



890 Broadway, Fifth Floor, New York, NY 10003 212 677 8560

280 Broadway (*enter at 53A Chambers Street*), New York, NY 10007 646 837 6809

www.gibneydance.org

POP: PERFORMANCE OPPORTUNITY PROJECT

POP: Showing Rental Program Guidelines

OVERVIEW

POP: Performance Opportunity Project serves the dance community by providing space, support, and subsidized rates for non-admission, no-tech studio showings to non-profit companies and individual dance artists. POP: Showings are an opportunity for artists to invite friends and supporters into their creative process in a studio setting to cultivate audiences, funders, and support. Events consist of an informal studio showing of work, followed by a cultivation reception. POP: Showings are available in both Gibney Dance’s Choreographic Center at 890 Broadway in Union Square and the Agnes Varis Performing Arts Center at 280 Broadway in Lower Manhattan.

Artists participating in the POP: Showing series receive time in Gibney Dance’s beautiful studios, as well as event assistance. POP: Showing events have a maximum attendee capacity of 50 to 116 people dependent on studio.

Applications are accepted on a rolling basis and event dates are subject to availability.

PERSONNEL

- Gibney Dance provides an Event Supervisor who serves as the liaison to the artist for the duration of their POP: Showing. The Event Supervisor is available to:
 - Assist with the set up and breakdown of the showing
 - Provide advice and direction about the use of the space
 - Troubleshoot issues pertaining to the studio and equipment
 - Manage and protect the studio and equipment
 - Enforce Gibney Dance’s policies and security regulations
 - Conduct a walk-thru with the artist at the showings conclusion to confirm that the space has been properly cleaned and restored

RESERVATIONS/AUDIENCE ATTENDANCE

- POP: Showings are non-ticketed studio showings, not performances. POP: Showings cannot be characterized as a performance, but instead should be referred to as a private showing, invited showing, or invited rehearsal.
- No admission may be charged or tickets sold, though you may request a suggested donation upon entrance at the door. Approved language includes: suggested donation, donation based showing, or pay what you wish.
- Each artist is required to collect RSVPs for their POP: Showing to ensure the maximum capacity restriction is adhered to.
- Artist must provide a volunteer to check people in at the door based on the RSVP list.

- POP: Showings may not be listed or reviewed by press.
- For POP: Showings at 280 Broadway, audience members arriving are to use the 53A Chambers Street entrance as the point of entry/exit. ADA accommodations are to be pre-arranged with Gibney Dance through the 280 Broadway entrance 48 hours in advance.

SUGGESTED EVENT TIMEFRAME

- For POP: Showings, artist must leave at least 30 minutes at the beginning and end of the event timeline for setup and breakdown.
- It is suggested that work being shown is under one hour to leave time for audience mingling with the artists and performers.

MARKETING

- Gibney Dance must approve promotional materials created by the artist prior to being released to the public. In any promotional materials, including posters, flyers, e-blasts, etc, as well as any printed program, artists must include the POP logo and the following line:
This showing is a part of Gibney Dance's POP series, a program supporting curated rental opportunities for the dance community.
- POP: Showing events are not performances, and cannot be referred to as such.
- Gibney Dance's location should be listed in one of the following ways dependent on location:
Gibney Dance Choreographic Center
890 Broadway, 5th Floor
or
Gibney Dance: Agnes Varis Performing Arts Center
280 Broadway (entrance at 53A Chambers)

ADDITIONAL SERVICES

- Additional equipment including projectors, microphones, pip and drape, and more are available for rent.

POP: SHOWING PACKAGES

POP: Showing events are available in a number of studios perfect for individual needs. A required \$200 security deposit will be returned to the artist three weeks of the event close. 50% of the program fee is due at the time of contract signing, with the remaining balance due 30 days before the showing date.

Package rate options include:

Studio 1 – 890 Broadway

3 hours of space (6-9pm)

Maximum Capacity: 50

Rate: \$355

Studio 3 – 890 Broadway

3 hours of space (6-9pm)

Maximum Capacity: 40

Rate: \$325

Studio 4 – 890 Broadway

3 hours of space (6-9pm)

Maximum Capacity: 74

Rate: \$550

Studio 5-2 – 890 Broadway

3 hours of space (6-9pm)

Maximum Capacity: 50

Rate: \$355

Studio C – 280 Broadway

4 hours of space (6-10pm)

Maximum Capacity: 74

Rate: \$600

Studio D – 280 Broadway

4 hours of space (6-10pm)

Maximum Capacity: 50

Rate: \$340

Studio E – 280 Broadway

4 hours of space (6-10pm)

Maximum Capacity: 50

Rate: \$320

Studio H – 280 Broadway

4 hours of space (6-10pm)

Maximum Capacity: 116

water only allowed

Rate: \$600