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Art on the Walls Project

Business participation information

Several years ago, the Goffstown Main Street Program Art Team looked for ways to exhibit artworks created by local artists in local businesses. This effort is now known as 'Art on the Walls Project.'

Artists' works are hung in participating businesses, then changed out 3x/year—MARCH, JUNE, NOVEMBER. Artists gain much appreciated exposure, businesses create connections to art and artists, and their customers learn about the talents of their neighbors. And if they wish, they can make a purchase! It is a win-win for all.

Here's how the Art on the Walls Project works:

1. Artwork is delivered by each artist to the Main Street office—paintings, photographs, prints, and more.
2. A date is selected to schedule business owners/representatives to stop in and review the artworks and select art to be hung at their place of business.
3. Art team members deliver and hang art on appropriate walls at each business. Each piece has a title card with details. Businesses can hang one or many—it's up to you.
4. All art is for sale and all proceeds benefit the artist. Purchase inquiries are now handled directly between the artist & customer.
5. Near the end of the term, a new date is scheduled for review of new artworks for the next term. The Art Team will replace the old pieces when they hang the new work.

Note to new participating businesses (or those who recently moved):

1. Please make sure you have empty wall space. How much is up to you, but please make sure there is someplace to hang the art in advance. A waiting area, dining room or an otherwise heavily trafficked space is preferable.

2. When selecting your artwork, keep your wall space (and hanging system) in mind as well. There is so much incredible art that comes in, that it may be tempting to pull ten pieces, when in fact, there is only room for five or six. Also, keep the size of the work in mind too. If your wall space can only accommodate 16" in width, do not pick a 20" wide piece. It may not be a bad idea to take measurements and notes.
3. That you have the proper hanging system in place before we hang the art. This can be elaborate, suspended wire/chain hanging systems or simple hooks/nails that can be picked up at the hardware store. (The Art Team *does not* do this as a service. We will not drive nails into walls, nor do we have time on hanging day to set things up—we have several other businesses to get to as well. If you lease, it may not be a bad idea to check with your landlord before tapping nails into the walls.) If those possibilities aren't feasible, Command brand hooks, available at hardware stores, building supply stores, or even Big Lots are a good option as well (we use them at the GMSP office); do use the sturdiest ones available though.
4. Space preparation is typically a one-time procedure (unless you frequently remodel), but once everything is in place, the magic of art can begin.

That's all there is to it. Please let the Main Street Art Team Rep, Nina Duval, know if you are interested in participating in this creative project. Thank you for your consideration.

Goffstown Main Street Art Team

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