



discover art. end homelessness.

About: Find Art Doors is a public art installation that inspires people to find 40 uniquely painted doors all over the City of Richmond. The doors represent those salvaged from the renovation of Richmond apartments that house formerly homeless individuals. Professional and amateur artists will paint the doors, which will be installed on public and private sites.

Organizers will promote a “quest” to find the doors as a family-fun activity. Tools to promote and aid the quest include media promotions, a mobile-adaptive website with an interactive map and printed maps.

Who: **Virginia Supporting Housing (VSH)** is the state’s leading developer and operator of supportive housing for formerly homeless individuals. Its proven model of combining affordable housing with case management services works: more than 95% of the clients VSH serves do not return to homelessness.

Art on Wheels brings comprehensive arts programming to communities with limited access to the arts. Its curriculum includes visual, music and performing arts designed to be customized learning experiences. Art on Wheels travels to participating sites in order to affect typically isolated populations.

Both organizations are 501(c)3 non-profits. VSH is serving as the fiscal agent of Find Art Doors and has a revenue-sharing agreement with Art on Wheels.

When: Installation to begin late-June to early July, depending on the approvals process, and will remain in place through Oct. 13.

Where: Green spaces: public parks and pocket parks, major avenues and publicly owned points of interest. Privately owned spaces include the Children’s Museum of Richmond, the Diamond, other attractions, a few retailers and breweries, among other sites.

Please note that we have a **meeting on April 15 with the director of Parks, Recreation and Community Facilities** to discuss installing doors on green spaces.

The Doors: The renovation of South Richmond Studio Apartments began in late-March. Government guidelines will not allow renovation of all units at the same time. Given the staggered construction schedule, we will not have all of the doors this summer. Thus we are seeking an in-kind gift of new doors from a major retailer, and we will describe the doors as representative of the salvaged ones.

The doors we hope to secure are 4-panel steel front exterior door slabs, 39" x 72", weighing 50 pounds each.

The doors will be painted with exterior latex and will include top coats of veneer to withstand the outdoor elements as well as to minimize potential graffiti vandalism.

Signage accompanying each door will include information on a formerly homeless individual, the artist, the art and may include sponsorship logos.

Installation: We will have separate designs for installation depending on the two key types of surface: dirt or pavement.

It's our understanding that VSH will need permits for doors on public spaces, and VSH will be the permit holder. VSH will work with the City on the specific requirements for the structural integrity and placements of the doors.

VSH will also work with a licensed structural engineer to design, test and certify the integrity of the structures.

(See attached photos of possible structures.)

We will follow the City's guidelines with regards to who is allowed to perform the actual installation. We would like to work with some of our loyal corporate volunteers such as Capital One or Dominion to assist. However, if the City requires us to engage professional installers, we will.

Artists: Our target list of artists includes well-known artists such as Ed Trask to undiscovered artists including students, a veteran and a formerly homeless individual. The schools we are targeting include 7 public and 4 independent schools.

The organizers will pay artists a stipend for materials. We will permit some artists to design a door but not paint it themselves. In those cases, volunteers will follow the design and paint, and the artists will touch up.

Artists will sign an agreement to retain copyright of their designs and will provide permission for VSH and Art on Wheels to reproduce images of the doors for promotional purposes and financial gain.

The Quest: We are working with 93-Octane and Torx Media to create a website with an interactive map to help people Find Art Doors. The site will be mobile-responsive to enable people to use smart phones and tablets to find the doors.

The first quest-takers to post photos of all 40 doors on Instagram will win prizes, and the campaign will be driven by social media. We are targeting multi-generational families with a goal of making the quest accessible to all.

We anticipate having printed maps, too, which will, at a minimum, be distributed at three visitors' centers operated by Richmond Regional Tourism as well as the Children's Museum of Richmond.

Fundraising: Find Art Doors is also a fundraiser to benefit the host organizations. We expect to monetize it through sponsorship and by auctioning the doors at a special event in October 2015. We may also develop a poster for retail sale.

Precedent: We have discussed a similar campaign that the town of Beloit, Wisconsin held in summer 2014 with doors salvaged from a hotel renovation. The City's tourism office managed the campaign, and most of the doors were installed by City staff on City-owned green spaces.

This small town of 36,000 reported phenomenal success in terms of visitation, media coverage and expanding its target base. They secured \$250,000 in earned media (free publicity), and 2,000 new email subscribers for the tourism office.

See attached brochure and map from Beloit's "Come Knock on Our Doors" campaign.

The Team: **Andrea Butler**, senior director of mission advancement for VSH, created and is leading the campaign. She has extensive experience as a public relations executive in the travel and tourism industry, including the National Aquarium in Baltimore, US Airways, and priceline.com. Andrea and her staff are overseeing the revenue, marketing and visitor experience aspects of Find Art Doors.

Andrea Orlosky is the executive director and **Kevin Orlosky** is the program director for Art on Wheels. They are both graduates of the Savannah College of Art and Design who have active careers as artists and in the arts. Andrea's BFA is in illustration, and she has served as a gallery director in Savannah, Chicago and Richmond. Kevin's expertise is painting and printmaking, and he exhibits his work nationally and internationally. Andrea and Kevin are overseeing the interface with all of the artists and the traffic management of the doors.

Vaughn Garland, PhD, MFA, is an independent consultant and project manager for Find Art Doors and is coordinating installations with all of the site-holders. Vaughn is the co-founder and organizer of the 2013 and the 2015 RVA Street Festival; other current projects include the Bridge Park RVA and Made in Church Hill. Vaughn serves on Richmond's Urban Design Committee and he chaired Richmond's Public Arts Commission for two of the years he served between 2007 – 2012.

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