

# Go Fish

## Project Statement

The **Go Fish** project is a public art exhibit conceptualized and directed by 1708 Gallery in conjunction with the City of Richmond, Downtown Presents, Richmond Riverfront Development, Richmond Renaissance, Richmond Convention & Visitors Bureau, Virginia Tourism, Virginia Commission for the Arts, Greater Richmond Partnership, Chamber of Commerce, Arts Council, Leadership Metro Richmond, and Retail Merchants Association. **Go Fish** is an exciting opportunity for businesses and individuals to be a part of the city's largest temporary outdoor art project. Modeled after Chicago's successful exhibit "Cows on Parade", Richmond's icon will be fish, specifically the Rockfish, to recognize its resurgence in the James River.

### **Go Fish will:**

- Reach all segments of the community
- Focus on Richmond as a premier tourist destination and thriving art center
- Emphasize diversity, quality, and strength of our local visual artists
- Excite the public to explore the city
- Provide fundraising opportunities for schools and non- profit organizations
- Guarantee visibility for the sponsors
- Emphasize that the arts can strengthen the sense of community within our city

## Organizational Information

1708 Gallery is proud to be the administrator and organizer of **Go Fish**. 1708 Gallery operates and maintains a non-profit exhibition and performance space in downtown Richmond at 103 East Broad Street. The Gallery is committed to expanding the understanding, development and appreciation of contemporary art. Recognized in September 1998 with the "Theresa Pollak Arts Innovator Award," 1708 Gallery has served the Richmond community for more than twenty-one years. 1708 Gallery is a flagship for contemporary visual art in the city. Funds raised from the **Go Fish** project will enhance 1708's financial stability.

## The Project Description

Similar public art projects promoting tourism have been completed in Zurich and Chicago. The Chicago project featured 300 cows designed by local artists and sponsored by local merchants, corporations, and individuals. The cows were then placed on medians, sidewalks, in parks, on sides of buildings, and even hanging from ceilings. The success of the Chicago public art exhibit generated additional spending of \$100 -200 million and according to USA Today attracted 100 million additional tourist days to the city. This project can be accessed at [www.chicagocows.com](http://www.chicagocows.com).

The **Go Fish**" project will display approximately 115 epoxy fish forms in two shapes: Swimming and Trophy Fish. The Swimming Fish will be mounted onto a steel rod and may be oriented horizontally or vertically. The Trophy Fish will not have a rod thus allowing for wall mounting or hanging. Local zoning restrictions may apply. The fish forms, approximately 5 feet long by 6 feet tall on a base, are provided to pre-selected artists who will paint, sculpt, and otherwise cover them with materials to create imaginative and unique works of art appropriate for outdoor display.

**Go Fish** has four sponsorship levels with varying opportunities of financial commitment: Minnow, Striper, Rockfish, and School of Fish. Each sponsor has the choice of exhibiting the fish in a prominent downtown location or at their site.

# Go Fish

The Go Fish public art exhibit will be on display May through September 2001. In conjunction with the Big Gig, Family Jubilee, Juneteenth, Friday Cheers, Fridays at Sunset, Riverfront Movies, Wednesdays on the Waterfront, and other downtown events, the Go Fish project will reach all segments of the community.

Go Fish locator maps will be created for finding and viewing the fish. Go Fish will host an Internet site for additional publicity. At the end of the exhibit, Go Fish will also host an auction of the fish to raise money for designated non-profit organizations and schools.

## Action Steps Coordinated By 1708 Gallery

- Identify and solicit prospects for artists and sponsors
- Identify in-kind service sponsors for:
  - Public Relations and Marketing
  - Printing and Distribution - Maps, Invitations, etc.
  - Mailing Services
  - Website Development
- Secure sponsorships and contracts
- Confirm storage and maintenance details with the City of Richmond
- Secure city sites and any appropriate licensing
- Select Review committee
- Facilitate press kick-off to announce project
- Coordinate "Festival of Fins" with Virginia Museum
- Create Go Fish locator maps
- Create web site and appropriate links
- Organize grand opening event
- Maintain the integrity of the installation during the exhibition period
- Coordinate the final auction of the fish

## The BIG FISH: Our Community Partners

Richmond Renaissance has helped 1708 present the information to the following groups who have pledged financial support to the GO FISH project:

- Arts Council of Richmond
- Greater Richmond Chamber of Commerce
- City of Richmond
- Downtown Presents
- Greater Richmond Partnership
- Leadership Metro Richmond
- Retail Merchants Association of Greater Richmond
- Richmond Renaissance
- Richmond Riverfront Development Corporation
- Richmond Convention and Visitors Bureau
- Virginia Commission for the Arts
- Virginia Tourism Corporation

The support from these groups will:

- Guarantee "Critical Mass" of fish in Downtown Richmond
- Secure Effective Marketing and Public Relations
- Insure Quality and Integrity of the Exhibition