



A COMMUNITY-BASED POP-UP ART SHOW PROJECT

The Lexicon is based on a simple principle: people can't be expected to live more sustainable lives if they don't know the most basic terms and principles that define sustainability.

The challenges we face are many:

- Consumers lack the necessary knowledge to make informed decisions about what foods to purchase for their families.
- Teachers and students lack the proper classroom tools for field-based learning.
- Small farmers need information and new solutions to meet the market challenges presented by Industrial Agriculture.
- Communities need help to build healthy local food systems.

We have crisscrossed the USA documenting the most innovative ideas of **300+ Thought Leaders** who define the sustainable conversation in food and farming. We have been funded by **corporations** like Google, **non-profits** like the Post Carbon Institute, and by **individuals** sending in checks from across the USA. Like us, these people believe **sustainability is not a trend; it's the new reality**. The ideas and innovations that define this movement will catalyze the next economy. The principle of sustainability offers us a roadmap for managing what we have left. Yet as we attempt to put our world back in balance, we've seen the term "sustainability" grossly misused, its meaning devalued, hijacked, turned into hollow sounding marketing jingles. **It's time we take the meaning of these words back. How? To start, we are empowering Pop Up Shows of the Lexicon in communities around the USA.**

By illuminating the vocabulary of sustainable agriculture, and with it, the conversation about America's rapidly evolving food culture, the Lexicon educates, engages and activates people to pay closer attention to how they eat, what they buy, and where their responsibility begins for creating a healthier, safer food system in America. These Pop Up Shows ...

- **Provide** individuals and groups from around the USA with professionally created media tools which help simplify the most complex ideas and solutions in sustainability
- **Connect** individuals from different regions of the United States through the exchange of agricultural concerns that effect us all
- **Introduce** key ideas necessary for creating healthy local food systems
- **Grant** agency through the accessibility of information
- **Activate** community-based coalitions and provide the tools to tackle local and national issues
- **Create** a lasting legacy within communities by donating the works to schools, libraries, and community groups

The Lexicon Pop Up Shows have taken art out of museums and galleries and allowed individuals and local groups from around the country to host mobile, personalized art events directly in their communities, spurring dialog about how people can have a positive impact on their local food systems.

The Lexicon Pop Up Shows transform communities, turning exhibit sites into "idea incubators", localized think tanks that generate dynamic coalitions able to make a difference in reshaping their community's relationship with their food, their farmers, and their environment. And because the works are donated to the community in each location, the messages will retain their significance and continue to inspire audiences for years to come.

“What began as a Sustainable Conversation has led to a Good Food Revolution,” says Douglas Gayeton, co- founder of the project. “It isn’t happening in galleries and museums; it’s happening at our local supermarkets, at our corner stores, at farmers markets and roadside food stands and grange halls and school gardens across the country, so it makes

sense that The Lexicon appear in those places, curated by the very people trying to build more resilient food networks in their communities.”

HIGHLIGHTS FROM FIRST POP UP SHOWS AROUND THE USA



AT FARMS

Soul Food Farm Vacaville, CA



ON THE STREETS

Central Park New York, NY



AT COMMUNITY EVENTS

Climate Change Rally Amarillo, TX



IN PUBLIC PARKS

Green Festival Santa Barbara, CA



IN SCHOOLS

Hamilton High School Los Angeles, CA



AT COUNTRY MARKETS

How on Earth Store Mattapoisett, MA



AT CONFERENCES

Slow Money San Francisco, CA



IN LIBRARIES

Walking Fish Durham, NC



IN BARNES

Glynwood Hudson Valley, NYC



IN YOUR OWN TOWN

Tara Firma Petaluma, CA

POP UP SHOWS – BACKGROUND INFORMATION

> HOW THE APPLICATION PROCESS WORKS

I. Prospective Curators download an application from our website.

II. These applicants are asked:

- **WHY** they want to be a curator
- **WHERE** they would hold their five or more Pop Up Shows
- **WHO** they would involve (local schools, non-profits, food producers, notable individuals) in their events
- **WHO** they will donate the images to once the shows are complete (NOTE: this can be a school, public library, community center, town hall or government office. **Permanence is a key watchword of the Lexicon project**)

III. A team of advisors help assess the applications and select a culturally and regionally diverse set of curators from across the nation.

IV. Those selected to host shows are then shipped a box with 24 images.

> HOW WE CHOOSE CURATORS

- Curator has ties to strong local community network
- Location is in area of country with greatest possible benefit from project
- The curator is able to take Lexicon themes and use them to create a meaningful dialog about their own local food system

> SAMPLE CURATORS

By acting as representatives of The Lexicon, each curator becomes an agricultural ambassador and educator for their own communities. They will be sources of information and instigators for change.

Farmer

A local farmer has become more conscious about the benefits of sustainable farming and wants his customers to understand the tremendous sacrifices this requires, and also how the results are a more healthy, equitable product. The Pop Up Show could be used to help this farmer visually demonstrate examples of what like-minded farmers across the United States are doing to become more environmentally conscious while enhancing the quality of their products. The gallery shows will also create a forum for discussion and a platform for ideas and resources to be exchanged.

School Teacher

A teacher at a community school is interested in finding new ways to bring lessons out of the classroom and engage students about their environment. The Pop Up Shows will provide an interactive experience where students can learn what ordinary people are doing to combat the dissolution of valuable natural resources. These educational moments can become moments of activation and organization to empower students to make a difference.

Artist

A local painter interested in environmental themes sees a way to create a group show of like-minded artworks by using The Lexicon Pop Up Show. These shows will demonstrate how art can be the gateway to engaging the public about any significant issue affecting the local community and beyond.

Community Leader

A community government official is looking to understand the topics most concerning to his constituency. Through the Pop Up Show structure, each community will choose the photographs that depict subject matter that is most pertinent to their area. The works will depict solutions to agricultural dilemmas and provide a tool kit of resources and ideas, which will inspire change locally.

Student

A local high school student is interested in becoming more knowledgeable about the environmental/agricultural issues affecting his town. He or she would like to organize a community composting initiative to attend to the amount of waste

produced annually. The Pop Up Show will provide the opportunity for the student and his or her class to learn about a similar initiative that took place in another area similar to his or hers.

Activist

A local environmental activist is interested in creating moments for activation and learning. He or she could organize his or her local coalition to visit the Pop Up Show in order to see the different ways sustainability proponents are making a difference across the country.

Chef

A chef from a local restaurant is wanting to understand more about the movement from industrial food production to artisanal food manufacturing. Through the Pop Up Show he or she can become acquainted with this issue and even begin the necessary steps that will make his or her restaurant more sustainable.

> SAMPLE VENUES FOR POP UP SHOWS

The Lexicon Pop Up Show takes art out of the rarified air of museums and galleries and brings it out into the community. These locales include:

Farmers Market

Farmers Markets have rapidly become fixtures in their communities. They are the epicenter of local food culture, creating the opportunity for farmers, retailers, and community members to meet and mingle and discuss their agricultural realities. They tend to foster an open environment where ideas are shared and generated among people of like-mind. For this reason, local farmers markets are the perfect setting for a Pop Up Show. These venues are also important for its large patronage pool, sometimes totaling in thousands of people in one weekend. During its run, the Pop Up Show could potentially be seen by hundreds of thousands of market goers.

For the run of show (approximately 3 months), an individual farmers market venue could see up to 10,000 people.

Community Garden

Community gardens are dynamic spaces where community members can feel actively involved in the vibrancy of their neighborhood as well as the well being of their families. In most cases, community members have a plot of land on which they can grow produce and flowers for their household. Although it would see less people, if installed here, the Pop Up Show could generate great meaning for a particular neighborhood.

For the run of show (approximately 3 months), a single garden venue could see up to 2500 people.

School

Schools allow for community spaces where students, faculty, parents, and the town at large can come together. Environmental studies and units on agriculture have become more and more present in class curriculum. The Pop Up Show could present the opportunity for classroom-based work to gain credence as true stories are shared. It is likely that hundreds if not thousands of people would see the work if it were installed in a school.

For the run of show (approximately 3 months), a single school venue could see up to 10,000 people.

Boys and Girls Clubs

These clubs are wonderful centers that fortify communities through their programming. They provide programs and excursions that teach leadership, career building, arts advocacy, and sports. Hundreds of people depend on the works of the Boys and Girls Club in their area. This venue would be perfect for the Pop Up Show, as it is the epitome of community development and involvement through service.

For the run of show (approximately 3 months), a single Boys and Girls club venue could see up to 1,000 people.

Gallery and Art Studio

It would be quite natural to house The Lexicon show in a community gallery or art studio. It would be the job of this curator, however, to promote the Pop Up Show as a dynamic message to activate communities. As weekend art walks and monthly civic events become the norm, hundreds and possibly thousands of people depend on the arts district for entertainment, educational opportunities, and general enrichment.

For the run of show (approximately 3 months), a single gallery venue could see up to 5,000 people.

Civic Building (City Hall, Library, etc.)

Housing the Pop Up Show in a civic building would signify the important messages these works are depicting. Installing works here would also represent the alignment city government takes with its constituency's concerns and interests. These venues would also grant great exposure as many people populate their halls.

For the run of show (approximately 3 months), this venue could see up to 25,000 people.

Public Building (Library, Recycling Center, Bus Terminal)

The benefit of installing in a public works facility is exposure. Thousands of people go through these areas of a city every day. The presence of a Pop Up Show would give more meaning to these daily activities and would elicit pride from community members.

For the run of show (approximately 3 months), this venue could see up to 100,000 people.

Restaurant

A Restaurant could act as a very generative place to install the Pop Up Show, as it would highlight the need to ascertain the journey our food takes before it is served on our plates. Efforts would need to be made to allow more people to view the works, but creating an event space out of the restaurant environment is possible with the right marketing.

For the run of show (approximately 3 months), a single restaurant venue could see up to 1,000 people.