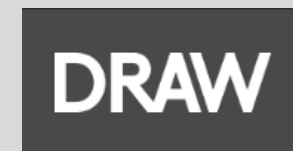
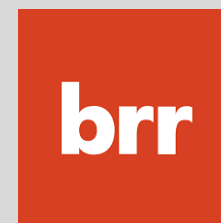


WEBINAR:

**GUIDANCE FOR ARTS  
SPACES ABOUT RECOVERY  
AND REOPENING**





# MODERATORS

**Maria Maffry, Principal & Chief Business Development Officer, BNIM**  
**Dana Knapp, President & CEO, ArtsKC**

# JEN BENOIT-BRYAN

VICE PRESIDENT & CO-DIRECTOR OF RESEARCH, SLOVER LINETT  
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**bnim**

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CULTURE TRACK: CULTURE & COMMUNITY IN A TIME OF CRISIS  
RESEARCH FINDINGS



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## About Culture Track

Culture Track was founded in 2001 as a research study of the changing behaviors of cultural audiences, developed **pro bono for the field** by LaPlaca Cohen. It is a cultural innovation engine dedicated to **addressing the most pressing challenges** facing the worlds of culture and creativity through **research, education, dialogue, and action**.

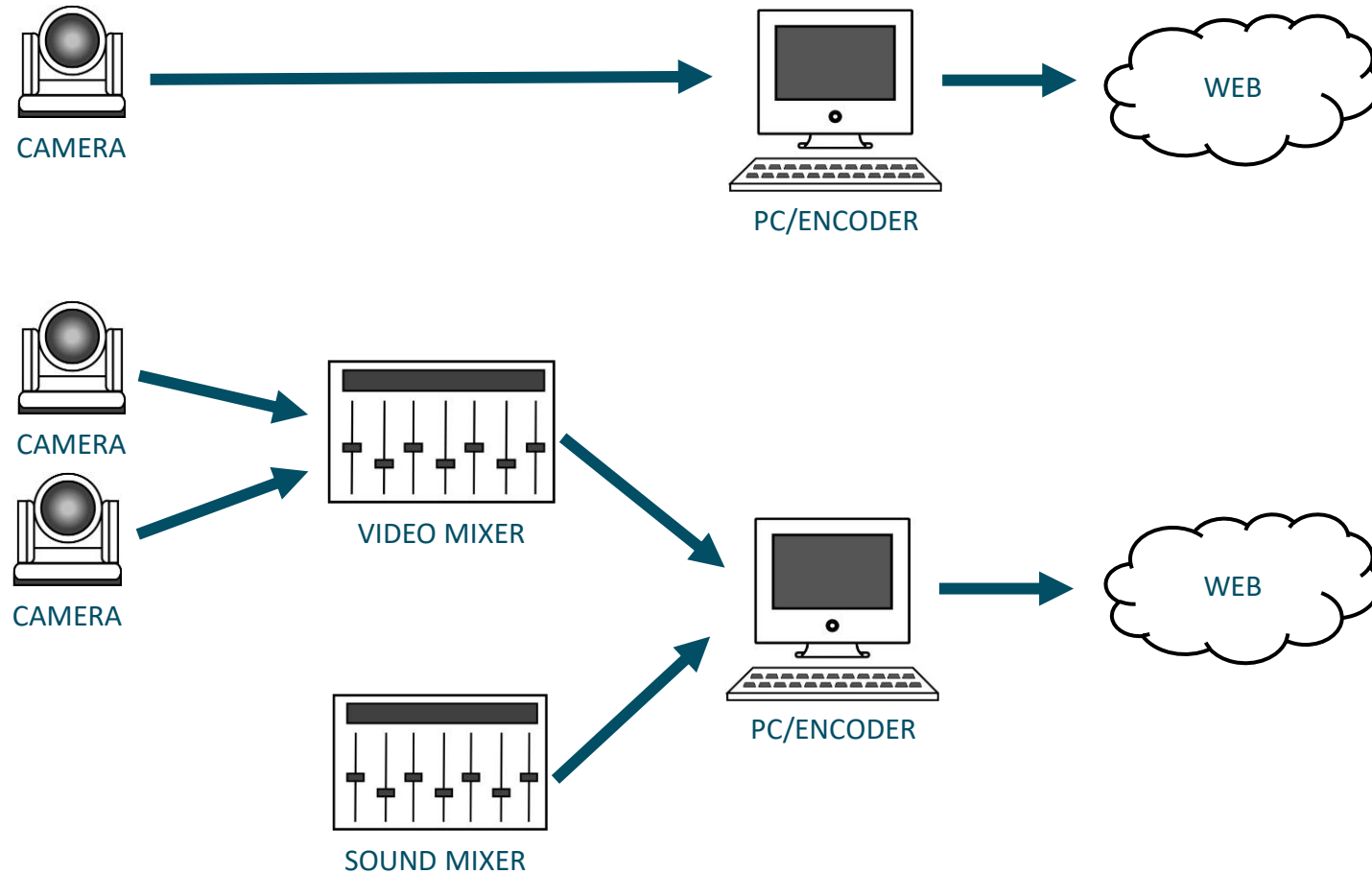
In March 2020, LaPlaca Cohen and Slover Linett joined forces to launch this special COVID edition of **Culture Track: Culture and Community in a Time of Crisis** to **support the cultural sector** and **help strengthen communities around the U.S.** during and after the pandemic.



Please visit  
<https://culturetrack.com/research/covidstudy/> **where a  
topline report will be freely available at the end of June  
2020.**

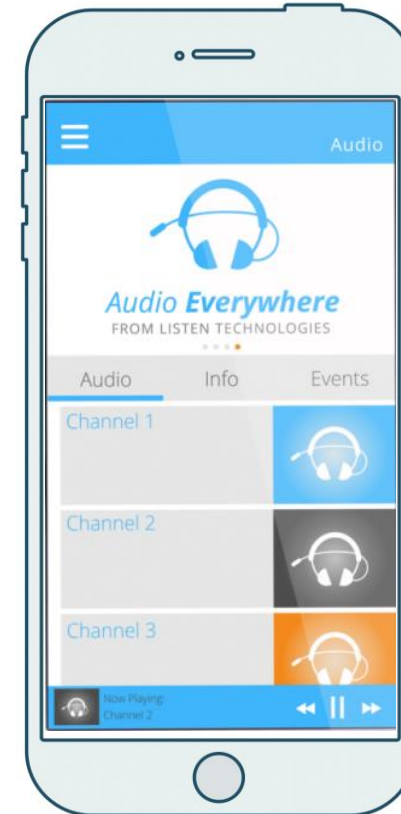
# OPERATIONAL IMPACT & ADAPTATIONS

Streaming and broadcasting systems can be very affordable and scalable into the future



BYOD (Bring Your Own Device) & IoT (internet of things).

Existing technologies that can help solve problems today.







## EXPERIENCE DESIGN + BUILD + TECH

### Focus:

- Opportunity – all bets are off. Go for broke!
- Experience is still the driver
- Solutions – it's a temporary problem...for the most part

### How We Measure

- DI Event Score = Safety + Peace of Mind + Experience



# Guidance for Arts Spaces about Recovery and Reopening

Greg Sheldon, FAIA | BNIM



Expand  
Human  
Health and  
Well-Being



Improve  
Building  
Performance  
and Safety



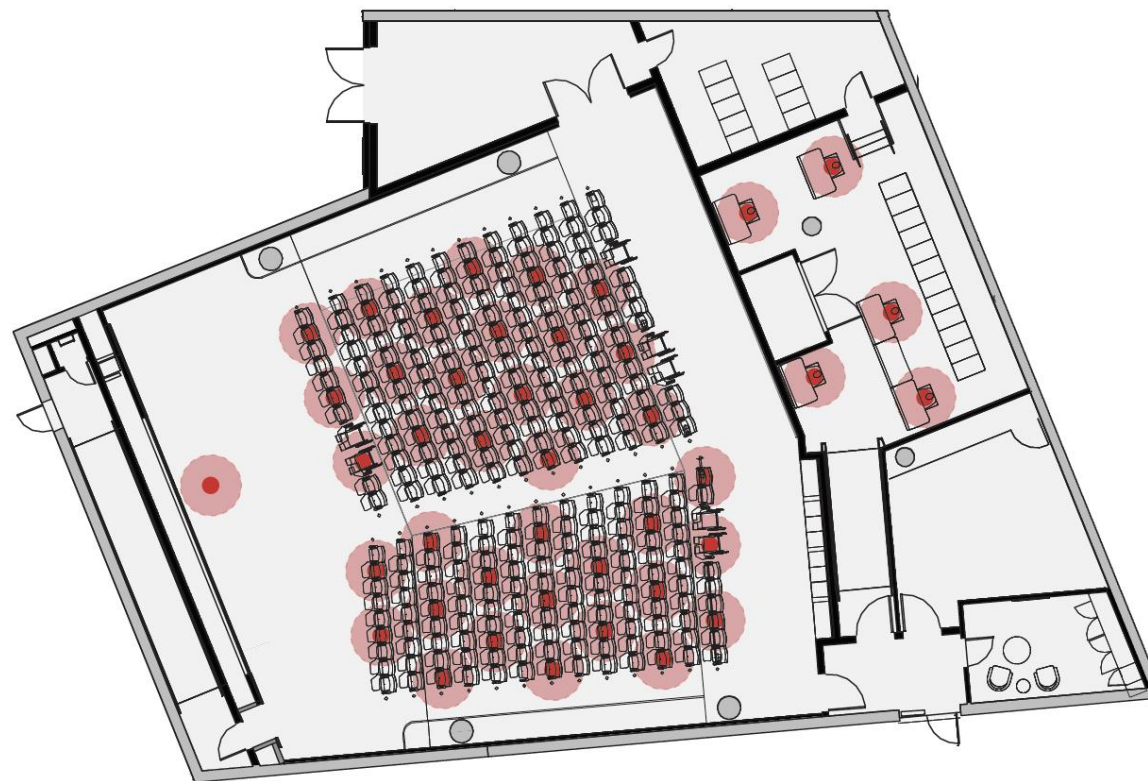
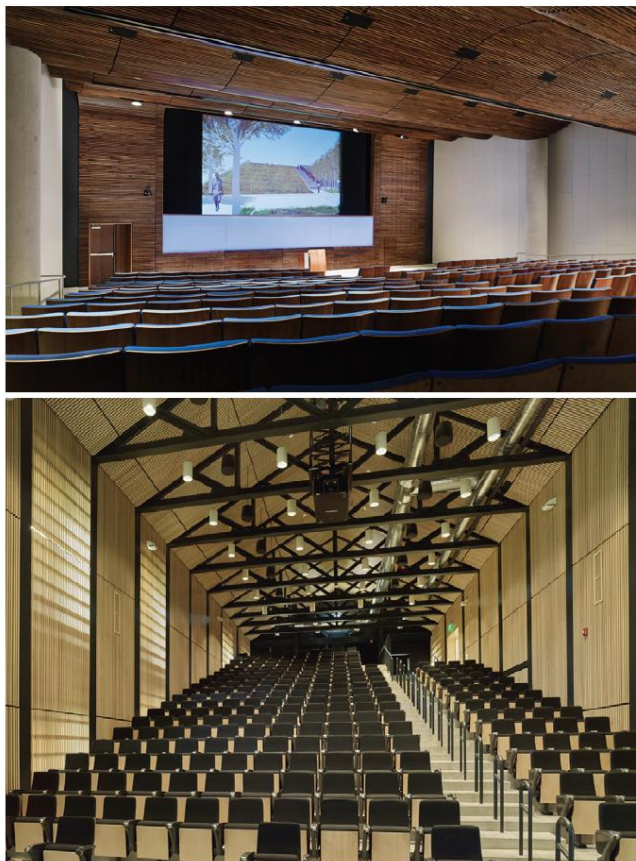
Front of House



Back of House







While large gatherings will be limited during the transition back into our public realm. These spaces can be repurposed into additional learning space. The size allows for occupants to distance themselves more freely. Many of these space are already equipped with state of the art media and technology; consider using these spaces for improved remote virtual learning environments during this transition.



Entry



Retail and  
Concessions



Broad Museum by Diller Scofidio + Renfro  
Photograph by Peter Alfred Hess



Escalators and Elevators



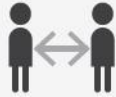








Please do not occupy  
chairs and benches  
marked with an X



Please maintain 6'  
distance between  
each other



Please wipe down  
everything you touch  
before you leave

Combine by stacking signs  
for custom solutions

Maintain 60" to center  
of signage stack above finished floor



# KC REGIONAL ADAPTATIONS

**Rich Baker, CEO, Starlight Theatre**  
**Jeffrey Bentley, Executive Director, KC Ballet**  
**Rashida Phillips, Executive Director, American Jazz Museum**

# Q&A

**Maria Maffry, Principal & Chief Business Development Officer, BNIM**





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THANK YOU