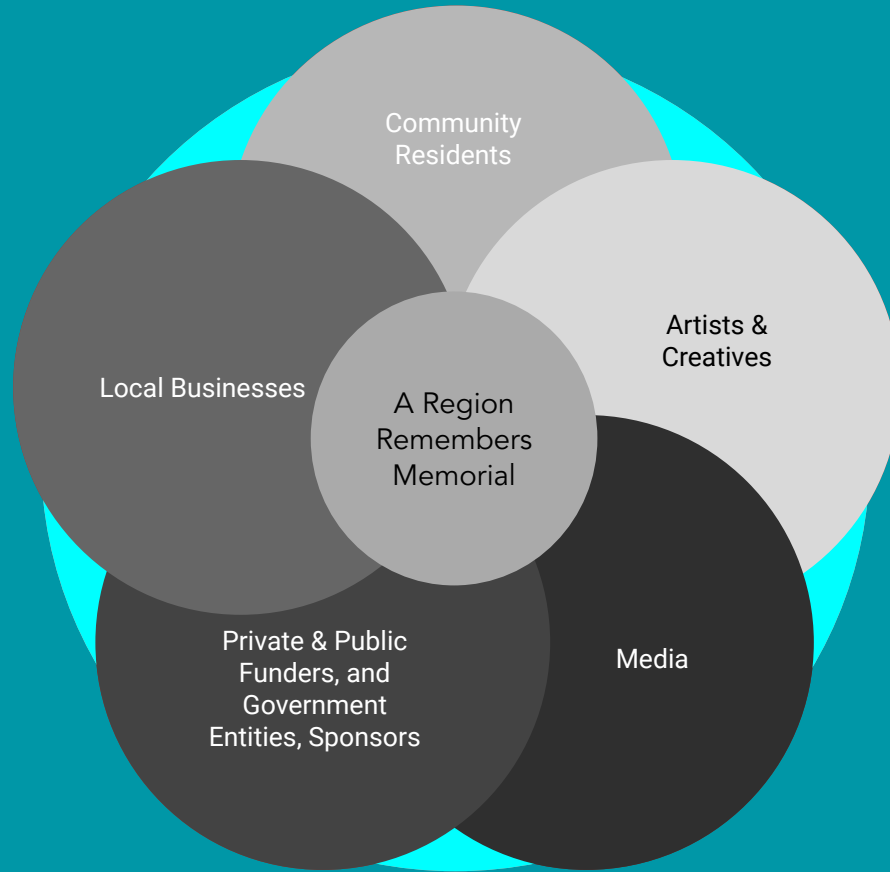
# 10 Jenkins, GA



\*USA Today analysis shows that of the 10 counties in the nation with the highest death rates from COVID-19, five are in Georgia.



One of the paper lanterns in Sonia Gutiérrez's art installation *Luminarias* on S. Washington Ave., featuring the name of Adelbert Laukon, who died from COVID-19.



# STAKEHOLDERS

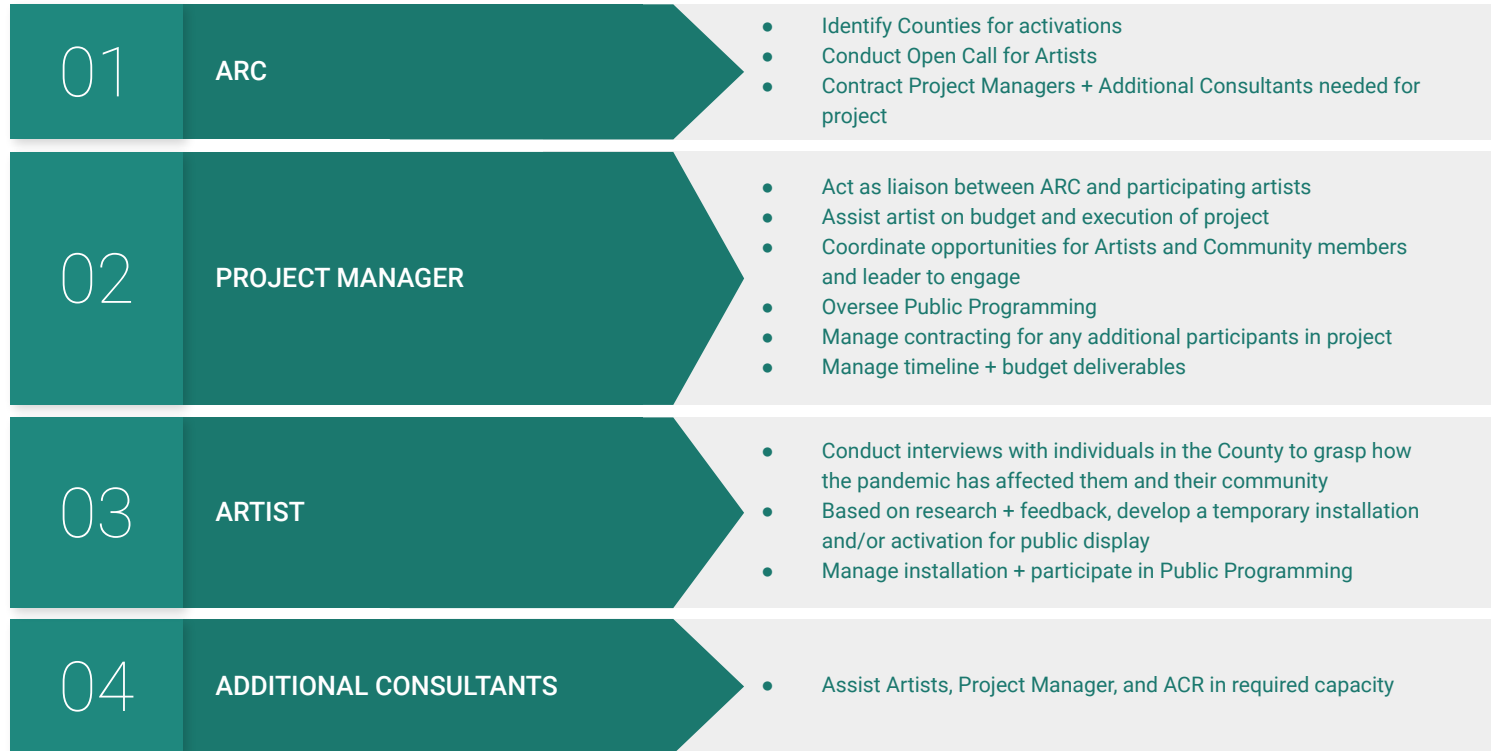


# RESIDENCY PROGRAM

- 6 Month program for participating artists
- Several temporary activations throughout the region
- ARC will provide a Cultural Sensitivity and Awareness Consultant + Expressive Arts Therapist to artists to help address the sensitive nature of the activation
- Project Manager/Arts Organization will be available to artists to handle general logistics and budgeting
- Identify locations for activations and coordination with Community Engagement



# ORGANIZATIONAL CHART



# PROJECT BUDGET

(\*Per Activation)

LINE ITEM	ESTIMATE
Artist Fee	\$10,000-15,000
Materials Fee	\$5,000-\$25,000
Travel + Lodging	\$4,000-\$7,000
Labor	\$3,000-\$5,000
Lighting	\$0.00-\$10,000
Wayfinding + Documentation	\$2,500-\$5,000
Marketing + PR	\$2,500
Equipment Rental	\$3,000 -\$5,000
Applicant Reviewers	\$1,500
Maintenance	\$1,000
Project Manager / PR	\$10,000-\$12,000
Additional Consultants	\$3,000-\$5,000
Programming	\$2,500-\$5,000
Total*	\$45,500-\$96,500



Top: Madeleine Fugate, COVID Memorial Quilt California Science Center, Los Angeles  
Bottom: Carlo Omini, Resilienza, Comunità, Ripartenza, Codogna, Italy

# PROJECT TIMELINE

October - December 2021	January- February 2022	March 2022	April-June 2022	July 2022	August 2022
<b>Establish Goals &amp; Objectives</b>  <b>Hire Project Manager</b>  <b>Identify Regional Communities + Stakeholders</b>  <b>Develop Timeline + Budget</b>	<b>Open Call for Artists</b>  <b>Select Submission Reviews + Contract</b>	<b>Review Submissions</b>  <b>Select Artists</b>  <b>Sign Contracts</b>	<b>Artist Research + Development</b>  <b>Presentation for Consideration - January 2023</b>	<b>Sourcing Materials</b>	<b>Installation of Activation</b>  <b>Opening Event</b>  <b>Public Programming</b>  <b>Analysis + Decision to Renew/Extend to More Communities</b>

# CALL FOR ARTIST

An Open Call to local artists working within the identified counties or state of GA. Artists are asked to provide additional information regarding their practice and sample images for review. The will also complete 2-3 questions on why they would like to participate in this project.

## + ARTIST SELECTION

ARC will use a submission platform like, Submittable or Slideroom to receive all applications. Once the deadline is completed, a review committee; a diverse group of individuals in the arts, public planning, and targeted communities for activation will be invited to review all applications, provide feedback, and assist in the selection process.



Biennial of the Americas







Kristina Libby, *The Floral Heart Project* on the Brooklyn Bridge



# PROJECT DEVELOPMENT

## Artist

- is appointed a county for activation
- will conduct 2-3 months of on-site research; including interviews with residents, community and arts non-profit leaders, and local government officials
- potential project themes- oral history, ancestry, sharing stories, coming together
- identify public programming elements for opening



# COMMUNITY ENGAGEMENT



- Artist will design a community engagement plan that achieves these elements of the project objective:
  - Engage communities throughout the region to amplify their voices, narratives, and customs.
  - Provide a wide range of entry points for people to share and process their experience during the pandemic
- Plan to include investigation of the community, design of the project which is informed by the community, and any part of the making of the work which could involve the community.
- Activities to be supported by ARC's Cultural Sensitivity and Awareness Consultant and/or Expressive Arts Therapist to help address the sensitive nature of the activation

# DESIGN SELECTION PHASE

- Artist to present 2-3 project concept options for consideration
- Selection process is beneficial because Stakeholders who take part will have a sense of pride + ownership over the project
- Creating an army of advocates for project completion, should obstacles occur during the residency.



Marcos Lutyens, *Rose River Memorial* (rendering)



Images of COVID-19 victims from Detroit are displayed in a drive-by memorial at Belle Isle State Park on September 2, 2020 in Detroit, Michigan



Dennis J. Bailey

Tommy Atkinson

Nelline Baldwin

Natalie Brown

DeShawn



### **Visita Guiada de las Obras Más Destacadas**

**Saturday, October 5, 2019**

**1–2 pm**

Meet in the Rubin Lobby, 1st Floor

Acompáñanos en un recorrido gratuito de las obras más destacadas del museo en español, dirigida por un estudiante de Brooklyn College.

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### **Gallery Tour: Collection/Visita Guiada de la Colección**

**Saturday, October 5, 2019**

**2–3 pm**

# ACTIVATION + PROGRAMMING SAMPLES

- Engage a wide audience
  - Kids (ages 3-12) Programming- take home art project reflective of the activation
  - Artist Talk (ages 18-80+)- opportunity for artists to share their process and vision for project with in person or virtually
  - Performance Art - collaborating with additional artists to express narrative in various mediums
  - Teen/College Student (ages 13-22) Programming- Guided site visits of the installation with artists + community members (training community members as docents)



# PR + MARKETING + DOCUMENTATION

## PR

- Soft Opening (Press)- artists engagement with media- print and video interviews, community organization/artist social media takeovers, podcasts, etc.

## Marketing

- Encourage people to visit all participating sites; generating business for local economy - Not a Traveling Exhibition but Travel-to Exhibitions
- Sharing the overall process of the project
- Translating materials to other languages

## Documentation

- Still and video documentation of the install and public programming.
- Documentation can be shared with people unable to attend programming or visit the activation.





Thank You