

OPENING

How to travel in a green way?

Support artists and relations to travel by train, rather than by car or plane and encourage audiences to use public transport, cycle or walk to your event.

Park and Ride schemes, train stations, bus stops and bike racks:

What information can be on your invitation?

Can you pair with a city-based bike scheme to offer travel to and from the venue?

Is there a vehicle manufacturer who can be a partner to supply electric vehicles for your event?

If the place of the artwork is in a remote venue, or doesn't have good public transport nearby:

How to create a shuttle bus or car sharing service?

[ECO 



OPENING

How to provide refreshments in a green way?

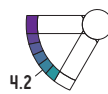
Which recyclable products are easily recognizable as such?

And how can you separate recyclable and non-recyclable products to reduce contamination of waste streams?

Which food caterers only use food and drink packaging and utensils made from biodegradable or compostable materials?

Packaging from corn starch, bagasse, wood pulp and palm leaf are a green choice.

[ECO 



OPENING

Sites may be environmentally fragile, or support ecosystems that need protection.

Protecting the Site

Will it take place during breeding/nesting seasons?

Will flora or fauna be disturbed?

Will the added noise or lights disturb wildlife?

If generators are used, where is the smoke going?

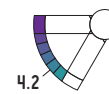
The Preparation of the site for the event

How to prevent lasting damage when preparing the site?

What precautionary measures need to be taken to avoid damage by vehicular access and parking?

Is it possible to hire stages, seating and facilities, and can they be reused?

[LOCATION 



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Can you provide water and waste facilities sustainably?

How to streamline transport for deliveries to minimize the transport miles?

Are there possible connections to existing power supplies?

Is the use of renewable sources possible?

If there are no other possibilities for power supply:

can you ensure that generators are not over specified, so that they are not running under capacity? Because fossil-fuel generators are often inefficient and polluting.

How to restore – or improve – the ecology of the location after the event?

[LOCATION 



OPENING

There are different ways to publicise the inauguration. The news can be spread via the local newspaper and local radio and television and electronic billboards. Classic invitations or posters are possible but are not the most sustainable option.

Use the ways the commissioners, partners and stakeholders are already using: their specific newspapers, their message boards, their app groups, Facebook, Instagram... Or think out of the box: spread the news by a city crier roaming the streets!

When deciding the means of communication, think about what you want to communicate and who you would like to address. Different groups require different kinds of communication.

What groups would you like to reach?

What means would you use to communicate about the opening and related activities?

[COMMUNICATION 



OPENING

In the planning and the commissioning of the artwork a budget for the opening is not always included.

An opening, as a festive moment for bringing the neighbourhood, city and more to-gether, might give local sponsors the opportunity to show their commitment to the community.

Can you think of local breweries, the butcher, the supermarket... that might be part of the event?

[FUNDING 



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After the realisation of the artwork, the responsibility of the artwork changes from artist to the intended party with the handover. At this stage, the artist has fulfilled all parts of the contract and can enjoy the preparations for the opening!

Do you see any other responsibilities that should be taken care of in an agreement?

[CONTRACT 



OPENING

The opening is an opportunity for the commissioners to welcome the artwork in their community and society with a toast!

With the artwork for the first time in the open the commissioners decide together the form of the inauguration and activities that best accompany the message of the artwork to the public.

How will your event look like and what definitely will need to be part of this celebration?