



NEIGHBORHOOD CURBSIDE CANVAS PROJECT

THE NEIGHBORHOOD CURBSIDE CANVAS PROJECT is a volunteer neighborhood-recovery effort, uniting local artists with struggling New York City restaurants to transform pop-up dining patios into street art, for the purposes of driving greater interest, energy and business back into our COVID-coping communities.



SUGGESTED GUIDELINES

1. TERMS

- a. 'ESTABLISHMENT' (restaurants, pubs, bakeries, other foodservice).
- b. 'ARTIST' (fine artist, street artist, commercial artist, designer, sculptor, architect, photographer, art student; individual or team; professional or otherwise).
- c. 'ORGANIZER' or 'PROJECT' (NEIGHBORHOOD CURBSIDE CANVAS PROJECT) just a guy who wants success for everyone.
- d. 'FACING' (physical exterior panels, pre-existing outdoor construction).

2. PAIRINGS

- a. Establishments may independently procure any of their dining patrons, family or employees as their Establishment's Artist.
- b. Otherwise Organizer will pair Artist with Establishment.

3. DESIGN CONSIDERATIONS

- a. **We create 'street and fine art pieces'---NOT 'design' or commercial art projects.**
 - i. The Neighborhood Curbside Canvas Project is involved in creating public art to help beautify restaurants' outdoor structures and help beautify neighborhoods, while giving artists large scale, public venues for their expression.
 - ii. Your fine/street artists are volunteering their valuable time to help restaurants. We are not providing free 'sign painting', billboards, posters, interior or graphic design for the restaurants.
 - iii. **NO GIANT LOGOS**, we would prefer no logo at all, but if one has to exist, it must be small, discreet and in your artist's hand and fit into the art subordinately. Everyone knows who



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the restaurant is, because the restaurant is sitting right behind the patio, already with a giant sign on the building.

- iv. You must think of this as a piece that would hang INside the restaurant. Surely a giant logo of the restaurant would never hang on any art piece inside, right?
- b. One of the main purposes of our overall project is to help restaurants and artists get attention and stand out in an otherwise crowded or drab environment, from a distance and across the street, so walkersby get piqued and say, "Hey, we should check out that place over there...they got something going on!". **Don't hide the art.**
 - i. At minimum, the concept should focus on the 'exterior' 3 Facings of the patio, unless there are physical limitations otherwise. It is up to the Artist if they want their concept to include any part of the sidewalk exterior, of the interior of the patio or above the exterior Facings.
 - c. Artist should collaborate together with the Establishment for a mutually agreeable concept/theme/design and may incorporate Establishment's theme/cuisines/experience.
 - d. Artist can work in any medium, as long as it is weatherproof and relatively permanent, (unless the organic, changing nature of residing outdoors is part of the concept).
 - e. Artwork should include Artist signature and social media url or icon.
 - f. Traffic reflectors that the Establishment may desire should be incorporated into the design (Establishment must provide DOT guidelines and materials).
 - g. Please save a 6" x 9" space for Organizer on each of the far corners of the installation's facings for a laminated QR CODE that will link to your art installation's page on our [website](#).

4. DESIGN & EXECUTION

- a. Ideally, we'd like these completed in no more than 2 weeks from assignment to completion--but as soon as realistically possible.
- b. Once paired, Artist and Establishment will discuss design, space, measurements of the physical space and safety considerations -- ideally in-person and on-premise.
- c. **Establishment will create a safe environment for Artist to execute the art work.** This may mean cordoning off parts of the street with construction cones, chairs, police tape, etc.
- d. Please notify the Organizer 30 minutes before arriving and 30 minutes prior to departing at the end of each work day, so I can try to schedule time to document your process. when Execution begins and ends.

5. PROMOTION

- a. The above should provide good free content for all.
- b. The Organizer is promoting the Project, primarily via our [website](#), [Instagram](#) and [Facebook](#), other social media and any future means in order to drive traffic and business back to the neighborhood, while promoting local businesses and artists to establish the neighborhood as a



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dining and Artists mecca.

- c. Both Establishment and Artist should reach out to friends, mailing lists, social followings to help propel the goal (you all) of the Project.
- d. Reach out to any local business associations, chambers of commerce, restaurant associations, art galleries, reps, schools, etc to promote our Project and ask them to share with their readers and followers.
- e. Please supply us as many still and video assets of your entire process to aid us in the above goal. Please take a good, clean 'BEFORE' and 'AFTER' photo from the same general position and angle
- f. Organizer will be seeking local art galleries in order to create an official 'street' gallery opening and Art Crawl, taking all the participating Artists, Establishment Owners/Managers, supporters and neighbors on a tour of all the art installations, which will be heavily promoted.
 - i. We will create an online/mobile Google map of all the Art Installations.
 - ii. This is a great opportunity for foot traffic and exposure. Establishments should consider promoting this with samplers, specials (i.e. two-for), promotions (i.e. dinner later that evening) and live music, during those hours or the day.
 - iii. Organizer can work with gallery and Establishments on posting each Establishment's specific promotion and the gallery and on the Project website.
- g. **Have FUN!**