

## **Policy Plan Art Switch Foundation**

### **1. Introduction**

Art Switch Foundation aims to stimulate sustainability in the cultural sector by replacing the current systems and ethos of the art world with new, innovative, and sustainable practices. To achieve this goal Art Switch will initiate a tight international network for academic and professional information sharing concerning sustainability in the arts. Art Switch will function as a platform and incubator for research on the topic of sustainability in the arts, in order to stimulate a general shift towards sustainability in theory and practice.

### **2. Contact Information**

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### **3. Aim of the Foundation**

The aim of the Foundation is to promote sustainability in the cultural sector, as well as everything that is related to this, and / or which may be conducive to this. The Foundation endeavors to achieve its goal by, among other things:

- innovating the current systems and ethics in the cultural sector and promoting sustainable practices;
- creating an international network and acting as a platform and incubator to the conduct of research into sustainability in the cultural sector;
- putting theoretical views on sustainability into practice;
- and providing advice and services to individuals, organizations, and companies, in the context of sustainability in the cultural sector.

The Foundation does not aim to make a profit.

#### 4. Background Art Switch Foundation

Art Switch was founded by Johanna Rietveld, whose professional experience covers galleries, nonprofit foundations, and museums—most recently the Guggenheim Museum, Gagosian Gallery, and Printed Matter—where she saw the need for an international network and sharing platform to promote and enable sustainability in the arts.

#### 5. Activities

In light of COVID-19, we have decided to postpone our physical conference in Amsterdam until 2021. In the meantime, we have decided to pivot our priorities for the time being and focus on fostering innovation, collaboration, inspiration, and community from within the digital. We are thus organizing a series of digital conferences leading up to the physical conference in order to engage our community, share information, and create a successful digital platform to promote a greener arts sector. This series of digital conferences will align itself in themes and content with our original planned physical conference: *[re]Framing the Arts: A Sustainable Shift*. Both the digital and physical conferences are organized in collaboration with the University of Amsterdam in collaboration with the Amsterdam School for Heritage, Memory and Material Culture and Nyenrode Business University.

The conferences will function as an incubator for the growing discussion and action in the field of sustainability in the arts. In order to create a change in practice and thinking, the conference will establish an interdisciplinary space for practitioners and academics to connect debates, enhance networks as well as initiate an international platform for the field of sustainability in the arts. A publication will follow the digital conferences, combining the experience of practitioners with the research of academics and the innovations of designers. Possible topics for contributions include, yet are not limited to:

- *The Carbon Footprint of Collection Institutions and Storage Facilities*: New building materials; renewable and green energy; sustainable architecture; rethinking existing guidelines concerning climate, light and humidity control; storage management; the establishment of effective environmental guidelines.
- *The Sustainable Organization of Art Institutions*: The vision of art organizations and their commitment to sustainability; management; marketing; catering; digitalization; waste management and reduction; public programming and education.
- *Sustainable Developments in Art Handling*: Innovations in art handling: environment-friendly materials; reusable packaging designs; research into the conservational aptitude of these new materials.
- *Questioning the Sustainability of Conservation Practices*: Object management; sustainable conservation; collection management; a decrease of collection size in favor of sustainability.
- *Creating Sustainable Exhibitions and Operations*: Sustainable materials for exhibitions, including circular architecture design and the recycling or reuse of exhibition materials.

- *Reducing Global Art Transport and Developing Sustainable Methods*: Questioning shipping practices linked to fairs, exhibitions, and a growing international online market. Thinking of creative and lasting solutions for a more carbon neutral transportation.

In the future, Art Switch plans to coordinate workshops for art professionals, create an online network and digital research platform, establish a consultation entity to help art institutions embrace sustainable methods, offer a platform for artists and designers engaged with sustainability, and organize annual conferences on the theme of sustainability in the arts.

## **6. Board**

Art Switch is administered by the Operational Board ('Bestuur'). The Advisory Board ('Raad van Advies') has been asked to advise the Operational Board. Daily operations are conducted by a team of volunteers. Additional full-time staff are expected to be added in 2020.

### 6.1. Operational Board

The operational board is comprised of a chair, secretary, treasurer, and a board member. The responsibilities and duties of this board are outlined in the statutes of the foundation. The operational board functions as the daily operational management and is responsible for the day to day activities of the organization. The main duties of the operational board include day to day management of the foundation, ensuring fulfilment of the foundation's mission, overseeing projects and activities of the foundation, creating new opportunities, and ensuring growth of the organization, procuring funds for the operation of the foundation.

- Aafje Elisabeth Johanna (Johanna) Rietveld (art historian) is chair of the board.
- Penelope Jane Simmers (lawyer and art historian) is secretary of the board.
- Erik Hammerstein (lawyer and art historian) is treasurer of the board.
- Sanne Willemine Elisabeth Letschert (art historian) is member of the board.

### 6.2. The Advisory Board

The Advisory Board is responsible for overseeing the foundation, the direction, and ensure that the foundation fulfills its mission. This board is currently comprised of four members: professor Tineke Lambooy, professor Ihab Saloul, Annemartine van Kesteren and Fritz Dietl. The Advisory Board has been asked to council the development of Art Switch and to be available to answer questions, give input and provide relevant content to further the mission of Art Switch.

- Prof. Dr. Tineke E. Lambooy is Professor of Corporate Law at Nyenrode Business University. Tineke conducts multidisciplinary research projects aimed at the implementation of sustainability goals by private companies (Corporate Social Responsibility). Her areas of interest include social entrepreneurship and the

available legal forms, as well as the interaction between business, society and ecosystem services.

- Prof. Dr. Ihab Saloul is Founder and Research Co-Director of The Amsterdam School for Heritage, Memory and Material Culture (AHM) at the University of Amsterdam, and Professor of Memory Studies and Narrative at the International Center for Advanced Studies in the Humanities 'Umberto Eco' at the University of Bologna.
- Annemartine van Kesteren is a curator, design consultant and writer based in Rotterdam. As Curator Design and City Collection at Museum Boijmans Van Beuningen, she is responsible for the collection of contemporary design and the program 'Design in Boijmans'. Trained as an Industrial Design engineer she worked for several years for the global strategic design team of Philips Design. She is evenly fascinated by the cultural richness of the past and the embedded knowledge of the craft tradition, as the artistic expression of design as a changemaker in society.
- Fritz Dietl is President and Founder of Dietl International Services and Delaware Freeport LLC (DFP), a New York art handling, crating, and storage provider with over 150,000 sqft of art space. Since its founding in 1988, Dietl International has become the largest logistics provider in the United States, devoted entirely to the shipping art. He is also the founder of WaiverArts, the leading art services provider in Brazil, and has over 30 years of industry experience.

## **7. Volunteers**

Art Switch relies on the participation of volunteers to conduct research, gather and disseminate content, and provide support for activities. Art Switch currently has a team of 8 volunteers working on various projects and in various capacities, including doing short term research projects, providing content, and running social media platforms.

- Johanna Rietveld (*Founder, New York*).
- Anika Schroeter (*Production, New York/Berlin*).
- Charlotte Somerville (*Development, Amsterdam*).
- Ashley Grattan (*Marketing & PR, New York*).
- Sanne Letschert (*Programming, Amsterdam*).
- Ricki Rothchild (*Content, New York*).
- Bart Jansen (*Operations, Amsterdam*).
- Joanna Wendel (*Development, Boston*).
- Prof. Dr. Ihab Saloul (*Consultant, Amsterdam*).

## **8. Description Fundraising**

On the long term, Art Switch plans to reach economic sustainability through the contributions received for conferences, workshops, and the digital sharing platform. For our first physical conference we expect an attendance of 200 art professionals and 50 students, adding to a total of € 42.500 in ticket contributions. On the short term, Art Switch will receive funds from the ticket sales of the digital conferences, and will also dependent on fundraising and grant support for the organization of its activities. We

have a commitment of €1.500 from the Amsterdam School of Heritage, Memory and Material Culture and are in discussion with Nyenrode Business School for further funding. We are currently applying to grants in the USA, the Netherlands, and Germany. Applications and inquiries have been sent to Triodos Foundation, Iona Stichting and Stichting DOEN. We are also in conversation with arts and sustainability related companies for partnerships and financial or in-kind support.

## **9. Description of Costs and Financial Projections**

See the appendix.

**Appendix 1:** The following budget is proposed for the upcoming digital and physical conferences, this is also the financial projection for 2020-2021.

Income	Total €	Total \$
<b>Tickets</b>	€45,500.00	\$53,620.00
<b>External Funding</b>	€23,600.00	\$27,815.00
<b>Total Income</b>	<b>€69,100.00</b>	<b>\$81,435.00</b>
Fixed Expenses	Total	Total
<b>Administrative</b>	€1,300.00	\$1,530.00
<b>Publication</b>	€15,000.00	\$17,680.00
<b>Location for dinner</b>	€8,000.00	\$9,430.00
<b>Sustainability</b>	€5,500.00	\$6,480.00
<b>Speakers</b>	€1,300.00	\$1,530.00
<b>Total Fixed Expenses</b>	<b>€31,100.00</b>	<b>\$36,650.00</b>
Flexible Expenses	Total	Total
<b>Coffee</b>	€2,500.00	\$2,950.00
<b>Lunch</b>	€7,500.00	\$8,840.00
<b>Dinner</b>	€25,000.00	\$29,460.00
<b>Total Flexible Expenses</b>	<b>€35,000.00</b>	<b>\$41,250.00</b>
<b>Unforeseen expenses</b>	<b>€3,000.00</b>	<b>\$3,535.00</b>
<b>Total Expenses</b>	<b>€69,100.00</b>	<b>\$81,435.00</b>
<b>Total Income</b>	<b>€69,100.00</b>	<b>\$81,435.00</b>