

Community projects/event consulting

Whether gallery shows, fund raising events, or awards banquets, art and a creative perspective can enhance the event. Even galleries showcasing art often can add different art media to accent their primary art focus. In most cases lack of resources; especially labor, is the reason that creative details are ignored or overlooked. Non-profit organizations will always be understaffed and short of funds, the AC membership provides talented artists and supportive volunteers who can bring a creative touch to the community and address details that appear as luxuries for organizations stressed by lack of resources.

Commonly overlooked areas of emphasis include:

- Branding of event
- Art coordinated in program
- Creative aspect developed
- Aesthetic coordination including printed materials, interior design, and graphic designs.
- Opportunities to raise funds using art.
- Access to artist community for artwork.
- High and low touch creative aspects.

Sample Scenarios

The ideas listed below are not presented as original, but a collection of common solutions to make an event more successful. The Artist Consortium provides a database of interested volunteers who can perform such tasks, identify fresh solutions, and provide their own uniquely creative ideas. The Artist Consortium expands an organization's staff with dedicated volunteers who bring an artist's sensibility to the needs of non-profits and great causes.

The Stewpot

The Stewpot is a comprehensive resource center for homeless and at-risk individuals of Dallas. The Stewpot also offers children and youth programs. This 501(c)3 operates under the management of First Presbyterian Church of Dallas in downtown. One program offered by The Stewpot is to have clients who participate in the organization create paintings and then offer the art for sale at various venues. The Dallas library provides a space annually to display the work plus a reception.

AC ideas – Coordinate and maximize the art buying experience.

- Professionally frame and present artwork.
- Establish a consistent discounted price that reflects the art.
- Create biographies for contributing artists & develop narrative.
- Development Stewpot story and how sales support the cause.
- Promote events through appropriate media outlets.

- Coordinated mailing to art supporters and community activists.
- Utilize church contact list and other charitable organizations.
- Market all shows as a positive venue to support the underserved and poorly represented.

Texas Sculpture Association

The Texas Sculpture Association (TSA) is a non-profit organization incorporated in 1983 to provide sculptors the opportunity to learn more about the art of sculpture and to share this artistic vision with the general public. The TSA represents an average membership of 150 ranging from professional artists and art dealers to hobbyist and art enthusiasts. The TSA objective is to offer as many opportunities as possible for sculptors to exhibit their work.

AC ideas – Address the stumble factor.

- Develop a mailing list that includes professional art collectors and gallery owners.
- Use participating artists and TSA members to populate the mailing list.
- Partner with community events to increase the size of exhibition.
- Coordinate with partners to brand exhibition and promote art with event.
- Fully integrate art within any event, including promotional material and logo designs.
- Distinguish between social shows and professional exhibitions.
- Organize professional artists and local experts to critique membership art.

The Arboretum

Formed in 1982 the Dallas Arboretum Botanical Society leased 66 acres from the city of Dallas and created The Arboretum. 1984 was the first year for the Dallas Bloom festival. In 2004, Dallas Blooms attracted more than 100,000 visitors; this is the largest outdoor floral festival in the Southwest. The Arboretum features include a scenic view of White Rock Lake and the downtown Dallas skyline as well as an outdoor concert stage, picnic area, and a set of replicas of dwellings and other structures depicting prairie life in an earlier time in Texas.

AC ideas – Coordinate art exhibition with Dallas Blooms.

- Create map of artists with personal information
- Integrate art into landscape
- Coordinate theme of event and artwork
- Coordinate promotional materials – brand
- Special auction that sells artists' work & raises funds for organization

The State Fair of Texas

For 24 days a year a private, non-profit corporation orchestrates and operates the State Fair of Texas on the 277 – acre city property located in south Dallas. This organization is innovative and continually seeking projects to improve the fair experience and increase revenues. One example is a collaborative program working with area landscapers who plant and maintain plots around the grounds at their own expense for the exposure to the 3 million plus fair visitors each year.

Beginning in 2006, the fair offered a similar arrangement to area artists to exhibit sculptures on the fair grounds.

AC ideas – Create and promote destination to view local artist with coordinated exhibition.

Currently the State Fair invites sculptural artists to display their work on the fairgrounds during the 24 day October event. The downside of this opportunity is art not be prominently displayed and essentially getting lost amongst all the activities and structures. As the State Fair offers activities for all, it distracts the focus of fairgoers and relies on interested art enthusiast to find the works by happen chance. In addition, the open spaces that complement works of art are located on the peripheries of the fairgrounds and the least travels area of the park.

- Rename the path next to the lagoon, “Artist Way.”
- Advertise a large exhibition
- Plan an art parade down the new, Artist Way.
- Promote individual artists and document personal narratives that connect the metroplex.

The daVinci School

The da Vinci School is a nonprofit organization founded in 1987 which operates primarily from tuition and fees. The school budget is subsidized by charitable contributions. DaVinci serves children from eighteen months through the kindergarten and primer level. The school emphasizes the sciences, and environmentally responsible curriculum that embraces a child’s joy in learning.

AC ideas - Create a fund raising event selling children’s art.

- Create theme that fits the time of year or mission of school.
- Provide materials that facilitate the creative process.
- Coordinate with teachers or lead artwork activities to create saleable art.
- Frame and present work in a manner that makes the work marketable.
- Arrange contributions for art supplies, frames, and matting.
- Use the schools mailing list or contact information to promote event.
- Create an effective mailing campaign to promote the fund raising event.

- Develop a narrative that promotes the cause.
- Capture personal stories of the little artists and teachers.
- Brand the event.
- Organize and coordinate creative ways to give.

The Dallas Holocaust Museum – annual Hope for Humanity fund raiser dinner

Founded in 1984, the Dallas Holocaust Museum/Center for Education and Tolerance is dedicated to preserving the memory of the Holocaust, and to teaching the moral and ethical response to prejudice, hatred and indifference, for the benefit of all humanity.

AC ideas – Fully integrate art into program and use to attract additional charitable contributions.

- Create original art as gift to honoree.
- Coordinate art to dinner/event theme.
- Use image of art in promotional material.
- Use artist's narrative to extend cause.
- Bring attention to the cause/event with multiple narratives.