artFRONTS

CURATED BY HOPEWELL VALLEY ARTS COUNCIL

Beautifying vacant store fronts in the Hopewell Valley.

The Hopewell Valley Arts Council is excited to offer a new program to owners of buildings with empty store fronts – ArtFronts.
The goal of the ArtFronts program is to bring visibility to these locations to help sell or rent them more quickly....all while beautifying our shopping areas, and giving exposure to local artists.

Rather than just hanging brown paper in the window or leaving the window open to an unsightly construction site, why not bring life and activity to these spaces by displaying locally-created artwork.

BEFORE

AFTER

Resoundingly positive feedback was received for our "beta test" at 12 N. Main in Pennington

> "If you walk in almost any shopping area now, you see vacancies. They're an eyesore, they make people less likely to shop, they ruin the adjacencies that spur shoppers to buy and they limit the incomes of store employees, retailers and landlords."
>
> *— Forbes Magazine*

PICTURE OF WINDOW DECAL

It's Easy to Get Started: Join the program in three easy steps!

Site Visit

A representative from the HV Arts Council will meet with you at the designated location for an inspection of the site to determine:

- Available of electricity and lighting,
- Accessibility to the viewing area,
- Staging alternatives.

Letter of Agreement

Owners and HV Arts Council sign a letter of agreement outlining the next steps and timing for hanging the artwork. The fee for two regularly-sized store windows is $250 for three months. The artwork will be removed quickly if the space is rented or sold. The agreement can also be extended for an additional three months with new artwork, if desired.

Installation of Artwork

At a mutually agreed upon time, the HV Arts Council will install the artwork they have curated for the space. A window "cling decal" will be placed in the window with a QR code directing viewers to the ArtFront webpage to learn more about the artists and the artwork, as well as, contact information for the real estate agent or contact for that location.

Interested in more information or ready to get started? Please email us at info@hvartscouncil.org.