

1/9 ArtGalleryAsphalt

Art work on the streets of Berlin



ART GALLERY RAIL

The second part of the project: **RailArtGallery**:

- 2. Idea **RailArtGallery**

By letting the community decide which works of art will be exposed in the **AsphaltArtGallery** and the **RailArtGallery**, these galleries get to be known all over the world for showing the contemporary art of the world on Berlin's Asphalt.

By this idea young and elder artists get a publicly platform for their works, the chance to get famous and also the opportunity to sell their works of art.

By buying from artists that expose their work in these two galleries the purchaser has the chance to do something good for himself (by buying something valuable) and also to do something good for others (by spending money also for a charitable purpose).

„ Good for Berlin, good for the whole world. “

ART with friendly support of the Berliner Sparkasse

Solution

The project consists of two, independently of each other practicable, ideas:

1. AsphaltArtGallery and
2. RailArtGallery

Meaningfully would it be to realize both ideas together as one project.

So they unfold a better effect and the synergies of the both leads to relevant cost savings.

1. AsphaltArtGallery

In Berlin becomes a street, or a public open place, which is already closed for the traffic, to the AsphaltArtGallery.

Here works of art who were printed before on adhesive foil, will be glued on the asphalt.

In regular intervals, the works will be exchanged against new one.

The artwork will be uploaded to the internet homepage, that is specially

designed for this gallery. Artists from all over the world, who are interested in publishing their work

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Please describe your idea in one sentence.

Good for Berlin and good for the all the world

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Who will benefit from your idea, hence whom is your idea directed towards?

- all the artists who expose their work in the AsphaltArtGallery and RailArtGallery
- all in people interested in art
- also all people who visit Berlin und those who live in Berlin
- the City of Berlin (a new attraction)
- the Berlin underground transport services (best international advertising whitout costs)
- Berliner Sparkasse makes itself sympathetic, friendly and interesting to a world-wide public.

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Why is your idea “good for Berlin”?

Everyone wins.

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How many people do you think will benefit from your idea?

3 millions and more...

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In what way does the Berliner Sparkasse gain visibility through your idea?

The Bank "Berliner Sparkasse" presents itself with this project as a benefactor younger and internationally Art. Open minded, dynamically, sympathetically and with understanding for the new media. With plain and reserved advertisement, only with the logo and a red frame round the work of art, a high acceptance is reached with the young public.

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Which kind of people and how many of them will take notice of your campaign?

Berlin, Germany and the world - everyone will soon know the new gallery

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How much do you estimate the annual budget for the implementation of your idea to be?

The budget (200.000 Euro) is sufficient to relize this project.

(for design, architecture and programming of the Webpage and App) After louching the gallery there has to be spend money for the printing and bonding the artwork. All in all 200.000 Euro are enough money to make a cool idea work.

Besides while the artists sell their artwork about 2 % (can be more or less) of the earnings will be saved for new ideas and projects for a good purpose.

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Creative's profile



111grad
Architect

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