

Project Description

My project aims to create a combination of an online and street gallery that makes art affordable for everyone with the notion of gift exchange.

Goals & Objectives

- Goal : Changing the idea of art market

Objective : implementing the idea of gift exchange to the art market. The collector will be able to take the artwork with sharing something that he/ she has.

-Goal : While making artists collector, also turning collectors to an artist.

- Objective : While artists giving their art piece also within the gift exchange they will be able to take the objects that collector wants share with them. This situation will give the artists being collector, and to the collectors being an artist and share their creativity, ideas or feelings within the object they offer.

- Goal : To make everyone familiar with the art concept

Objectives : Making street exhibitions at suburbs
Broadcasting exhibitions through the web
site of project

- Goal : Giving opportunity to be known and making exhibitions to new released artists without big budgets

Objective : Street exhibitions
Revealings about exhibitions on the website

Target Audience

- The people who are not familiar with the concept of art because of the socio - economical level that they belong

- Artists who wants to reverse the idea of economic market of art.

- Artists who wants to experience being a collector while also making art.

Background Information

Last summer i did my internship in a gallery at Karaköy. Before i started to my internship i was completely prejudiced about artists and how the art market works. During my internship i found chance to meet with lots of artists and art gallery owners who change my mind about how the things work. As in the other works, also artists want to make money however, i have to admit that for most cases this is not their priority. They want to share their ideas and opinions with everyone who is willing to take it. However, within the art market and the prices as i observed it is not possible to reach to the people who belong to low level of income. Unfortunately, this situation, put up walls between people and art. After that internship the idea of making art something reachable for everyone started to occur in my mind. Because, during my internship i met lots of artist who complain about how the market works. Also, i have to admit that, the walls of galleries makes regular people scared to get in and have interaction with the art

work itself. After that summer that i spend at the gallery, i realized that i want to make the art accessible for everyone without any hesitation but still emphasizing its importance. When the situation comes to the final project for my art and design studies, i want to implement something that really interests me and also something with the help of my experiences i can comment about. First, the idea was a create an online gallery that can accesible for everyone but then i realize that there will not be that much difference between websites of galleries and my idea.

Detailed project Description

As I mentioned before this project will be focus on the idea of how art market works. Basically, the aim of the project is, to make art accessible and affordable for everyone that belongs to every socio-economical level.

I would like to explain the parts of the project step by step. First, there will be an online gallery that everyone can reach and take detailed information about the exhibitions that happen at the streets. On the website, there will be announcement of the exhibitions that gives people information about;

-which artists will be exhibiting

- information about artists

-press bulletin

-the dates (periods of exhibition)

- broadcasting of the exhibition

-the location of the exhibition. To be able to make people aware of the place, there will be a map that people can see through and take the directions. (ex. google maps at the booking websites).

The streets that exhibitions will happen especially at the suburbs for making art familiar with the ones who do not have chance because of their socio-economical conditions. The location will be occur at different places as much as possible to be able to reach as much people as we can.

The thing that makes this exhibitions different from the other ones, is just not because they do not have a certain place or gallery walls behind them. Beside the idea of making art accessible for everyone, the other idea that strengthen my project is making it affordable for everyone. That means, the ones who want to take the art piece with them, just need to find an regular item to share with the artists and bring it to the “street gallery”. To be able to make it possible, we need artists to be volunteer to share their work with the gallery and the people without any material expectations. Artists who wants to exhibit their work at the street and sharing it with other people without money will be satisfied with the idea of being part of a new current that can be seen as resistance to how the art market works. Also, beside the feeling of satisfaction, it give artists to opportunity to exhibit their works without the high budgets that galleries ask for. For the artists who have not have big reputations or good economical conditions that art world ask for it may seen a way to be known and take part at an art event. The exhibitions will be announced also through the social media; like twitter and facebook to also take the attention of art world. Like this, also there will be created a spirit between the people who are related with the art. Under the favor of gift exchange, artists will be able to experience being the collector while they are exhibiting their work and collectors will have opportunity to show their creativity or the intentions that they have.

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Project Proposal

The websites designs that gives me inspiration for my project :

<http://www.gagosian.com/>

<http://www.dittrich-schlechtriem.com/>

Similar project that has implemented before :

<http://photofocus.com/2013/11/28/steal-my-photograph-london-video-how-it-was-made/>

Scope of the Project

- Consisting the corporate identity of gallery
- Designing Website of Gallery
- Finding Artists to collaborate
- Organizing Street Exhibitions

Required Know – How and Resources

- Adobe Programs (Muse, Illustrator, Photoshop) for designing the corporate identity and website of the gallery

Difficulties And Risks :

- Getting permission from the city hall for street exhibition
- Finding an artist who want to participate the happening
- Designing the website

Phases of the Project

- Finding an idea to implement as final project
- Consisting the identity of gallery
- Developing websites
- Making an agreement with an artist
- Receiving Permission From City Hall
- Executing the street exhibition
- Recording the exhibition
- Finalizing the project

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Criteria of Success

- Finalizing project before deadline
- Consistency in project : making more and more exhibitions
- Creating an art collective that will come up with the different ideas for changing the notion of art in the people