



FIGMENT Kickoff Call, 12/3/2016



Thank You For Joining Us!



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FIGMENT



Cities On The Call

- Hong Kong
- North Adams
- Alpha
- DC
- Oakland
- NYC
- Boulder
- San Diego
- Toronto
- Boston
- Chicago
- Derby, UK
- Baltimore
- Decatur
- Detroit
- Springfield
- Prague
- Berlin
- Burlington
- Tuscon
- Phoenix



Agenda

- FIGMENT in 2017
- Welcome New Cities!
- Results of Producer Survey
- Building a Team
- Connecting with Other Cities
- Fundraising
- Insurance
- Legal
- Community Outreach
- How-To
- Communication Strategy
- Infrastructure



© 2016 of Hoopstravaganza Dance at FIGMENT NYC 2016 by Daniel Rose



FIGMENT 2017

- Intro from David Koren
- Our Mission
- Importance of FIGMENT in the World Today
- Our Impact
- Diversity and Outreach
- Difficulties with Social Media
- Value of a Strong Team and Community



Results of The Producer Survey

- Finding volunteers
- Fundraising
- Keeping momentum going in off season
- More control over infrastructure
- More transparency between teams and global
- Opening Call for Art earlier
- More training for Salesforce
- Budget communication



© 2016 FIGMENT NYC BY Daniel Rose

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Fil Maresca: New Cities Director

- Role
- Responsibilities and resources
- Building a strong bench



Event Pipeline

- Check-in call - planning
- Legal check
- Date/permit check (and scheduling open/close of submissions)
- Org chart check
- Budget check
- Funding/fundraising check
- Global Event Rep assignment
- Pre-event check-in
- Post-event wrap-up (report, reimbursements, close-out, image collection)



Common Picnic by Risa Puno (c) 2015 Talisman Brolin



Connecting with Other FIGMENT Cities

- FAN Program
 - Intro
 - Key players
- Producer's Brunch
- Alpha
- Global Rep Program



Sara Muskulus: Business Manager

- Role
- Letter of Intent
- Event Production Agreement
- Agreements
- Budgeting
- Lessons learned in 2016



Finance

- Shared costs
- Self reliance for specific event production costs
- Global costs
 - Admin
 - Insurance
 - Website
 - Overhead
- One central bank account
- International vs. Domestic finance difference
- Shared budgeting



Finance: Budget Example

Budget FIGMENT DC 2015 ☆ etuccillo@gmail.com

File Edit View Insert Format Data Tools Add-ons Help Share

fx Event City: View only

	A	B	C	D	E
1	Event City:				
2	FIGMENT DC 2015				
3	All payments and reimbursement information for FIGMENT DC 2015 listed here				
4		Anticipated Cost	Actual Cost	Payment Method	Notes
5	On-Site Expenses				
6					
7	Venue and Permit Fees				
8	Application Fees	120.00	120.00		Ernie
9	Permit Fees	0.00			No Permit Fees. Bond paid by FIGMENT HQ will cover NPS staff and any on-site damages, if incurred.
10	Cost Recovery Deposit		0.00	FIGMENT cc (refund sh	This is used to cover NPS Ranger expenses and fees for any recovery. Should be returned to \$0.00 when refund is received and any costs put into expected category.
11	On-Site Damages				Yes, expenses are considered under the NPS section below, so after refund is received, this goes back to \$0.
12	Total Venue Fees (Not include NPS Staff)	120.00	120.00		
13					

New Fundraising Requirement

- This new process is meant to help keep cities keep in line with their event timeline and ensure that they are personally and financially on track well in advance of event
- Half of your total budget must be raised three months out from the event
- Your Call for Art can launch once this money has been raised



Insurance

- Policy Renewals in May
- All US events participate in cost sharing



Legal

- Contracts with Figment Project, Inc.
- Artist Agreement
- Photography Agreement
- Special Waivers



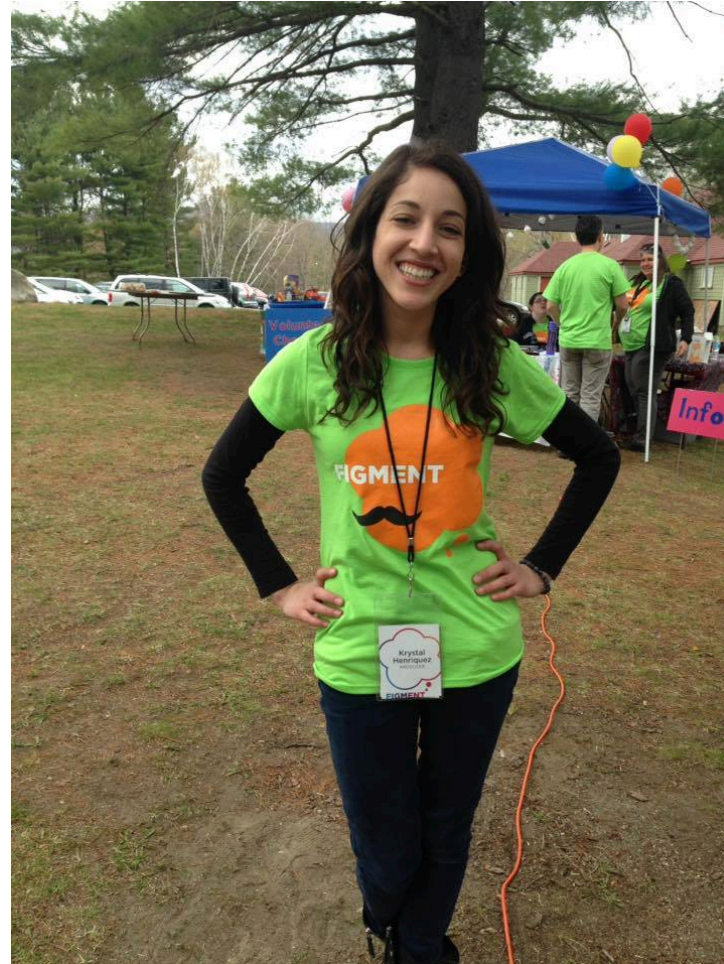
Carlijn Urlings: Communications Director

- Role
- Community Outreach:
 - Being Truly Inclusive
 - Seeking out Diversity
 - Specific Team Member Devoted to Outreach
 - Putting in the effort to reach out to your entire community well in advance of your event
 - Not relying on Social Media



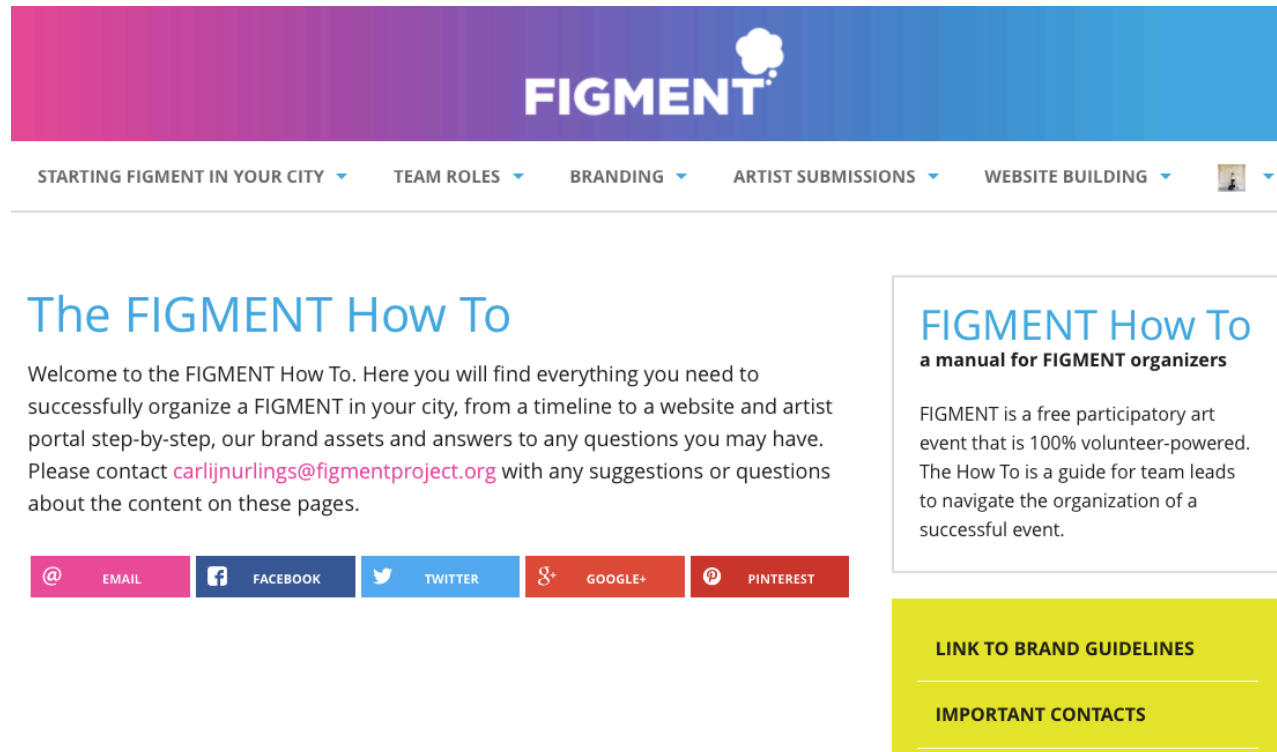
North Adams: Outreach

- Krystal on outreach and community/school involvement at FIGMENT North Adams 2016



The New How-To

- New Template
- New format
- Simplified information



The screenshot shows the FIGMENT website's navigation bar with a gradient background from purple to blue. The FIGMENT logo is centered. Below the navigation bar, the main content area features the heading "The FIGMENT How To" in blue. A paragraph of introductory text follows, mentioning contact information: carlijnurlings@figmentproject.org. Below the text is a row of social media icons for Email, Facebook, Twitter, Google+, and Pinterest. To the right, a white box contains the title "FIGMENT How To" and subtitle "a manual for FIGMENT organizers", followed by a descriptive paragraph. At the bottom right, a yellow box contains two links: "LINK TO BRAND GUIDELINES" and "IMPORTANT CONTACTS".

STARTING FIGMENT IN YOUR CITY ▾ TEAM ROLES ▾ BRANDING ▾ ARTIST SUBMISSIONS ▾ WEBSITE BUILDING ▾

The FIGMENT How To

Welcome to the FIGMENT How To. Here you will find everything you need to successfully organize a FIGMENT in your city, from a timeline to a website and artist portal step-by-step, our brand assets and answers to any questions you may have. Please contact carlijnurlings@figmentproject.org with any suggestions or questions about the content on these pages.

@ EMAIL FACEBOOK TWITTER GOOGLE+ PINTEREST

FIGMENT How To

a manual for FIGMENT organizers

FIGMENT is a free participatory art event that is 100% volunteer-powered. The How To is a guide for team leads to navigate the organization of a successful event.

[LINK TO BRAND GUIDELINES](#)

[IMPORTANT CONTACTS](#)

FIGMENT



Communication Strategy

- New Ways of Talking about FIGMENT
- Resources
- Website
- Outreach
- Press and Media Resources
- SEO
- Using Social Media effectively
 - Liking and Sharing
 - Promoting Posts: Adding to your budget
 - Liking and Sharing other FIGMENT cities' content

FACEBOOK



FIGMENT



Brand

- MSLK created brand guidelines in 2014
- All cities responsible for promotional print materials (in accordance with the guidelines)
- T-shirts designed centrally, produced in one location, unless you are outside of The USA. Costs covered by each city.
- <http://figmentart.org/public/brand/>



FIGMENT Geelong © 2014 Miriam Fathalla



MSLK Brand Guidelines

FIGMENT | BRAND GUIDELINES

USING THE LOGO

We encourage theme and variation, although the Thought Bubble needs to be clearly established first before drawing too far from it. This is especially critical for new cities that need a proper introduction to the brand. Fill the Thought Bubble with different imagery for the first two years to establish brand recognition before becoming more adventurous.

THOUGHT BUBBLE AS MAIN VISUAL

Unique to the FIGMENT brand is the ability to use the logo large and dynamically. Use the **Large Thought Bubble** version of the logo when you desire the bubble to take center stage and be filled with unique content. This is the preferred option, especially for new cities where the brand needs the most introduction. The examples on the right illustrate how versatile the Thought Bubble can be—it can be filled with photography or illustration, or made from handwritten words, textures and found materials. You can bring more conceptual meaning to your piece by using words such as “think,” “ponder,” and “imagine,” which ties everything back to the Thought Bubble.

THOUGHT BUBBLE AS SECONDARY ELEMENT

When the message or call to action takes

THOUGHT BUBBLE AS MAIN VISUAL



Theme and Variation
Use the Large Thought Bubble version of the logo when filling it with content. Cities that have already established the Thought Bubble may be more adventurous such as in the lower right example.

THOUGHT BUBBLE AS SECONDARY ELEMENT



FIGMENT | BRAND GUIDELINES

USING THE LOGO

HAND-DONE APPLICATIONS
Hand-drawn signage and ephemera is a big part of FIGMENT, and we love it! You should feel free to be as creative as you want when creating these items. Whenever possible, we encourage making the Thought Bubble the primary focus of your design both visually and conceptually. Use all other materials, these pieces need to uphold the brand, and we have created stickers to help assist with this. FIGMENT stickers feature the logo against the parent rainbow gradient.

Unless you are drawing the logo or cutting it out for a 3D application, (bonus points) make sure to place a FIGMENT sticker in a prominent position on your piece to instantly brand it.



There is no need to use stickers if you are incorporating the Thought Bubble into the design as we see here.

FIGMENT | BRAND GUIDELINES

USING THE LOGO

THE VITAL BAR

The Vital Bar contains all of the essentials: the FIGMENT logo on the right and a call to action on the left. When you desire complete freedom to create a unique design, the Vital Bar needs to be placed along the bottom, which will instantly brand the piece.

When customizing the information within the Vital Bar keep these rules in mind:

- The bar should be a bright, solid color that complements your design, or if the design is black and white, use a black bar
- The text and logo should be white, reversing out of the color for maximum legibility.
- The call to action statement can be customized however you wish, but it should always point people to a URL. In most cases it can be a variation of: “For more information, visit figmentproject.org” (or a more specific URL for the city).

The Vital Bar and all other brand templates may be downloaded at: figmentart.org/public/brand/assets.zip



FIGMENT



Emma Tuccillo:

- Emma Tuccillo, Global Community Manager
- Role
- Artist Portal and Salesforce



NationBuilder

- Streamlines website, email blasts, volunteer and donation management
- Simplifies training from year to year
- Keeps all crucial information in one place

The screenshot displays the FIGMENT website with a vibrant purple-to-green gradient background. At the top left is the FIGMENT logo, a white thought bubble with the word "FIGMENT" in bold white letters. To the right is a navigation menu with links: "ABOUT FIGMENT", "BLOG", "GET INVOLVED", "ALPHA", and "PHOTO GALLERY".

Below the navigation is a text block: "FIGMENT catalyzes and celebrates an abundance of creativity and passion, challenging artists and our communities to find new ways to create, share, think, and dream." This is followed by a video player showing a group of people playing brass instruments and drums. The video player includes a play button, a progress bar at 01:20, and "HD vimeo" branding.

To the right of the video is a Facebook social plugin titled "LIKE FIGMENT ON FACEBOOK". It shows the FIGMENT Project page with a "Like" button and the text "You like this." Below this, it states "You and 1,583 others like FIGMENT Project." and displays a grid of six small photos. At the bottom of the plugin is the text "Facebook social plugin".

Below the Facebook plugin is a section titled "WANT TO HELP OUT?" with a prominent red button that says "CLICK HERE TO VOLUNTEER".

At the bottom of this section is a "SUPPORT FIGMENT!" heading, followed by the text: "If you like FIGMENT and our vision for participatory art that builds community, please make a donation to enable".

FIGMENT



Salesforce/Artist Portal

- Streamlines the artist and curatorial process
- Archival from year to year
- Artists can re-submit past projects without having to fill out the portal again
- Projects can be automatically organized and displayed on your website
- Chatter is a great way to communicate with your team and keep track of projects and curators




Salesforce/Artist Portal

- Our goal is to have Salesforce work as efficiently as possible for all cities

- We believe that is an extremely useful tool, but we need your help to improve it year to year

- <http://artistportal.figmentproject.org>

Public Information for FIGMENT Website

Project Title	Achilles by A Touch of Modern
Artists/Collectives	A Touch of Modern
Project URL	http://newyork.figmentproject.org
Public Email (to publish)	achilles@gmail.com
Public Project Description	Achilles is a sculptural piece built with a number of plywood triangles assembled into a life size giraffe. A section of each triangle painted with chalkboard paint will represent a spot on its coat. Visitors will be invited to draw a vision of their future with chalk on the giraffe's coat. As the days of summer progress people will be able to read others' predictions and dreams for the future. The piece was created to raise awareness of the dwindling population of the West African giraffe. The giraffe is also a known symbol of intuition and farsightedness.
Affiliated Arts Organization	NYFA
Organization URL	http://NYFA.ORG
Primary Project Image	

FIGMENT



We Invite You to Join Us!

- FIGMENT Alpha 2015 – April 21-23
- FIGMENT NYC Producers Brunch – June 4th



FIGMENT



Alpha

- Overview
- Tickets are now on sale!
- April 21-23, 2017



© 2016 of Alpha Effigy by Carly Leinheiser and Kat Green Photo by Erika Kapin



Contact Us

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Jess Hooks, Learning Director – jesshooks@figmentproject.org



Q & A



Thank you for joining us!!!!!!

We Look Forward to a
Wonderful FIGMENT Year!



FIGMENT

