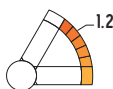




THE BRIEF

What kind of Art will best answer your needs regarding your "green" goals?

[ECO 



THE BRIEF

The location also determines what kind of artwork is possible.

Is there already a given or specific location?

If not, different possibilities should be discussed.

How does the location relate to the wishes/needs?

Does the location have a specific history?

Are there any stories or traditions connected to the place or location?

Is it frequently used? Do people often meet there? Is there a lot of through traffic? Or is it remote, not very accessible or known?

What are the possibilities, what is the potential of this place? What is the challenge of this location?

Video mapping of the site is a useful tool for remote site visits, reducing travel.

[LOCATION 



THE BRIEF

At this stage the communication is about informing everyone who will be in one way or another in contact with the future artwork.

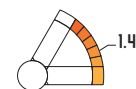
What are the groups that need to be informed about this project?

Think of neighbours, future users, passersby, city departments like heritage, parks and gardens, and mobility.

Think about informing necessary partners, with whom you need to make agreements and possible stakeholders, whom you need to take into account during the process.

The different groups to be addressed (for instance or the public) need different forms of communication!

[COMMUNICATION 



THE BRIEF

At this stage, different forms of funding to finance the artwork are explored. If the city or municipality is involved, they might (partly) fund the artwork. Local or-ganisations might collaborate and help fund the project. The state can provide fund-ing via grants. Crowd funding can be an option and a good tool to raise awareness about the project.

Maybe you can interest private foundations to fund part of the budget. European Programmes, like Creative Europe, also offer a wide range of grants.

Is there a given (start) budget for the artwork?

What kind of collaboration can lead to funding ?

What opportunities do you see for organizations, private partners or others in the region to take a part of the responsibility of funding the artwork?

[FUNDING 



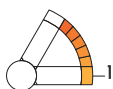
THE BRIEF

At this stage, an agreement is needed to delimit the roles of the group of commis-sioners, the mediator, the (future) artist and partners and stakeholders.

If there is a given budget, this should also be implemented

What specific requirements of your project need to be defined in the contract for your future project?

[CONTRACT 



THE BRIEF



The brief describes the purpose of the artwork and how it should answer the needs or wishes.

The specifications describe the criteria the artwork must meet

- regarding the budget
- the time frame within which it must be carried out
- the materials to be used or not to be used
- and the method of execution.

Last but not least, it also describes the green criteria of:

- the materials
- the realization,
- the transport,
- the result and maintenance.

The brief and the specifications together form the contract between artist and commissioners.

[HELP

THE BRIEF [ECO

Traditional form of Art

Art that highlights an idea, wish or need other than about a sustainability or climate subject. The work will be realized following "green" principles.

Conceptual Art

Conceptual Art in the context of sustainability highlights the motivations for the creation of a particular artwork. Artists will highlight key environmental issues through thought-provoking artworks in any medium they can think of, from sculpture and installation to film and photography. These displays may be beautiful on the surface, but they're created to make us question our actions and impact on the planet.

Ecological Art

Some artists don't stop at the conceptual aspect of the artwork, instead choosing to amplify their message with activism and restoration. Ecological art brings an element of functionality to the artwork by offering solutions to a problem through the artwork itself. In doing so, the artist more directly advocates for civic responsibility, social injustices, and global ethics.

Land Art

Land Art is best described as working in harmony with the natural world to produce site-specific artwork embedded in the landscape. Artists will work with the environment and the

[HELP

THE BRIEF [GREEN

resources it has already provided to create an artwork reflective of that space, often without bringing any outside materials to interfere with the space.

Sometimes building the sculpture is only the first part of the artwork, the second is photographing or filming it. The physical artwork, although beautiful, isn't intended to stay there forever – and by being made up of natural materials it can simply merge back into its environment without causing any lasting damage.

Film

The artwork is a film.

Festival

Festivals take place on a specific date and bring people together around a celebratory or engaged activity. They come in multiple formats and involve different artists and various activities. Festivals are excellent spaces to create links to the territory, especially if they are organized annually. Aspects of sustainability in materials, care for the environment and respect for the species that inhabit it must be taken into account.

Performance

Performance, also known as action art, is an action devised by an artist that can be executed by the artist or by other people under his artistic coordination. Generally linked to live arts, performance usually takes place at a specific time, being an ephemeral work of art. As a specific action, performance does not leave an ecological trace in the territory.