



**VIRAL**

## Creating Pop Up Exhibition Process

Elderberry

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Erasmus+



**DORNBIRN**



STADT WUPPERTAL



muzej slavonije  
OSIJEK



Elderberry  
CULTUREPROJEC



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Below are some of the key features in creating an pop up exhibition which learners should be aware of:

Some practical tips on 'how' to create pop up exhibition

### **1. Pick the right location and time**

Select an area that will appeal to your target audience, such as established art collectors or a younger community-driven art scene. Consider opening near other cultural landmarks that will draw people, and keep in mind that second-floor spaces are typically more affordable but get less foot-traffic.

### **2. Concept.**

The concept for your pop-up art gallery should be fresh and original as this gives you a limited time to display your goods or designs to current fans, while also drawing in new people to see your work.

### **3. Create a budget**

Although less expensive than a long-term space, don't forget all of the details required to launch a new gallery. Create a budget and prepare in advance to ensure the best chances to make a profit and achieve your goals. Keep in mind costs like rent, security deposit, internet, installation and de-installation, utilities (upgrades in heat and air conditioning may be required if the current setup is not adequate for art), staffing, insurance, furniture for the space, cleaning, signage, temporary smoke and alarm systems, and any prep work necessary to get the space ready.

### **4. Negotiate**

Consider everything you need to know including: access to the space, utilities, restrictions on painting the walls and hanging things from the walls, load restrictions, how many people can you host, in what state you need to deliver the space at the end of the lease, and if the owner will have access to the space while you are occupying the property.

### **5. Check your insurance and permits**

Check with your insurance broker as you may need to arrange a walkthrough before signing the short-term lease.



