

Curatorial Considerations

Role of the curator/exhibit organizer

- What is your exhibition vision? Why should the venue, and the artists involved be compelled to carry out your vision?
- What do you expect from the venue you are working with, and what do they expect of you? (Please see CAA's SGS guidelines)
- In putting together a Small Group Show, are you focused on curating a group of artists? Acting as a project manager for a group, including yourself? Co-curating?

Building your proposal with other artists

- How does the work by an individual artist – or group of artists – fit into your vision or expand that vision?
- Is the artist someone you want to work with? If so, how do you go about inviting and encouraging that artist to participate.
- How are you planning to communicate your ideas to artists & developing curatorial ideas with artists
- What do you expect of artists participating in the exhibit?

Working with a space – Kathryn Schultz Gallery & University Place Gallery

- What are the unique characteristics of the gallery I am working with? What are the strengths of the space?
- What challenges will the space present? What are the weaknesses of the space?
- How will the work get into and out of the gallery space?
- How much time will it take to pull together this exhibition?
- Do I need any special equipment to pull together this exhibition?

Communicating your project to the public

- The audience: who are they, what do they expect, how to communicate with them on a marketing level and an artistic level.
- How will the audience engage with your project? What kind of public programming and engagement will you undertake – individually or as a group?
- How will you promote the project to the right audiences? This includes traditional and non-traditional marketing, word of mouth. Who should you contact in the media?
- How will you document your project? How will the documentation enhance the overall project?

Indicators of Excellence (from the National Association for Museum Exhibition)

- An aspect of the exhibit is innovative



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- The exhibit: offers a new perspective or new insight on a topic; presents new information; synthesizes and presents existing knowledge in a provocative way; includes innovative uses of media, materials, design elements; is particularly beautiful, exceptionally capable, profoundly memorable.
- The exhibit evokes responses from viewers that are evidence of a transformative experience