

Venues

Taking advantage of
High Profile Venues

High Profile Venues

- No venue is too big or unattainable
- Use any and all contacts to get in the door.
- Be relentless.
- Be passionate about the children, the Heart Gallery mission and enroll others in the passion.
- Help the venues see the benefit of adopting the Heart Gallery project.

Philadelphia International Airport

- Many cities have art installations in their airports.
- Sell Heart Gallery as a humanitarian project that will benefit them.
- Philadelphia Airport has “adopted” the project as their own...their press release shows them taking ownership of the project – announcing themselves as partners with Philadelphia DHS and Heart Gallery Philadelphia.

From Philadelphia Airport Press Release

- "A collaborative effort of Philadelphia's Department of Human Services, the Heart Gallery of Philadelphia and the Airport, the exhibit displays portraits of 13 foster children hoping for adoption."
- "For Aviation Director Charles Isdell, the humanitarian aspect of this project sets it apart from most of the other works featured in the Airport's eight-year-old Exhibitions Program."
- "This is a chance to give something back to the community and make a difference in children's lives," said Isdell . "There is no more worthwhile pursuit."

Philadelphia International Airport



Please Touch Museum

- Large children's museum.
- Big destination in Center City Philadelphia for local families as well as tourists.
- Took relentless calling on the part of our venue person ... but after first year, they called us to have the exhibit again.
- Want it every year for the month of November to commemorate National Adoption Month.
- They present the photographic project as their community outreach.

Please Touch Museum



Annenberg Center for the Performing Arts

- The International Children's Festival is held here for one week every spring. We are welcomed here for this event in a lobby outside of one of the theatres.



University of the Arts.

- This was a grand space with great name recognition. Our event was proclaimed in lights on the PECO tower centrally located at a prime entrance to the city. Impressive to show in this space, it is a difficult venue to get into and is generally booked three years in advance.

University of the Arts.



University of the Arts.

- Pros: Showing in this space is prestigious to put on your resume. Gives the project status. This was a grand space with great name recognition. Our event was proclaimed in lights on the PECO tower centrally located at a prime entrance to the city.
- Cons: Low turnout, possibly due to expensive parking made us question its success; we cannot say any connections were made here. Ton of work setting up and breaking down in one day!

Philadelphia City Hall



Philadelphia City Hall

- Art in City Hall Program. Similar to the airport, we were able to take advantage of the art program here.
- We had a successful press conference & opening event here and it hung for 6 weeks
- Seen by city council members, city employees and visitors to City Hall.

Philadelphia City Hall



Free Library of Philadelphia



Free Library of Philadelphia

- Secured through our DHS board member, Donna Wyche, as was City Hall.
- Great space and center city location.
- High traffic
- Afforded us a prestigious venue for a successful press conference



Mega Church

- Joined with a “Mega” church ... over 1500 families to become part of the culmination of their 6 week workshop on family. We were contacted by a church member who is part of a program called FAM.. “Families Adopting as Ministry”.

Borders Books & Music

- Very popular chain bookseller.
- They generally don't do art exhibits other than their own branding posters
- Our venue person was successful in persuading the management of this store to let us show there.

Borders Books & Music



Summary

- High profile venues require relentless pursuit but afford Heart Gallery the opportunity to be seen as an important project.
- Use contacts. Often it's "who you know" that gets you in the door.
- Be passionate about the children, the Heart Gallery mission and enroll others in the passion.
- Help the venues see the benefit of adopting the Heart Gallery project as community outreach.