

# ‘NOT A GALLERY’

1800846

Graphic Design

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Martin Bush

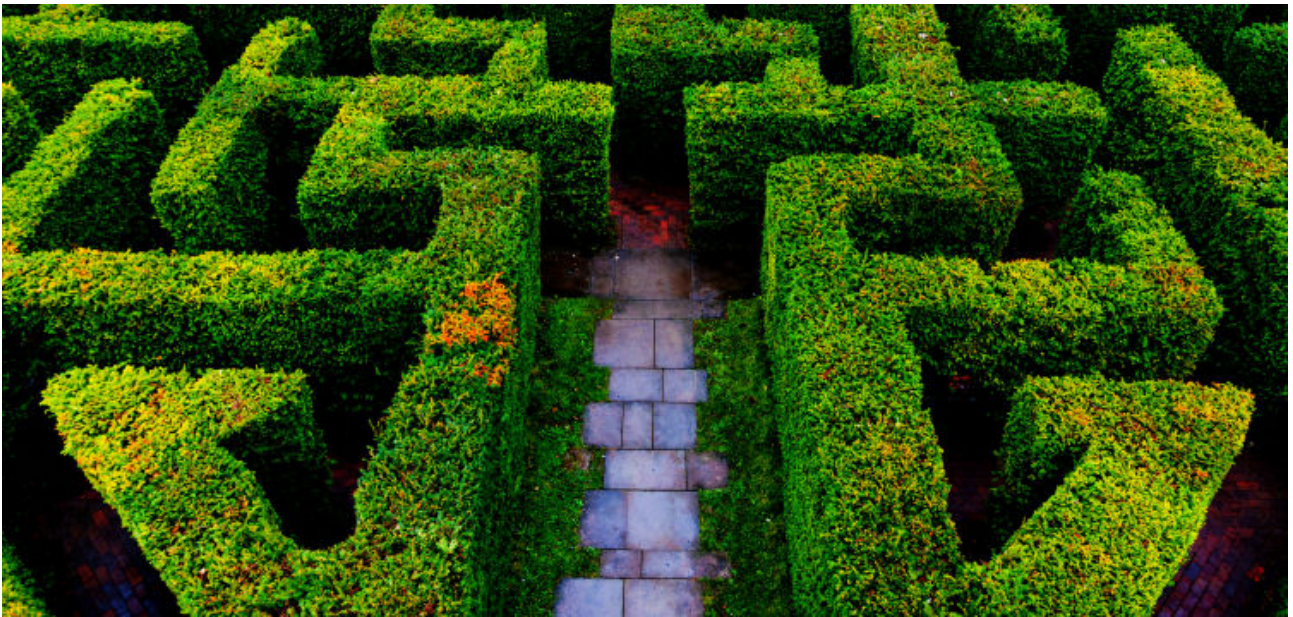


Figure 1

In this essay I will be introducing you to an event based on changing and challenging the stereotypes of a traditional art gallery. This event would still be directed towards a similar audience as the majority of art galleries today, anyone that is interested in either showcasing art or viewing art. The event would take place outside in either a hedge maze or a rose garden, rather than in a stark, old building with not enough natural light. The main objective of the event would be to create a huge celebration of the art displayed, and to get strangers discussing and talking about the pieces. In other words I want to create a gallery that is the complete opposite to the traditional galleries we walk into today.

In today's art galleries and museums there have been certain unspoken rules engraved into the minds of frequent gallery goers. Most are pretty obvious as soon as you step foot into the gallery, such as being quiet and not touching the art. However other 'rules' such as keeping up a certain pace and only going in one direction cause people to get unnecessary glares and comments that end in them having an unpleasant experience. Other frequently unfollowed and unknown rules include checking your bags into the bag/coat check, not crowding the artwork, and not actually taking many photos even if photography is allowed in the space. I will now go on to discuss how these 'rules' will not be carried into my gallery event. With the event taking place outside it will be able to be a family friendly event for people of all ages. Having everyone

outdoors will make it easy to disregard the rule of 'silence', in fact the sound of people talking will be encouraged. The idea behind not having any noise restrictions is inspired by the way art makes you feel. Not all art is going to make you feel something, however most people have opinions on art and this event is the opportunity to share those. By

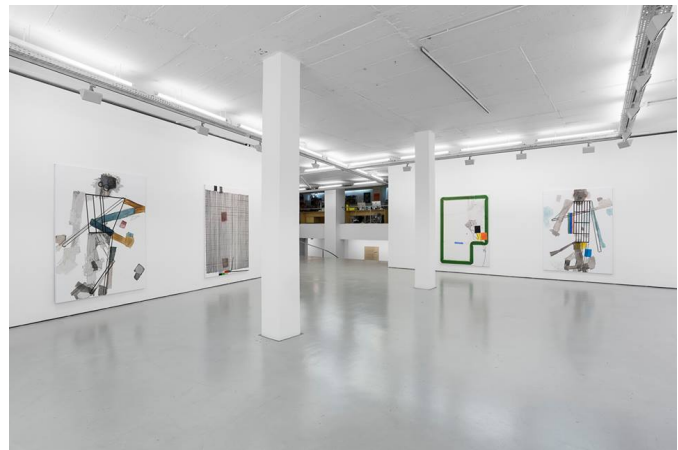
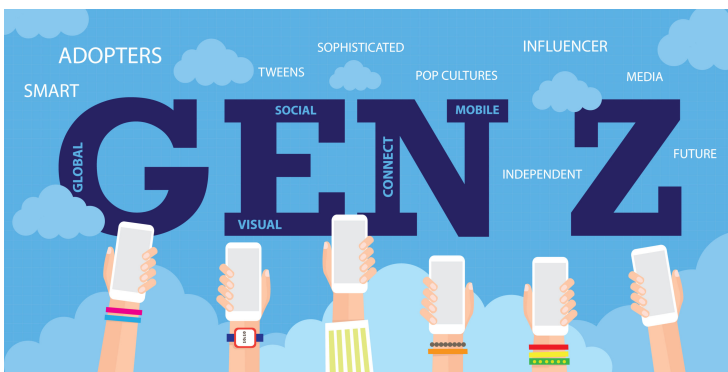


Figure 2

discussing opinions, ideas, likes and dislikes there is the opportunity to create new bonds and new thoughts. In order to respect the artists displaying their work there will still be the rule of 'no touching the artwork', unless it is made to be interacted with. Because this event will resemble a social event, there will be the option of having your bag or coat checked at the entrance. However this will not be necessary in order to be let into the event, there will also be seating such as picnic tables and benches available so you won't have to carry everything around with you. Crowds will not be an issue when viewing the art as the pieces will be dotted throughout a maze or on hedges, there will be a big enough space and enough time for everyone to view the art. Having such an open and large viewing area will also mean that there will be enough space as to not interrupt someone's view. As well as art dotted throughout the venue there will also be food and beverage stalls for all age groups available for the duration of the event. Attendees will be able to have a drink and snack on the different food options available while walking around the venue, discussing and appreciating the art. Having a gallery style social event will be a new fascination for attendees, by allowing photography there will be a bigger possibility for the event to be shared on social media. The more followers and supporters the event gains, the larger the event will become and the more artists we will have participating in the future. Social media has huge power in today's modern world, and by using that power rather than forcing it away we will be able to better the event each time.

By focusing on the defining characteristics of the target audience of this event we will be able to tailor the event to their interests, needs and desires. The vast majority of our audience is

expected to be the younger adults referred to as Generation Z. Author Dave Clark goes through and talks about each characteristic that sets this generation apart from the rest, this will also make it more apparent as to why they are our target audience. The first of many identifiers is that Gen Z are very financially focused. This is vital information for running the event, it means we will have to carry out research to make sure prices are something that will appeal to this audience. Secondly, and probably the most important characteristic is how much they enjoy face-to-face contact. Whether it's through a phone on face-time or in person, they will always prefer this over emails and texts. This is just another reason why discussions and social freedom will be encouraged at this event. The idea behind having the pieces of art scattered throughout a maze



(Figure 3)

came from the study that concludes that Generation Z are constantly driven but competition. Whether it's against others, within themselves or against the clock, competition is the constant driving force. Another distinguishing characteristic is the love for change. By

living in a world with such huge amounts of information accessible right at your fingertips, Gen Z are huge fans of new and changing things. At this point there are very few original ideas left, but what really matters is who has the commitment and dedication to execute the idea. Gen Z are huge advocates of technology, this is just another reason to make this event not only photography friendly but also accessible through a well presented website.

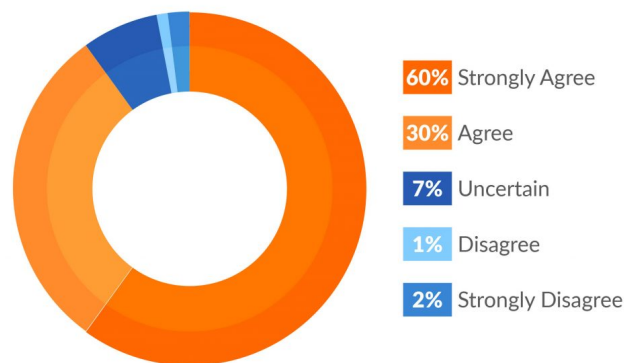
Social media has a huge role in everyone's day to day life in today's day and age. Even older generations are having to adapt and learn in order to keep their jobs and businesses afloat. By utilising social media and its reign over people, instead of relying on word-of-mouth, flyers and posters we would be able to create a huge following for the event before it even happens. "Organising and planning the logistics of an event is no easy task, let alone trying to get people to show up" says the team at Hallam. When planning an event that needs as many participants from the public as possible promotion is 50% of the work. By embracing social media and its power

this means you will be able to increase your audience reach. I will now further discuss how we will use social media to do this. First things first is creating your event as an event on Facebook.

Facebook is the leading social platform, reaching 60% of all internet users, and 65% of all Facebook users, contrary to popular belief, are under the age of 35 meaning that they fall directly into our target audience of Gen Z. The second marketing strategy is video marketing to promote the event. For those who respond to the

Facebook event by either buying tickets or confirming that they are attending, they can then share this video and “Help to drive engagement...as well as persuade and create conversations for possible attendees.” (3) Not only are videos, short or long, easy to absorb but they are able to get people to relate to them emotionally.

### Social Media Is Important to My Business



Credit: 2016 Social Media Marketing Industry Report – Michael A. Stelzner

(Figure 4)

The promotion of the event doesn't stop once the event is taking place, that is just another opportunity to promote. During the event we will focus on more current forms of social media such as Snapchat and Instagram, used widely for more 'in the moment' sharing of activities.

There will be a Hashtag for the event so that anyone posting on their socials can use it.

Thousands of event campaigns use hashtags that are compatible to be used throughout all social media platforms. Another form of during event promotion is by creating your own GeoFilter for Snapchat and potentially Instagram users. This means that any videos or photos uploaded to these platforms while the event is in progress can be stamped with the event's Logo. The event will also be shared on LinkedIn for another form of circulation. During the event there will be hired photographers and photo booth opportunities, again encouraging the attendees to share about the event on social media. The final reason as to why social media will be such a huge part in the event is so it can happen again in the future, without a following there will be no next time.

In this essay I was able to explain my event and how it will take place. Creating an event that changes and challenges the stereotypes of a traditional art gallery is what I set out to do. By

researching my target audience, promotion tactics and current galleries I was able to do just that. The event takes place outside in a hedge maze, rather than in a stark, old building with not enough natural light. The main objective of the event is to create a huge celebration of the art displayed, and to get strangers discussing and talking about the pieces. In other words the event created would be a gallery that is the complete opposite to the traditional galleries we walk into today.



(Figure 5) MY EDIT, a thrown together example of what i'm writing about.

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