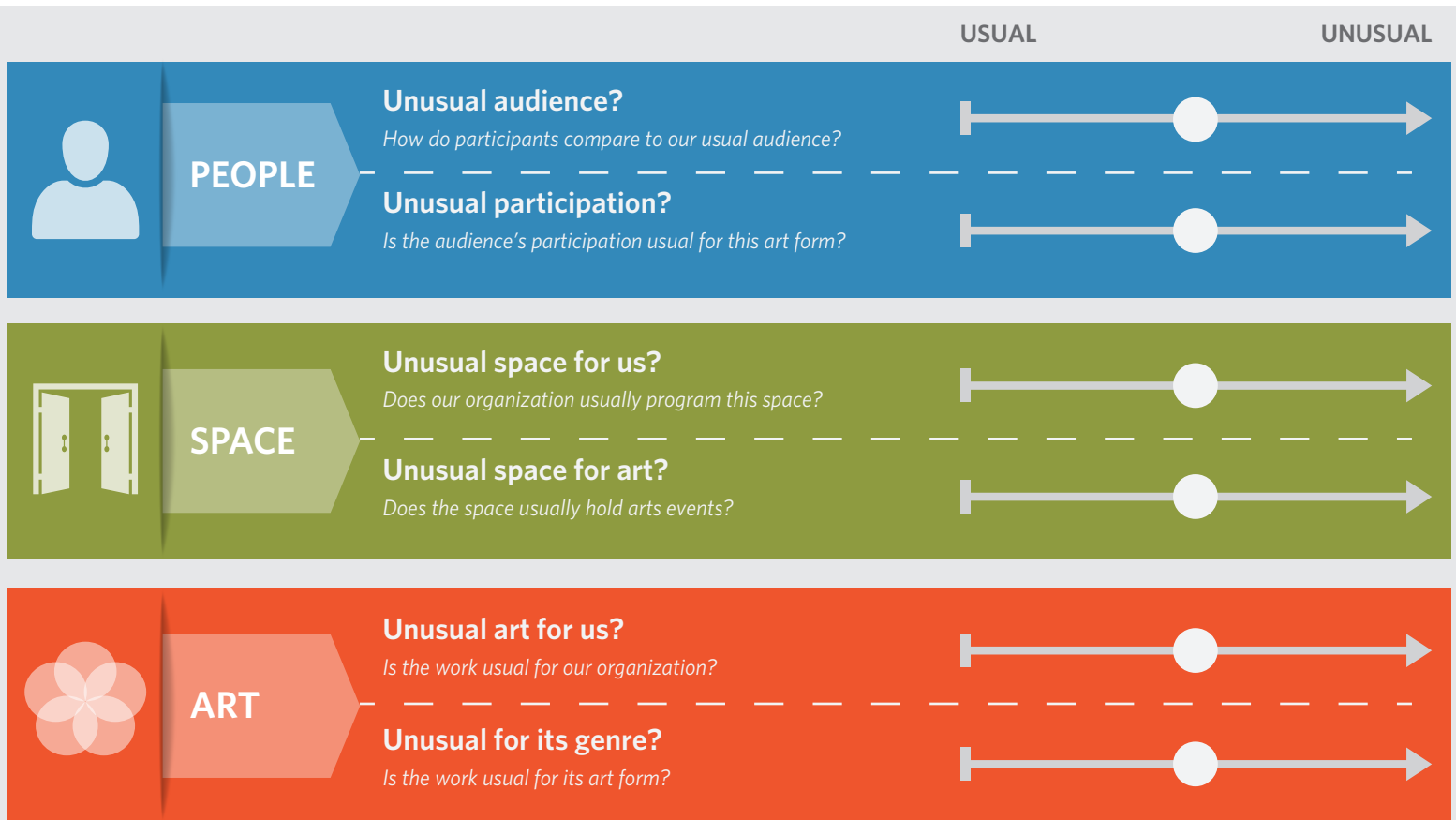


Why "Where"? Because "Who"

Many arts organizations are paying closer attention to *place* as a vehicle to attract and engage new participants. Some are bringing arts to unusual places to do so. This framework can help you make informed choices by plotting key variables affecting arts programming and places. *Between usual and unusual, where would you put each dimension of your project?*



Lessons Learned

The study of organizations staging art experiences in unusual places surfaced a set of six lessons.

- 1 Plan the approach.**
 Unusual spaces that connect with new participants often result from months of preparation.
- 2 Share ownership.**
 Invite communities to fully participate and guide programming. Listen and learn from them.
- 3 Partner up.**
 Involve community groups and other local organizations, private businesses, donors and foundations.
- 4 Prepare to invest and adapt.**
 This work is often labor-, time- and resource-intensive. Pursuing it may require rethinking programming, business models and funding.
- 5 Aim for engagement.**
 It's not about luring audiences back to a conventional venue. Focus on new participation at the chosen location(s).
- 6 Open new doors.**
 Sometimes unusual sites become integrated into an organization's set of venues.



Find context, case studies and more in the full report at irvine.org/artsengagement



The James Irvine Foundation