

Artworking's Boom! Snap! Clap! Holiday Pop-Up Shop
New Arts Venture Challenge 2016

Jeremy Nuttall
M.F.A Candidate, Art Metals

Artworking's Boom! Snap! Clap! Holiday Pop-Up Shop

New Arts Venture Challenge 2016

Submitted by Jeremy Nuttall

Executive summary

Boom! Snap! Clap! is a holiday "Pop-up" shop at Hilldale Mall in Madison that will feature original Art and handmade products produced by the artists at Artworking. Artworking is a Madison-based nonprofit organization that provides career development services for artists with cognitive disabilities, coupled with support and development for small businesses owned by people with disabilities. Artworking currently supports about 30 artists and small-business owners, who create art and goods in a wide range of artistic mediums. The items produced include paintings, drawings, digital prints, screen prints, textiles, ceramics, jewelry and many other novel products.

The Marketing and Social Media Manager at Hilldale Leslie Watkins has confirmed use of one of the mall's vacant storefront for the dates of November 4th, 5th and 6th, 2016. *Boom! Snap! Clap!* is scheduled to take place during the Madison All Guild Invitational Fall Art Show at Hilldale shopping center. The All Guild Invitational is a fine art and craft show that will draw a similar audience interested in the art and products produced at Artworking.

Because we will be able to take advantage of an existing art-themed event, we should be able to focus our efforts doubling down with marketing, in order to bring additional customers out with the lure of two simultaneous happenings. Our strategy will be to advertise through as many different avenues that are available, while using existing networks and allies to maximum effect. The use of an existing Facebook and Instagram accounts will be implemented to present the artist and products that will be represented at the Pop-up. Partnering with other community disability service organizations such as the VSA Wisconsin, the Autism Society of South Central Wisconsin, the Waisman Center, and the Dane County Department of Human Services, will be a great way to spread the word to the community. Another avenue is local and regional newspapers, magazine, and radio programs whether it's using advertising space in print or online is a worthwhile investment to increase visibility. Working with UW-Madison programs, and the Morgridge Center for Public Service would be a beneficial and cost effective way to spread the word throughout the University and community.

Artworking is a dynamic space in that it fosters individual creativity while working as a cooperative whole. Historically, Artworking's has had a great ability to offer a space to multiple UW student interns in diverse capacities. Additionally, Artworking's has the ability to provide a space for a diverse group of individuals where they can continue to have a productive, critical, and engaged voice in the community. It is our expectation that Fall interns involved in community services or Services Learning classes, will be able to help with the marketing and execution of *Boom! Snap! Clap!* in order to gain experience and knowledge of working within a community. One of the main goals of *Boom! Snap! Clap!* is to build awareness within the local and regional community of the services offered by Artworking and the need for such services within a community. While the community browses, hopefully purchases the high-quality, well-designed products and art, they will have the chance to experience the vitality of Artworking's clients, staff, and volunteers.

Artworking's Boom! Snap! Clap! Holiday Pop-Up Shop

New Arts Venture Challenge 2016

Submitted by Jeremy Nuttall

Event Plan

The Artworking Pop-up shop will be open November 4th, 5th, and 6th 2016. Rent will be paid up front on an adjusted scale for the three days the store is actually open, and Artworking will do any required maintenance or remove any unwanted previous store furnishing upon request of Hilldale Mall, such as removal of old display cases and patching and painting walls. In order to prepare the store to display the products and art, simple bespoke racks, shelves, and display cases will be built from donated materials using the UW-Madison sculpture metal/wood shop coordinated by Jeremy. We will supplement this infrastructure with shelving and displays already owned by Artworking. Signage for the store would also be built from donated materials where possible.

The current resources available are Jeremy's fellow grad students who have offered to donate their time and skills with the "face-lift" and set up of the store. Artworking's knowledgeable and very capable staff at is a vital resource to the project. They have experience with finding and making opportunities for their clients as well as a great understanding of the setup and install of exhibitions, community events, and various retail markets. The Pop-up shop is a great opportunity for Hilldale to increase visibility to possible lessees and acts as short-term revenue for the mall as the store sits vacant.

Audience Analysis

With the pop-up shop opening in conjunction with a fall art event, we expect to see the community supporters of art and locally produced hand made goods, as well as a diverse range of the local and regional Wisconsin community. The families and supporters of people with disabilities is a large community that in our experience will be the biggest supporters of the shop.

As explained in the executive summary, the pop-up will provide the artists with a space to see their artwork on display and to see how people respond to their work. This exposure will provide income to the artist. The community that visits the shop will be able to communicate with the artist with disabilities and experience the productive and creative drive of the artist at Artworking. The project will build awareness of the services Artworking provides and the need for disability services to build a diverse and accepting community. Also, it will provide an opportunity to students and the community to volunteer their time and effort as way for them to productive and contributing members of their community.

Artworking's Boom! Snap! Clap! Holiday Pop-Up Shop

New Arts Venture Challenge 2016

Submitted by Jeremy Nuttall

Timeline

The Primary event will take place during the first week of November, with primary marketing activities taking place during the months of September and October. Active planning for the event has already commenced, and will continue to ramp up throughout the spring and summer of 2016.

- **May 1st-31st**- Confirm/sign rental space agreement. Work on inventory and production with Artworking.
- **June 1st-30th**-Continue production (products making, packaging, pricing), Explore avenues for advertising and marketing.
- **July 1st- 31st**- Continue production, work on poster/ and print advertising design.
- **August 1st-31st**- Continue production. Print posters to be displayed around the community. Confirm advertising and marketing sources.
- **September 1st-30th**- Finalize production. Build or find shelves, display cases, and signs.
- **October 1st-31st**- post flyers around the city, campus, and mall. Advertise in the local papers and radio stations. Clean up vacant store; install display units and signage ("Coming Soon").
- **November 1st -6th**-Install product and art in store. Store is opens Nov. 4th-6th. De-install the evening of the 6th, patch and paint where required.

Key Personnel

Jeremy Nuttall is the project lead coordinator.. Jeremy is a full-time graduate student in the Art Department, in the Art Metals area. He has been a volunteer Community Liaison at Artworking since taking a service learning course in 2015. Jeremy developed and coordinated the "33 Con*ver*sations" project in conjunction with Artworking, which was exhibited at Overture Center during the winter of 2015-2016.

Lance Owens is the founder and director of Artworking. He is serving as the project co-coordinator.

Laura Falkenberg is the assistant director of Artworking. She the logistical manager for the project.

Artworking's Boom! Snap! Clap! Holiday Pop-Up Shop

New Arts Venture Challenge 2016

Submitted by Jeremy Nuttall

Financial Plan/Budget

Item	cost	explanation
Hilldale storefront	\$450.00	Price of the hilldale store is \$150 per day the store is open. Confirmed by Leslie Watkins, who is the marketing and social media manager at Hilldale Mall.
Advertising Isthmus, Cap times, and Wis. state journal	\$1,800.00	Cost for a Print ad in the Isthmus is \$600 for 1/6 page. We plan to run the ad three times between September and October of 2016.
Flyers and posters	\$150.00	Flyers and Poster will be displayed around the city to advertise event.
graphic design	\$300.00	Design work will be needed for project branding, as well and advertising layouts for all media and formats.
signage and displays	\$250.00	This will include both large signs for the pop-up shop itself, as well as product signage inside the store. Consistency across all signage is imperative given the demographic of the target customers.
total	\$2,950.00	

Marketing

VSA Wisconsin Spoke with Katie Wagner president of the VSA inquiring about the VSA providing advertising support for the project, such as posting the event on their Facebook page.

Wisconsin Public Radio- Spoke with advertising personal and events can be posted at no cost at WPR.org/events which is an online events page that has potential to be underwritten on air or T.V.

Artworking's Boom! Snap! Clap! Holiday Pop-Up Shop

New Arts Venture Challenge 2016

Submitted by Jeremy Nuttall

Isthmus- Spoke with Laura Miller advertising assistant at the Isthmus she supplied print ad pricing and contact information for the Events Director, Kathleen Andreoni, and the Arts/Events editor, Catherine Capellaro, as people to contact for possible event coverage.

Wisconsin State Journal the Cap Times-Spoke with Advertising Sales Consultant Tracy Schult she supplied print ad cost for the Cap Times and the Wis. State Journal along with contact information to the Newsrooms for possible event coverage.

WSUM- The UW-radio station said they would cover the event at no cost. Their coverage consists of underwriting on air in 30 second spot.

UW-Programs- Spoke with Art Department Chair Doug Rosenburg he said the department would be happy to help advertise and announce the event.

Social Media- Use of Artworking's existing Facebook and Instagram accounts will be used to promote the event.

Flyers/Posters-We will display poster for the event in libraries, coffee shops, grocery stores, the Hilldale mall and other public spaces.

Troubleshooting

The finding of a space to have the pop-up was one of the biggest problems facing the project, so it was a huge relief when Hilldale agreed to let us use a vacant store. The greatest challenge is advertising and marketing as this will play a large role in getting people in the doors. Finding and confirming advertising sources and marketing coverage for the event early on in the planning stages will prove to be beneficial to the success of the store.

Recent Work Samples

Artworking website- <http://artworking.org/>

Product Photos-See Attached

33 conversations exhibition photos-See Attached

Attached Files

1. Project Proposal
2. CV:Jeremy Nuttall
3. CV: Lance Owens
4. Artworking product photos
5. 33 Conversations Exhibition Photos
6. Project Summary Slide