

In-Habit.

In Habit Notes for 21st October – The Gift and the given – do we charge?

In Attendance: Jude, Emilie, Chi, Mandy, Jason, Kelly, Tara.
Here on Wednesday for Mandy.

Billy Head (object and layout artist) to design the package for In-Habit project. Billy has done plenty of work with performance agencies and the object completed is a result of his investigation of site, place and space.

- strong amount of audience participation
- motifs and tiles from around the convent
- on the inside of the paper shell will be a map as well as info for booking etc.
- patterns from convent – architecture and games etc., accumulation, game, from something small comes something substantial.
- can be pulled apart
- game is to build individual parts – to locate where motifs are – will lead them to a room where they can construct their own building
- steps to go to the c3 gallery – podiums with perspectives over the top. designed and built convents – looked after by a guard. what the audience does after that is totally up to them.

Malthouse booking service – expensive but good quality

- \$10 per presentation
- enquiries from In-habit artists about the cost of presentations to the audience. Maybe there will be a problem with how to check who has paid or not for some of the performances (like Jasons)
- if there is not a cost Jude is worried that there will be no appreciation of the project
- need to have a gate keeper for the costs
- (Jude) through investigations of the work – good works – most often need to have some cost involved. Even if it is a small amount.
- what is the experience for the audience? what is the process of the work that will get disrupted by charging people?
- charging people to do the work that is already hard to comprehend or adventurous or challenging – it's hard to charge people on top of that.
- the difficulties in actually charging people within an environment like the convent
- logistics issue. issue of either each person taking responsibility of the booking
- what is the option? we set a minimum of forty tickets at 10 dollars per work - \$400 (x 10 projects) \$4000 for marketing and program – website as well as getting publicity.
- building a budget of \$4000 dollars to cover that – need to really work out who will need bookings etc. flow in – flow out. Chi doesn't, Carl has a particular time (possibly need booking), Berni has sessions (need booking), Mandy doesn't need booking, Jason's is a flow in and out project.

- when people get a ticket they would receive the parcel created by Billy
- issues of live art – expectations of box office – lies in grey are between visual (where people don't pay for a gallery exhibition/installation), and performance (where people do)
- where is the location of the work that is not commissioned?
- we are at the convent – perhaps use a poor box idea? as in donations to the church. instead donate to live art.
- what are peoples expectations? they don't have any? charging money changes that and becomes a dramaturgical issue.
- maybe making the card package a little better and charge them five dollars. we could sell them.
- when doubling up as a promotional object it is a little awkward to sell? programs do sell with other projects as mementos.
- maybe change the written material to make card slightly more poetic
- punctum in C3 – from 3rd till 21st of February
- selling them on opening day?
- need to have program ready by 8th November and be prepared to take bookings
- visual artists don't get paid for anything
- everywork is quality – if we start pitching the work what happens to its quality?
- how do we pitch In-habit to the audience – what do we give them?
- access is entirely open. do we put gold coin donation boxes everywhere?
- research is a very problematic word.
- if you do ask someone for a ticket there are expectations or if you ask people to patron the research – how will people respond to that.
- merchandise out there
- free events with merchandised objects with all projects.
- something that is a limited edition, as a by product of each project.
- eg. photographs. portrait size photographs for mandys project – with all documentation – there needs to have something coming out of that.
- gold coin donation box with “contribute to the future of creative research”
- Katerina – costers with “once” on them or table numbers?
- carl and berni are not here so need to work out their bookings plans etc.
- bookings to be emailed going through to emilie to be then forwarded to each artists to take care personally.
- not all participants will want to buy objects (as in thing.com)
- ask people to sign up as a VIP during the In-Habit season and then they also receive special objects collection.
- Christmas present idea, “buy someone an artistic experience”
- Become an In-Habit angel
- Pay pal
- VIP Day preview. where people can come and pick up their package
- launch could be built into office presence
- shop, object, emporium
- page on website about the In-Habit project

- “patron saint” of In-Habit and arts research. they get invited to the launch on feb 3rd – when they can pick their package. how many packages are we talking about?
- sell tickets at \$50, should think about how many we need. maybe 50 tickets.
- chi – portion of cake?
- mandy – selection of the sights – snapshots and addresses
- 50 separate things – working bee to help make them all.
- VIP notice – information available for open day
- be given a small card (eg. at convent open day) to go C3 – see the project and ask to be invited into the project – only on the convent day – C3 not an option to sell tickets there – Feb 3 – patron saint
- Max 100 patron saints
- need to have workshop to create the objects (discussion of dates)

Launch at Rosina. 11am on Sunday 8th November.

Wednesday feb 3rd at c3 – Wednesday 6-9pm

per square meter, invite audience to go to the space on market day

absolute deadline for dates due by the end of next Friday.

website going up on the 8th of November to coincide with the open day.

need to get what the dates for each public presentation ASAP!

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