

# THE LEXICON OF SUSTAIN ABILITY POP-UP SHOW CURATOR APPLICATION 2014

The Lexicon of Sustainability

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# THE LEXICON OF SUSTAIN ABILITY

## *A COMMUNITY-BASED POP-UP ART SHOW PROJECT*

Our culture is at the crossroads.

We live in a world of limited resources, and for the first time people are searching for new ways to live more sustainably. The challenges we face are many:

- I. Consumers lack the necessary knowledge to make informed decisions about what foods to purchase for their families.**
- II. Teachers and Students Lack the proper Classroom Tools for Field-Based Learning.**
- III. Small Farmers Need Information and New Solutions to meet the Market Challenges presented by Industrial Agriculture.**
- IV. Communities Need Help to Build Healthy Local Food Systems.**

For the past two years Douglas Gayeton and Laura Howard have conversed with the foremost practitioners of sustainability in food and farming. These insights have been translated into **large format photo collages and a series of short films.**

To bring these important ideas to a national audience, the Lexicon Project will take art out of museums and galleries and allow individuals and local groups from around the country to host POP UP ART SHOWS: these are temporary, mobile personalized art events held directly in a community, spurring dialog about how people can have a positive impact on their local food systems. 100 curators will be chosen. Each will host five shows in their community then donate the works to their local school or community organization. The Lexicon Project will provide essentially everything needed to host a Pop-Up Show, including a curatorial handbook which features step-by-step instructions on how to host a show, hang photographs, do event promotion and lead discussions on thematic topics based on the works. All curators will also have access to our online of network of curators for additional ideas and support.

## **What is a Pop Up Show?**

A temporary, mobile personalized art events held directly in a community, such as a school, library, or government building. Shows may also be hosted in places without walls such as a park, a community garden, or even a fish hatchery – really just about anywhere a group can be assembled and there is open space to hang 24 photographs.

## **Where do the photos come from?**

Our partner Consolidated Graphics is generously printing copies of 24 Lexicon images for each show. The images are 25” x 37” and printed on a heavy card stock. The images are not framed so that they may be hung/displayed in diverse environments that may not necessarily have four walls. Consolidated Graphics will ship the photos to you at no charge to you.

## **What is a curator?**

A curator For the Lexicon of Sustain Ability’s Pop-Up show is an individual or group that will secure locations, dates and times for shows. Our curators will also be in charge of setting up the show, hanging the art, coordinating a speaker or discussion topic. The curator will also be responsible for selecting an organization for the permanent Lexicon installation their community.

## **What benefits will you receive from curating a Lexicon of Sustainability Pop-Up show?**

- The opportunity to activate your community and make positive changes in your local food system
- Free Art! Twenty four 25” x 37” photographs for your local school or community group
- Connecting Curator’s business or organization to other groups on our Lexicon website.
- National exposure for curator’s community and their sustainability initiatives.

# THE LEXICON OF SUSTAIN ABILITY

## Pop-Up Art Show & Discussion Curator Application Form

Name: \_\_\_\_\_

City/State: \_\_\_\_\_

Occupation: \_\_\_\_\_

Email address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

List the five venues where pop-up shows will be hosted in your area:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

What local individuals, businesses, local food producers, groups or schools would you involve in your events?

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How would you incorporate local foods into your events?

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What library, school, community group or governmental organization will you donate these photographs to at the conclusion of your shows?

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Do you think your organization could function as a "lending library" to provide the images for other groups that are staging events in your area? If so, how would this work? (How would you store them, make them available, etc.)

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## Tell us about yourself.

Why would you like to curate a Lexicon show?

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What role does sustainability play in your life?

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What local organizations or groups are you involved with?

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Are you a member of any online groups or social networks?

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How do you feel the Lexicon of Sustainability will benefit your organization and community?

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## What to do with this form

Fill it out, save it, and email to [Nicole@lexiconofsustainability.com](mailto:Nicole@lexiconofsustainability.com)

Or if you need to print it out, fax to: [866]797.9138.