FORECAST

INNOVATION IN THE TIME OF COVID-19:

Creative alternatives to in-person arts-based activities

As an organization dedicated to advancing the transformational power of the arts in our public lives, we believe that artists can make a difference in challenging public health environments—despite our living in such uncertain times. We remain committed to artists during this difficult time and recognize the real economic and health crises facing artists and the arts community and are collaborating with local and national artists, funders, and other partners to adapt to needs that have been articulated. In response, Forecast is supporting relief funds, gathering and sharing resources, and offering pro bono technical assistance to public artists. Additionally, we have reallocated $10,000 of our own resources to help support public artists based in MN and the Native nations that share the same geography.

Forecast asked artists and organizations what kinds of resources they need now. In response to the many in-person arts-based events, projects, and engagements that have been cancelled across the country, we have started this resource as a guide to provide creative guidance around:

- Continuing a project or event that an artist is collaboating with you.
- Engaging the community in a time of physical distancing.
- Innovating and moving forward rather than freezing.
- Keeping artists working during this time.

This document includes real time examples of how these ideas are being carried out, organized by categories that represent a larger idea or structure.

We recognize that there is overlap in many of these examples and so have also denoted other categories they fall within.

THESE CATEGORIES ARE:

TAKING IT VIRTUAL

USING WHAT YOU ALREADY HAVE

PRACTICING RADICAL GENEROSITY

CREATING NEW PARTNERSHIPS

POLLINATING IDEAS

We are inspired by adrienne maree brown's Emergent Strategy. This document is a reflection of the examples contained within it, and is meant to be a living document that is going to continue developing with your help. We will update this as a resource to the global artistic community. Please share stories on how you or other artists and organizations in your community have been creatively modifying and innovating during by using the form found here: http://tiny.cc/publicart-submissions

New versions will be emailed as updates are made to those who have downloaded the document.

We also want to acknowledge the work that the world-wide disability justice community has done prior to this global pandemic to advocate for and innovate many of these event modifications and accommodations. We hope that we can continue with these accommodations after our time of pandemic isolation.

WHERE TO BEGIN?

Here are recommended steps to follow before canceling or delaying an event:

1. Consider the artists you are working with as brainstorming partners. Check in with them to see if they have creative ideas on how to modify the event.

2. Who is funding the event/project/engagement? Talk to funding partners and granting organizations to see how timelines and funding restrictions could be modified or relaxed to support different activities.

3. Is there flexibility in the project budget or your organizational budget? Look at both of these budgets to see where funds could be moved to support creative changes to your project/event/engagement activities.

4. What are others doing? Now is a great time to share resources, so check in with your networks to brainstorm and see how they are modifying engagements and activities.

5. How can you create something with long-term impact? As you create a new way of working, think about how you can utilize it as a tool even when we are able to be in close physical proximity again. New modes of working can lead to new ideas and projects that meet your goals in ways that might not have come about otherwise.

6. What other resources are available to you? As one example, Forecast Public Art is offering support to public artists and public arts administrators around the country during this pandemic with pro-bono consulting services.

Please read more here: **https://forecastpublicart.org/pro-bono-consulting-in-response-to-covid-19/**

THINGS TO CONSIDER WHEN CHANGING THE FORMAT OF YOUR IN-PERSON ARTS-BASED ACTIVITY:

• What does access to technology look like in your community? Rather than making assumptions of who does/does not have access, reach out to members of the community to get a stronger idea of what people are using or not using.

1. LUNA LOBA

LUNA LOBA is a performance series that explores ritual through artistic practice. Curated by Shey 'Rí Acu' Rivera Ríos. Providence, RI.
A space for ritual and performance; an interdisciplinary series that explores ritual through creative practice. Luna Loba uses the Farmer's Almanac and the moon as a guide for inspiration to connect us to land and water, the ecosystems around us. This series has been running for three consecutive years since 2016, with a hiatus in 2019, and a return in 2020. Each night features 12 artists across mediums and identities. Mediums can be: performance art, video/animation, spoken word/readings, sound/music, and performative installation.

COVID-19 Reconfiguration: Virtual-Theatre: In March 2020 and in response to the COVID-19 crisis, LUNA LOBA reconfigured to become a Virtual Theatre, as an experiment of virtual art and community. In doing so, it was one of the first events in RI that, instead of cancelling and not paying artists, could pivot and take risk to create a new and meaningful experience for artists and audiences. Artists were invited to present work in one of three ways: 1) record and send a video of their piece, 2) submit an existing video, or 3) perform/read live for a digital audience. This was an exciting extension of creative practice to build community in what for us was a new way and to create accessible space for performance across physical limitations.

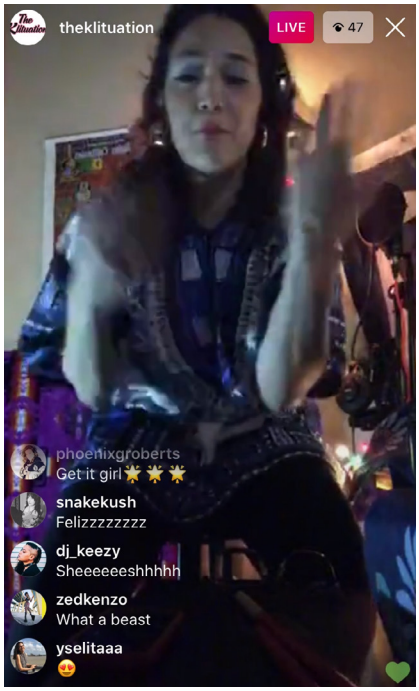
Tech + Audiences: Rivera Ríos used Zoom to facilitate a meaningful experience for performers and audiences, and -thanks to The Wilbury Group- the third performance was also streamed across various platforms to increase audience reach and access. The most recent performance reached an audience of 335 people across media channels. In total, the three performances of this spring had an audience of 475 people.

Impact on Income: Due to the reconfiguration from live performances to virtual theatre events, LUNA LOBA did not count on admissions/door income for two out of its three performances this spring. Individual donations were raised to complete the artist fees.

These three LUNA LOBA performances helped support 40 artists and 4 local creative businesses. And they were made possible by those individual donations and by a Project Grant from the Rhode Island Council on the Arts.

Augmented Creative Practice: The majority of the artists stepped up in new and meaningful ways to explore this alternative to performance in a time of new challenges. Many artists expanded their usual mediums into a digital form, and the creations were fun, reflective, and inspiring. The Luna Loba Virtual Theatre has become a meaningful and inspiring space for creative community in a moment where we need it the most. A challenge has been the unpredictability of WIFI connections. Rivera Ríos also found that Zoom is not the best
platform to show videos in high quality and is currently exploring other alternatives.

2. THE KLITUATION DJ PERFORMANCES AND DANCE NIGHTS



On March 28th, 2020 The Klituation an all womxn dance event held regularly in Minneapolis, MN and curated by local artist Dj Keezy- was held on Instagram live. The original lineup kept their time slots and each DJ/performer went live from their house. Attendees utilized the comment function to talk to and show their love to both performers and other attendees. Attendees were asked to use a specific Klituation Venmo to support the performers and the organization of the event. Organizer Keezy did not have expectations of making much money before the event happened their main priority was to give artists time to express themselves and connect with others.

They did end up making enough money through donations to pay all of the artists.

What helped the event go smoothly :

• Each artist checked their phone connection and capability ahead of time to make sure that their audio would be clear.

• During the event performers were communicating via a group chat so that everyone was on the same page, especially since they were working from different time zones.

• Marketing consisted of a simple flyer with set times that was released the day before the event.

Feedback from artists was positive everyone had a great great time and still felt connected even though they weren't in the same room. All of the artists were very grateful to still have the Klituation during this time. Feedback from participants was equally positive, many attendees sent in videos of themselves dancing and having a great time.

Future plans: Dj Keezy plans to throw another livestream of the Klituation again sometime during April and use the platform to connect with more artists outside of Minnesota. You can follow the Klituation at **@theklituation** on Instagram.

3. STONY ISLAND ARTS BANK

When Theaster Gates' Chicago-based Stony Island Arts Bank shuttered for COVID-19, they brought two of their more popular programs online: Sunday Service, a weekly dance party with DJ Duane Powell and Soul Healing Satsang with Stacy Patrice, a weekly convening in the yogic tradition. The Bank also invited avery r. young, (their Poet Laureate), to share his strategies for coping with the public. The result is a soul-lifting series of curated programming.

https://rebuild-foundation.org/community-offerings/?preview=true

4. THE J. PAUL GETTY MUSEUM

The J. Paul Getty Museum is inviting those trapped at home to pass the time by recreating masterpieces from their collection. The hilarious results being shared via Twitter, providing some much-needed comic relief in the midst of the pandemic.

Twitter: **@GettyMuseum**

5. UROC GALLERY AND ARTIST TA-COUMBA AIKEN

When artist Ta-coumba Aiken's show at the University of Minnesota's UROC Gallery became inaccessible due to COVID-19, they considered posting a simple slideshow of the images.

Instead, the curator and artist decided crowdsourcing was the way to go. They used e-mail and social media to invite those who had seen the show to share their photos. The pictures submitted include kids hamming it up and lots of selfies with the work. The plan is to create a slideshow from those images, which will have more flair than what is usually posted online by institutions.

Website: **uroc.umn.edu**

6. THE GRAVES FOUNDATION

The Graves Foundation: In early winter 2020, the Graves Foundation, located in the Midtown Global Market in Minneapolis, MN, put together a small group of local artists to start a gallery in their offices. The gallery, tentatively titled the Change Gallery, would support four South Minneapolis artists under 25 with funds for their first official gallery show and an established mentor artist to walk them through the process. With the first show scheduled for a May 8th opening, the foundation has decided to try non-traditional methods in order to not delay the funding and development of the 2020 artists.

Rather than cancel, the new plans include:

• Proceed with mentorships having mentors and mentees use Facetime and Zoom for meetings.

• Host gallery opening using Instagram Live. Hire a local DJ to play music. Have artist present in gallery (or come into the live stream, two accounts can be in a stream at one time) to take over the live feed and talk about their process and inspiration.

• Use money allocated for food and drink at opening event to pay DJ, videographer and photographer to document work for the gallery instagram.

• Have a Zoom signup where people can schedule one-on--one 15 minute interactions with the artists and get personalized virtual tours of the work.

• Contract and get first payments to all 4 artists for 2020 as soon as possible to get money into artists hands so that they can focus on their art and career development during this time of isolation.

In their planning, the Graves Foundation and gallery board have kept in mind:

• Mentors who are established artists may have access to resources and tools that young artists are lacking now that school facilities are closed.

• Artists, especially emerging ones, need to be able to continue developing their portfolios during this time.

• It is a time to turn to artists for creative ideas on how to innovate rather than putting a hold on the work.

Further thoughts:

• What are the objectives of your gallery show- promote the artists, promote your gallery, sell art, spread a message? Clarify your main objectives and brainstorm with your artist and network on how you might still be able to meet your goals using a different format.

• How can art still be installed and displayed following social distancing protocol? Is there a local resource list of people who provide these services? Could you create one with other galleries in your community?

• If doing a live opening on social media, what other types of performers could you bring/digitally patch in to widen your audience? Local dancer, poet, musician, performer?

• How could you incentivize attendance at a virtual show? One idea: have participants take a screenshot of the live show and send it to you in order to receive a mailed print, discount on the art or access to a free download.

• Is your upcoming artist interested in a digital show? Make sure to discuss this with the artist before making a decision.

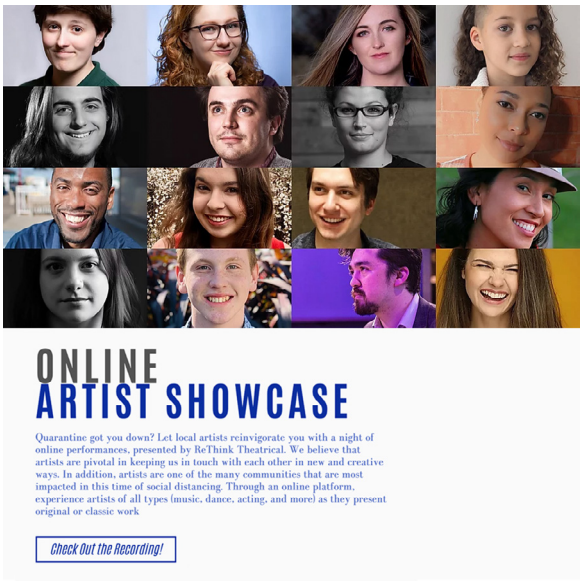
• Could you create some sort of subscription service through your gallery that supports your survival and gets money into the hands of the artists you work with?

• Consider the online formats and user interfaces for virtual convenings. Personalized websites are fairly cheap and easy to create. Or even simpler, you could create an interactive spreadsheet with links and times for events. The back-end of virtual meetings can be complicated or cumbersome if not thought through entirely.

• It's important that when you are creating accessible art that you want a whole community to enjoy, that the content is easy to digest and entertaining. If it's not inherently artistically accessible, you could have an entertaining emcee or someone to help translate the art to the viewers.

Website:
www.jdgravesfoundation.org

7. RETHINK THEATRICAL'S ONLINE ARTIST SHOWCASE



On April 1, 2020, ReThink Theatrical produced their first ever Online Artist Showcase. This was a project that was quickly developed after their in-person season was postponed due to social distancing. The showcase was about 2 hours long and consisted of a mix of singers, musicians, dancers, poets, and stand-up comics. Much of the work was original. Details:

• A call for artists went out and 15 people responded, all of which made it into the showcase.

• They opened registration and streamed the showcase from the ReThink website at **rethinktheatrical.org/showcase** (a recording of the video is there now).

• At 7pm, audience members were able to tune in through the website or YouTube Live. Over 100 people joined and participated in the YouTube Live chat.

• An emcee helped introduce the performers and asked for donations through ReThink's PayPal. They raised enough money to pay each performer over $50 each.

• ReThink used a Google Meet room as a "backstage" for performers. They used OBS Studio to stream the showcase to YouTube Live (which was embedded on their website). Their Director of Production simply selected each performer in the Google Meet when it was their time to perform, which showed their face to the public through the streaming platform. This made for a professional and elegant solution for having multiple performers without any technical glitches or roadblocks.

Further Thoughts:

• There was a sense of joy and community around gathering to perform/view something live. The performers felt rejuvenated to be a part of something bigger than themselves and in anticipation for one moment in time, rather than something pre-recorded. The audience bonded through the chat function on YouTube Live and were excited to do something entertaining and engaging during social distancing.

• One of the performers, Marissa Aucoin (MLA Format Dance) created a Living Room Dance, by responding to the items in her living room. Not only was it creative and beautiful and fun, she engaged the audience in her process for choreographing it and encouraged viewers to make and post their own dance at home.

• The audience seemed very willing to donate to something, when the proceeds went directly towards supporting local artists.

• ReThink recorded the performance, but there was so much more engagement with the live version than with the archived version. This implies that there is something important and engaging about convening through a common time and (virtual) space.

• ReThink will continue to pursue online formats for theater and storytelling. They will work to be innovative and creative in their approach to producing work in the time of social distancing.

• ReThink Theatrical provides free and accessible storytelling to central New Jersey communities. With a creative and educational approach, they provide professional quality theater for everyone. In this time of social distancing, they are able to further exp and their mission in scope and really understand the concept of accessibility in a new light.

8. LITTLE FREE LIBRARY AS ENGAGEMENT STATIONS

In the Twin Cities we have already seen Little Free Libraries replacing books with food and toilet paper. How could they be used to solicit community input on a topic or share art?

Ideas:

• Have scraps of paper and a prompt. Participants can write answers to the prompt and leave in the library structure. Homeowner or organizer can give a date when they will publish all responses and where. Or responses could be immediately tacked onto the structure.

• Prepackaged art kits in the libraries with instructions to complete the project and set it near the library for an outdoor "gallery"

Things to consider:

• How can you ensure that people can safely engage with supplies and not contribute to virus spread?

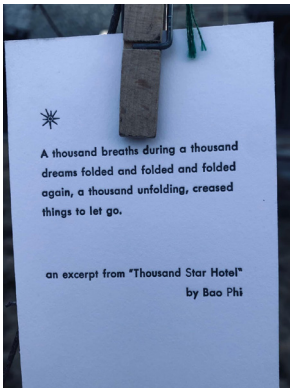
• What neighborhoods and/or spaces already have this infrastructure? And/or what kind of infrastructure does your neighborhood already have and how can you build from that?

• Can people be encouraged to bring their own writing utensils from home to participate in anything that asks them to write? Could writing utensils be supplied and participants asked to bring the pens home with them?

• What are the weather considerations for anything that is left out in the elements?

• What is the home or business owners responsibility for the project

9. WISHING TREES / POETRY TREES



Reminiscent of the work of Candy Chang and Yoko Ono,- have been popping up for years.

One of the most well known is in Portland, where passersby write answers to prompts on manilla tags that are hung in a tree.

Monica Edwards Larson, book artist and publisher of Sister Black Press created a Poetry Tree. In it she hangs excerpts from inspirational poetry and invites viewers to take them home and share.

Website:
http://www.sisterblackpress.com

10. CONNECTIONS GALLERY

On the front lawn of Roosevelt High School in Minneapolis, MN sits the Connections Gallery. A large metal outdoor gallery created in partnership with artist Randy Walker, (Forecast Public Art) and students over three years, it currently sits empty as it was readied to receive new artwork before the school shut down in March.

Former RHS Arts Coordinator and neighbor Candida González is working with administration to create a "wishing tree" type project where neighbors will write messages of hope for the student community and tie them to the frame.

RHS administration loved the idea because they are continually looking for ways to keep students and community connected to the school at this time.

González will be creating a tutorial video on how to create tags and participate in the project. The project will begin on Monday, April 13, 2020.

11. WINDOWS AS COMMUNICATION MEDIUMS

Many neighbors have transformed their windows into bulletin boards, to communicate with others in their neighborhood, with passersby. This includes neighborhood treasure hunts, where the images change weekly for neighborhood children to find.

12. MAYDAY ART IDEAS FOR VIRTUAL MAYDAY

MayDay, an annual parade in its 46th year (2019 attendance: 65,000) put on during the first Sunday in May by In the Heart of the Beast Puppet and Mask Theatre (HOBT) in Minneapolis, MN, is currently in a chrysalis year planning for the future of MayDay. Planning was underway for a small arts-based event to happen at Powderhorn Park on May 3rd, 2020. Rather than cancel the engagement, the artists at HOBT have brainstormed the following ideas:

• Plan a "virtual parade" where community members would send in short videos that would be digitally linked together into a "parade" and shared on social media

• Do a community sing where people would go into their yards and sing "You are my Sunshine" (a song sung every day on MayDay) at a set time

• Hold a virtual grief and healing meditation on the morning of May 3rd

• Create an "art box" that can be delivered to community members and host virtual art making sessions using the content of the box

In their planning, HOBT has kept the following in mind:

• Making getting funds directly to artists a priority

• Adjusting existing payment schedules to get money in artists hands quickly

• Thinking about connecting and social interaction during this time as much as possible

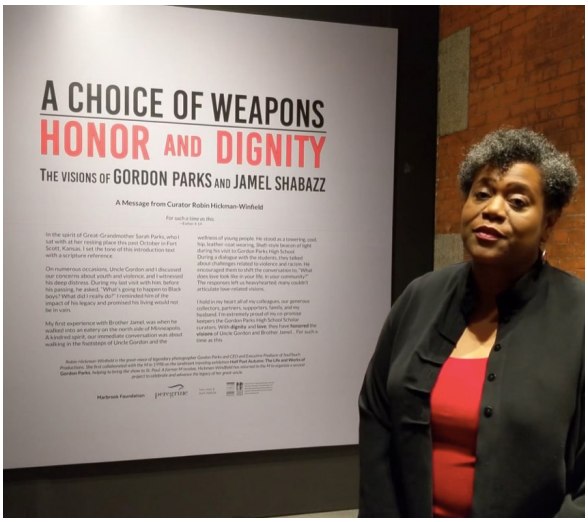
• Using this as an opportunity to increase accessibility - ASL interpreting and translation of activities to Spanish, Somali and Hmong

Learn more about the event and the MayDay Council here:
https://hobt.org/mayday-council/

Further thoughts:

• The reality is that people are still periodically leaving their homes for essential services and daily exercise. How can physical fliers and announcements be strategically and safely used to advertise your call for community participants?

13. THE MINNESOTA MUSEUM OF AMERICAN ART



The small but mighty Minnesota Museum of American Art aka "the M" has moved all their exhibits online. Through a new feature called "the M at home" viewers can explore exhibits, including two Gordon Parks shows. Visitors can stream video tours of exhibits, download coloring sheets, and more.

Website: **www.mmaa.org**

14. UTILIZING THE USPS

Minneapolis artist Andrew Gramm has reached out to his arts and personal network to create a Pandemic Postcard exchange. Participants are matched with a random person weekly and asked to send a collage, quote, update, joke etc. The idea is that the community will continue to connect and share their art while spiritually and energetically supporting each other. Gramm created a short video that went out to all participants instructing on how to make postcards using materials found in your kitchen. You can sign up to be a part of the project here.

Further thoughts:

• We need to acknowledge the many hands that are part of putting mail together, and that not everyone feels ok with opening the mail right now.

• Guidelines could be shared through your platform on how to safely receive, disinfect and/or quarantine mail received.

• Check in with your local post office to see how they are handling mail loads at the moment and how you might support the safety of their workers and facility.

• Postage and mailers can be bought online at **https://www.usps.com/**

• If you are hoping for a response to your mailing, be sure to include a stamped envelope/stamped postcard so it can be mailed back to you easily.

• While mail systems are much quicker than they used to be, postal mail takes longer to send and receive than online communications. Consider this in your project timeline.

https://docs.google.com/forms/d/e/1FAIpQLSeBs2FkNnMvG2mYCk9Ll-hFbLENFl1p8g-AqVecO28sbYlnApg/viewform

15. UTILIZE FREE DOWNLOADS / JUSTSEEDS COLLECTIVE FREE GRAPHICS

Justseeds, a collective of artists from all over North America, has created a free download package of graphics that respond to the current health crisis. Visitors to their site are invited to download and use the graphics on social media, printing out as flyers, or re-purposing and re-using them in other graphics and contexts.

Contributing artists in the current pack are Blanco, N.O. Bonzo, Melanie Cervantes, Jess X. Snow, Tim Devin, Nicolas Lampert, David Loewenstein, Josh MacPhee, Amanda Priebe, Pete Railand, Erik Ruin, Jenny Tran, and Monica Trinidad.

About Justseeds:
https://justseeds.org/about/

Justseeds care package:
https://justseeds.org/graphic/care-package-2/

16. RICARDO LEVINS MORALES FREE DOWNLOAD COLORING PAGES

Minneapolis based Puerto Rican artist Ricardo Levins Morales has created a set of free download coloring pages in the spirit of "Art as a pandemic response, social medicine". Visitors are invited to download the pages, color and use or share however they want.
(https://www.rlmartstudio.com/product-category/coloring-pages/)

Further thoughts:

• How could free download technology be used to engage community in creative ways?

• Users could be invited to post downloaded art in their windows, wheatpaste on their outer walls, distribute to neighbors, post pictures of their downloads in use on their social media with a specific hashtag, etc.

• If you are looking to solicit input from the community, the download could invite users to creatively engage with it (write, draw, collage) and send back (by mail, email, social media) to your organization.

• Can you hire a translator so the download could be created in multiple languages?

• Music and video are also easily downloadable. What might this look like for music, theater, poetry, dance?

• Could you provide funds to community to replace ink in printers? Do you have extra printers laying around that could be given or loaned out to
community members?

16. KARAYA GÜEY

Many instructors have started using video conferencing apps such as Zoom and BlueJeans to continue classes. Karaya Güey, an organization teaching Puerto Rican Bomba y Plena at Indigenous Roots Cultural Arts Center in Saint Paul, Minneapolis for over two years has moved its open Kumbé classes onto a Zoom platform and asking for class fees to be paid through Venmo, Cashapp or Paypal.

17. MAKING IT PUBLIC

Making it Public- Forecast Public Art has been in the process of planning its first series of Making it Public workshops in Spanish thanks to an Arts Access grant from the Minnesota State Arts Board. The workshop, which teaches artists how to develop a public art practice, was set to happen in person in three rural Minnesota towns this summer.

While the workshops are being delayed, new plans include:

• Conducting the workshops online as a 5 week series rather than a full day workshop.

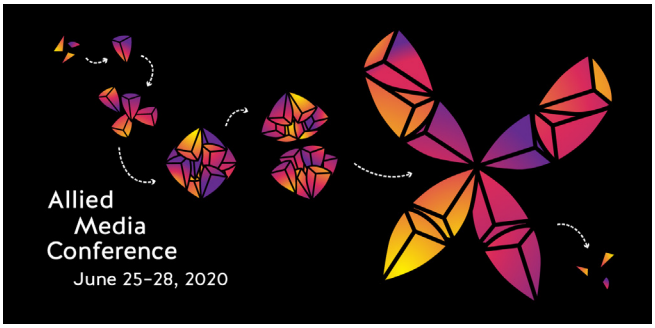
• Utilizing both webinar and virtual meeting technology so participants will still have space for small group discussion, networking and cooperative learning.

• Bringing together participants from all three communities into the same workshop, creating space for larger networking opportunities.

• Giving participants the opportunity to join cohorts that study together (virtually) outside of the scheduled workshop times.

Learn more about Making it Public at **https://forecastpublicart.org/consulting/training-workshops/**

18. ALLIED MEDIA CONFERENCE



The Allied Media Conference (AMC, hosted by Allied Media Projects), after a year in chrysalis, was scheduled to happen in Detroit, MI on June 25th-28th, 2020. They recently announced that they would be moving to a virtual platform.

They crowdsourced ideas from their community on how to move forward with a survey on their website. **https://amc.alliedmedia.org/**

Among their questions:

• Should the conference be on the original dates or spread out over the month of June?

• What platforms do you suggest we use?

• What are the most important conversations we should be having at AMC2020?

• What is most important for us to consider as we move to the virtual space? How do you want to experience our nighttime events?

Further thoughts:

• What is your targeted community's access to technology and internet? Are local companies offering services right now (free internet, computer loans) that you could advertise to your community?

• How could "old-fashioned" technology- radio, phone-based conference calls- be utilized for those without access to the internet?

• Check in with participants to see if handbooks, workbooks or other supplemental resources need to be mailed. Some participants may not have the capacity to download documents or print.

• How does this potentially broaden your reach and class capacity? Could you open the class to more participants since you are not confined to a physical classroom? Could you open your class state-wide, nation-wide, world wide?

• How could you use closed-captioning, sign language and other interpreters to be more accessible to a wider range of participants?

• What on-line ticketing and payment services are available to collect class or workshop fees? Consider the user-interface for folks, particularly those who may have never attended a conference before or those who have never used Zoom before.

• Could classes and workshops be posted online permanently for people to access after the live class?

• What skills is your community looking to develop during this time of i solation? Could you re-tool your offerings to respond to it?

• Get creative with content and also with format. How many people are in a room? Can you assign tracks/break outs? Can you record things? Is it a bunch of talking heads or are there worksheets, activities, share-outs, networking, etc. that you can do? Advocate for engaging artists to help imagine new ways of gathering, separated by screen [see the "crowdsourcing" section].

• Looking Glass Creative made an online conference resources page that includes information about online ticketing and payment options: **lookingglasscreative.net/onlineresources**

• Center for Performance and Civic Practice is working a lot with online facilitation and interactive discussions. See more here: **https://www.thecpcp.org/**

19. METRO REGIONAL ARTS COUNCIL (MRAC) AND THE MCKNIGHT FOUNDATION-NEXT STEP FUND

2020 Next Step Fund Recipients

The Next Step Fund exists for Minnesota artists to receive $5,000 to take their artistic careers to the next level and is one of the most competitive grant funds in MN.
On April 2nd, MRAC announced to the 72 Next Step fund finalists that rather than go through a second panel review process, all finalists would receive $2500 of unrestricted funds to spend on anything that they wanted- art making, food, rent- and would still be eligible to apply to the 2021 Next Step Fund.

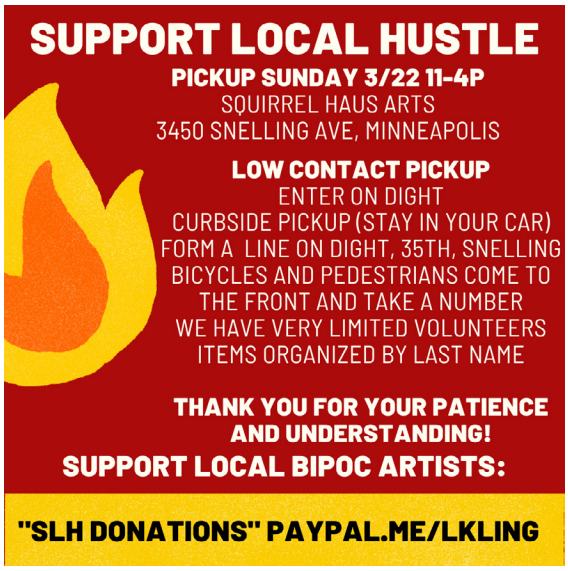
20. NORTHERN LIGHTS.MN'S "A COMING TOGETHER"

When public arts organization Northern Lights.mn's Spring Howl fundraiser was canceled, they invited multimedia artist Kathy McTavish and poet Hawona Sullivan Janzen, the two artists who had been commissioned to create two separate new works for the event, to come up with one new idea together.

The artists, who have never met, developed "a coming together," a web based 638 hour long text, voice, and code-based "performance" that simultaneously confronts, and mirrors the isolation of the pandemic. To address potential technology challenges viewers may have, the team also produced a short film and a digital flip book for the project.

Website: **Northern.Lights.mn**

21. SUPPORT LOCAL HUSTLE



On March 21, 2020, Minneapolis based collective Support Local Hustle (SLH) was supposed to have its last maker sale. SLH, organized by local artists Low Kling and Heather C. Lou, was a quarterly sale that aimed to support BIPOC artists, makers, cooks and bakers in the Twin Cities.

The sales have always been packed and participants frequently sell out. Rather than hold the event in person, the sale moved online using an Instagram platform.

Details:

• Vendors were given the option of participating in the online sale or having their vendor fees refunded.

• SLH organizers used the SLH Instagram to advertise the sale. During the sale they used a combination of Instagram stories and live feeds to promote the vendors who were participating. They also invited visitors to donate to a vendor pool that would be split between all vendors.

• The sale had a set time- 11:00 am to 4:00 pm.

• Individual vendors made sales through their own instagrams. Most vendors reported making as much or almost as much as they would have at a live, in-person event.

• Buyers were able to pick up what they purchased at a local gallery the day after the event and were given strict social distancing protocol to follow during pickup.

• Vendors were given the option to ship to buyers if they desired.

Further thoughts:

• Think about the domino effect of changing the mode of your event/ program. Who else is affected/what else might need to change?

• If you were planning on having food or other vendors as part of the event, could you provide BiteSquad/GrubHub coupons to support local vendors with delivery? This could be a fun way to "have lunch" at an online conference while supporting local businesses.

22. ART IN PLACE

Art in Place was created by Artistry in response to and support of the state of Minnesota's response to COVID-19 in March 2020, including a call to stay-at-home. Artistry will continue to develop this digital resource for our community to remotely engage in the visual and performing arts.

Website:
https://artistrymn.org/art-in-place

23. THROUGH THE NARROWS: AN ON-DEMAND CREATIVE SOCIAL DISTANCE EVENT

At the end of March, Z Puppets transformed a cancelled live event into "Through the Narrows: An Epic Audio Journey. Like the theater event, this audio drama brings people together to find strength to face life's narrow places, inspired by stories of the lead artists' ancestry (Shari Aronson, Jewish, Chris Griffith, enrolled member Cherokee Nation).

In "Through the Narrows", a 3500-year old Jewish woman recounts the Exodus from Egypt and a 6-year old Cherokee boy witnesses the Trail of Tears. With original music, listeners slide across centuries and continents, traveling through struggle towards triumph and hope. Like the theater event, the audience has opportunities beyond passively watching.

The artists invite the audience to participate in a ritual handwashing, sing along with the songs, and end with a guided visualization of a power object. Photos of the puppets appear and disappear throughout the webcast, to spark the audience's imagination.

Through grants from MRAC and CANDO, we were able to offer pay what you will admission, free access to native american tribal members and people who live and work in Central Neighborhood, Minneapolis-- with no one denied free access. Participants included people unfamiliar with Z Puppets in Turkey, Ireland, Panama, Canada, Hawaii and across the U.S.

People register via our Squarespace website. We send out the link to the video and access code on Vimeo, where the performance will be available through May 1.

Closed Captions are available.

Ojibwe radio host Melissa Olson will be continuing the life of “Through the Narrows” by airing it on her arts an activism show on KFAI Community Radio, Sanctuary, on May 4 for American Indian Heritage Month.

Website:
https://zpuppets.org/through-the-narrows-audio-webcast

This document was inspired in part by the horror that we felt watching our artist friends lose all or most of their projects in the span of three days. It was also inspired in part by seeing how quickly artists creatively modified projects and activities in new, innovative ways to keep connecting and supporting their communities.

Thank you to all of the artists who are inspiring us with your creativity. Thank you to all of the organizations and funders who are working tirelessly to support artists financially, emotionally and spiritually. Thank you to everyone who is simply doing what they need to do to survive through this time.

We know that art is key to our survival.

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