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FPI Art Initiative: A Romanian Perspective, Through the Looking Glass

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FPI Art Initiative

A Romanian Perspective, Through the Looking Glass

By,

Francesca Popescu

A Project submitted in conformity with the requirements for the

Master's Degree in Art Business

Sotheby's Institute of Art

May 2, 2022

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Executive Summary

The FPI (Francesca Popescu Ife) Art Initiative is a curatorial business that focuses on creating pop-up exhibitions featuring emerging and mid-career artists from countries that are not as widely represented in New York or other major art markets. The foundation of this company is to form partnerships with real estate, hospitality, and public venues to host curated pop-up exhibitions throughout New York City and the Hamptons with future goals to expand nationally. The objective is to showcase artwork within a home environment where individuals and collectors interested in art and design can view and discover new artists exhibited within a home to conceptualize how the art may look in their personal space. It will allow the viewer to discover artists as well as provide a platform and exposure for the artists to be recognized in new markets. The FPI Art Initiative will create a unique venue for exhibiting art as well as promoting the artist and providing cross-promotion for the real estate and hospitality firms.

Being a liaison of intersecting art, design, and real estate, FPI will create new possibilities for the artist to be exposed, for collectors to buy exclusive works of art, and for real estate firms to expand their scope of promoting development projects and listings. Connecting international and emerging artists to new markets that they would otherwise have difficulty accessing will accelerate their exposure. Furthermore, as the exhibitions will be held in unique venues in home settings and real estate development projects, the artist's exposure will be even more heightened being connected to high-profile real estate listings. Potential buyers would come from an array of outlets from the curated collector guest list,

new and potential residents of the real estate project, and the developers themselves to help stage their model units and common areas.

Founded in New York City during the COVID-19 pandemic, the FPI Art Initiative is a small business venture that has ambitious business and curatorial objectives. At the onset of its formation, FPI began to form partnerships with real estate firms and developers to create pop-up exhibitions within their new residential and commercial spaces. International artists are sourced by forming relationships with cultural institutions to discover young talent from their respective countries. The main initiative is to provide a platform for the artist to display their art within an intimate space where they can create a story and conversation for the viewer. The objective of exhibiting art within a residential space is to show the viewer how works of art can be incorporated within a home. Positioning artists to be exposed to new environments is critical in the evolution of an artist's ascension in the art world. While the talent and artistic integrity of the artist are of utmost importance, the level and quality of exposure are equally crucial. The artists' work will be curated to synergize with the architecture and aesthetic of the development or real estate listing. Coordinating access to these different and often exclusive locations will open unique windows of opportunities for the artists to display their work and tell their stories.

The premiere pop-up exhibit will be one weeklong in New York City and feature three emerging women artists from Romania held within a new condominium development on the upper west side called, The Westly. As the initiative is both a business and a curatorial project, enclosed is both a curatorial proposal and a business plan overview to delve deeper into the facets of successfully launching this endeavor.

Art Business Idea

i. Product / Services

Many artists and collectors miss the opportunity to connect due to distance, different social circles, and cultural boundaries. The FPI Art Initiative will help bridge that gap by introducing a wide array of international and emerging artists into exclusive residential and commercial venues to showcase art. With numerous cultural institutions based in New York City, many of them have challenges exposing artists beyond their own tight-knit communities. FPI will partner with these institutions to reach a broader network and shed light on their top emerging and mid-career artists. Real estate firms with new development projects oftentimes have initiatives to connect with their community and host events that build a buzz around a project. FPI's pop-up events will provide developers and brokerage firms an opportunity to achieve a positive PR campaign, engaging events for new and prospective residents, as well as creating an art staging option for model units. Clients will include real estate developers and brokerages, new and prospective residents of the properties, and a curated list of collectors who will be invited to the event.

Coming out of the global pandemic, the world has changed over the last three years, and through this time the art world has rapidly evolved into creating new platforms for viewing art and showcasing emerging artists. In discussing the topic of collecting with new art investors, many have stated that they are apprehensive to purchase or invest in a work of art as they are unsure of how the work will look in their space. Artsy published an article that evaluated the six key factors driving art collectors. The publication indicated that roughly 70% of collectors are motivated to purchase art for their homes.¹ Throughout the COVID-19

¹ Artsy, Art Market, 6 Key Factors Driving Art Collectors – from Aesthetics to Investment, September 23, 2019

pandemic, people began redesigning their spaces with everyone confined in their homes. During this time the FPI Art Initiative was established to create another creative outlet for showcasing and introducing emerging and mid-career artists’ works within a home or commercial environment.

FIG 1.

Collectors’ top motivations for purchasing art

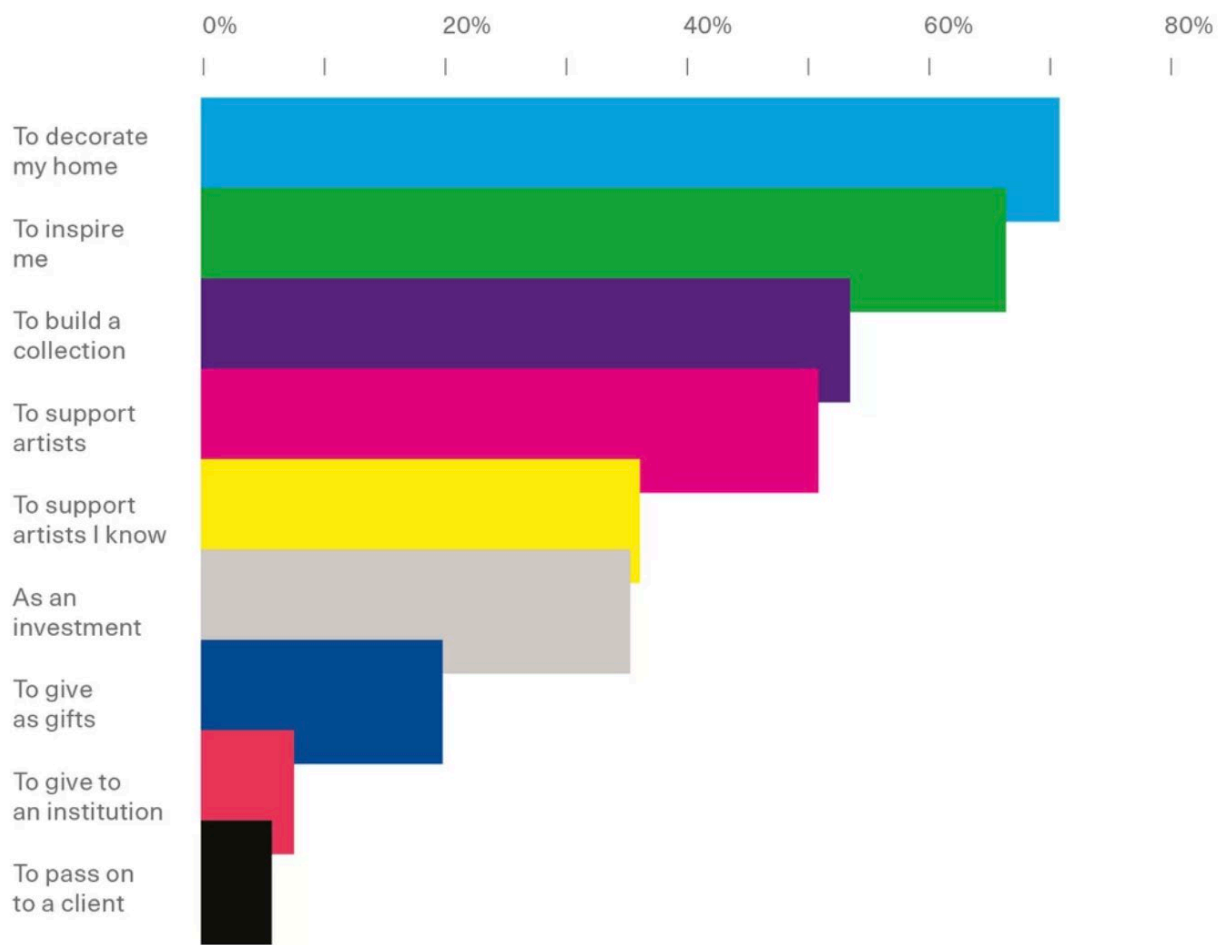
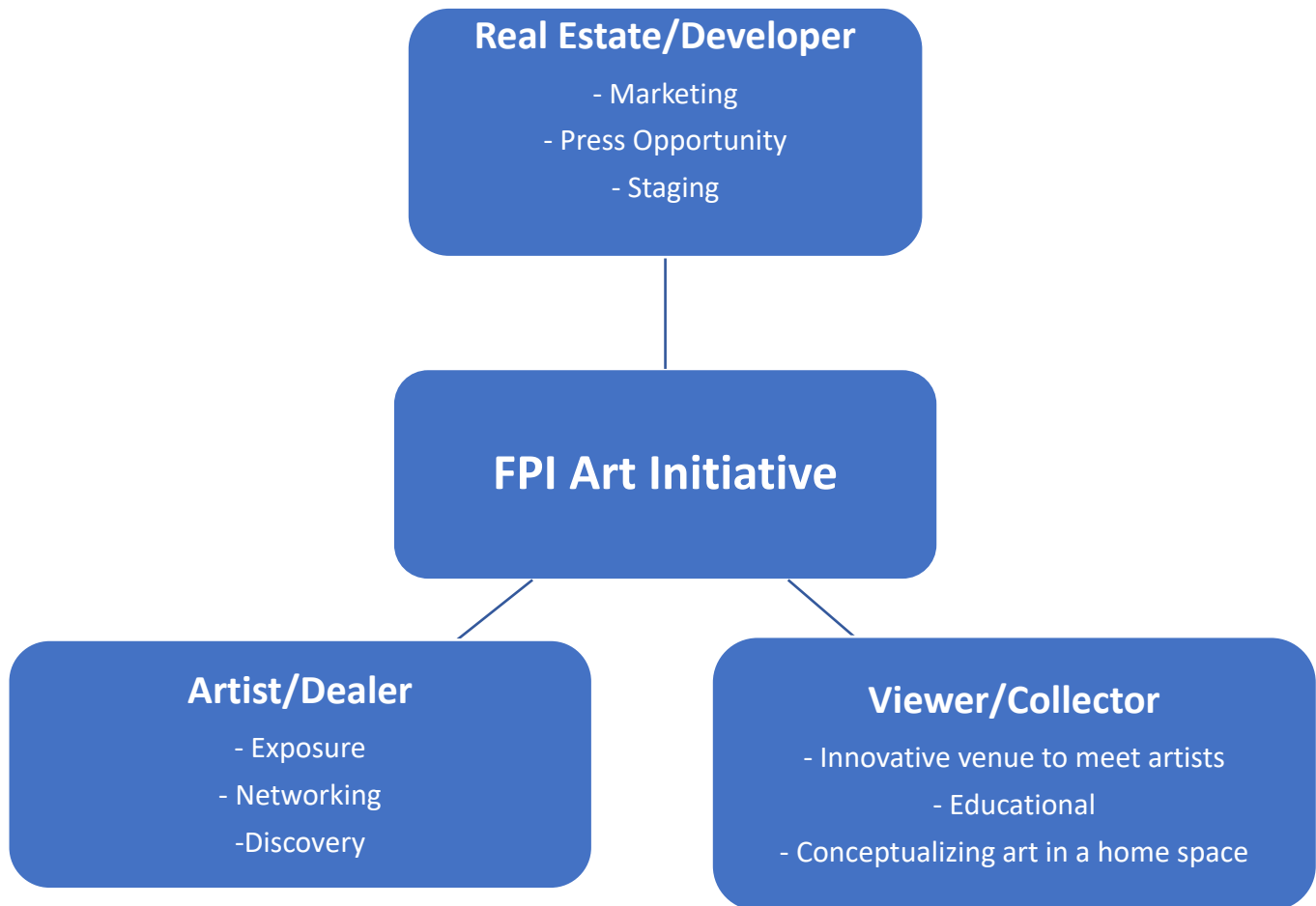


FIG 2.



Real Estate/Developer

The FPI Art Initiative will partner with real estate firms, developers, and architects to curate works of art that will synergize with the space while creating a unique format for these companies to showcase and advertise their properties. Real estate firms and developers are always seeking new and innovative ways of generating a buzz around their properties, from hosting unique events for their clients to the artwork and staging used to enhance the space they are listing. For real estate firms and developers, the market is extremely competitive,

especially in a city like New York where companies work very hard to set themselves apart from competing properties. The FPI Art Initiative is a company that can assist in creating a new and innovative strategy of promoting their developments along with expanding their business by partnering with FPI to support emerging and mid-career artists. The exhibition and event of the pop-up will have cross-promotional attributes by bringing an audience and potential clients for both the real estate firm and the artists. FPI will be the liaison between the real estate/developer and the artist to curate the art within their spaces and to create an opening evening that will generate a unique experience for their clients as well as an opportunity for the artists to network and exhibit their works in an intimate space.

Artist/Dealer

The core foundation of FPI is to be a liaison and representative for emerging and mid-career artists from countries that are not widely represented in New York. Through partnerships with cultural institutions, FPI will scout artists to have the opportunity to participate in a pop-up exhibition in New York City, to provide them with exposure to potential clients and art world critics. There are emerging to mid-career artists that may not have representation, and this will give them the opportunity to seek representation in the United States. For the artists that are represented by a dealer in their respective countries, the pop-up will provide further exposure for the gallery and artist as their resources may be limited. This also applies to dealers in New York seeking to scout emerging talent to introduce in their gallery. Art dealers are consistently seeking new artistic talent that can potentially grow into a successful partnership. FPI will bring together artists and dealers

within an intimate exhibition where each party will have the opportunity to learn and engage with one another in a format that is unique from the traditional gallery or art fair space.

Collector/Viewer

Collectors and the viewer are drawn to new and innovative venues for viewing art. They are also seeking new works of art to exhibit in their homes. In building the FPI Art Initiative, the founder spoke to many collectors and one of the common responses was that at times it is difficult for them to conceptualize how certain works of art will fit in their homes. The FPI Art Initiative was created to solve this problem so that collectors can view artworks staged within a home space while allowing the collector/viewer a unique experience to be able to immerse themselves among new works of art, and real estate. The opening event and pop-up exhibit will create an invigorating moment for collectors to get a first look at emerging artists while having an occasion to meet with dealers and be introduced to new real estate opportunities as well.

Curatorial Proposal

Today, art takes center stage within a home and commercial space like never before. The FPI Art Initiative is proud to present a pop-up exhibit in partnership with Catinca Tabacaru Gallery, SERHANT, ODA architecture, and Adam America at their new residential development, The Westly. Through a partnership with Catinca Tabacaru Gallery and represented artists, Catinca Malaimare, Daniela Palimariu, and Ioana Stanca the premiere pop-up exhibition's working title is "*The Romanian Perspective, Through the Looking Glass.*" The pop-up exhibit will be held in one of as model apartment at The Westly that will be furnished to synergize with the artists' works of art. The exhibit will be on view for one week with a series of events and artist talks for collectors, the public, and the press to participate in. The opening evening will be an invitation-only event, inviting a curated list of collectors, dealers, and the press. The exhibit will showcase five to eight pieces by each artist that will be hung within the model apartment space. Showcasing their artwork within a home will allow the viewer to conceptualize how the art will look in a living space while providing the artists with a unique setting to showcase their art and tell a story. The vision for the exhibit is to create an intimate environment as if the audience is in their own home while creating a distinctive experience for viewers to immerse themselves in the art. In addition, the exhibit will also benefit the developer and real estate brokerage, providing a PR and marketing opportunity as well as a staging option for their model units.

The exhibition will take place in September 2022. The intimate setting of an apartment within The Westly will be selected based on the space best suited for the artists' work. It is paramount that the event's main focus is on the artists and their work, with the real estate as a secondary but still important role, serving as a backdrop for the art and stage for

the artist. For the premiere exhibition, Catinca Malaimare, Daniela Palimariu, and Ioana Stanca will create different artistic themes and experiences throughout the apartment. The artists have collaborated in the past, so they will continue this collaboration in New York, exploring life and the secrets within a home. All three artists will be represented in each living space focusing on various themes surrounding the home. For example, the bedroom will feature works that represent intimacy, the dreams, and the nightmares one has. Ioana's anthropomorphic scissors placed on the bed, along with one of her embroidered works will hang on the walls. The dining space will include works from Daniela Palimariu's *Family Series* illustrating the bond of a family. Works by Stanca will invoke the sexual innuendos of the intimate activities that can occur in a home. Throughout the space, Malaimare will be exhibiting performance art through movement and the use of lights and video equipment. Through working together with the artists, their works will connect with each other, with the home space not only serving as a setting but as an underlying artistic theme. This will be sure to create an immersive experience and invoke conversation among the audience and artists.

Work List/Checklist



Ioana Stanca
Surprise, 2022
Embroidery on Linen
12 x 9.5 in (30 x 24 cm)
With artist frame, wood, 27 x 19 in (70 x 48 cm)
\$4500



Ioana Stanca
Strange Flowers (Ai grija de tine), 2021
Embroidery on Linen
22.5 x 16.5 in (57 x 42 cm)
With artist frame, wood, 29.5 x 25.5 in (75 x 65cm)
\$6000



Ioana Stanca
 Paradis Perdue VI (Summer), 2020
 Embroidery on Cotton (Framed)
 14 x 10.5 in (35 x 27 cm)
 \$3500



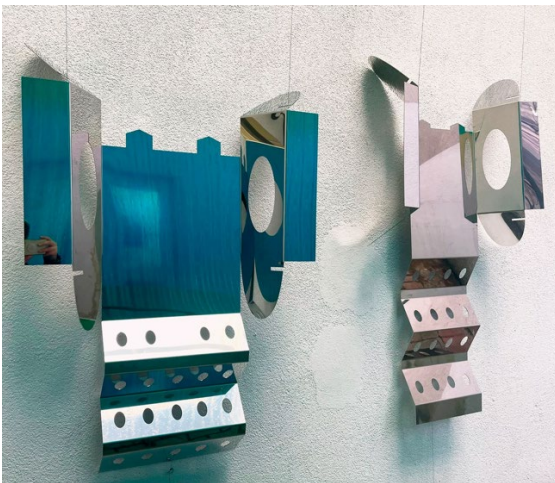
Ioana Stanca
 Paradis Perdue V (Spring), 2020
 Embroidery on Cotton (Framed)
 14 x 10.5 in (35 x 27 cm)
 \$3500



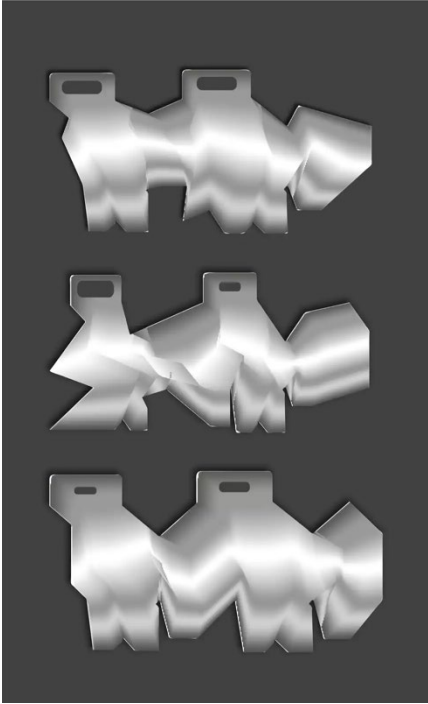
Ioana Stanca
 12 Songs to My Penumbra (Blue & Yellow), 2022
 Embroidery on Velvet, filled with silicone fiber
 136 x 37.5 x 9 in, (345 x 95 x 22 cm)
 \$7000



Ioana Stanca
 12 Songs to My Penumbra (Blue), 2022
 Embroidery on Velvet, filled with silicone fiber
 126 x 23.5 x 9 in, (320 x 59.69 x 22 cm)
 \$6000



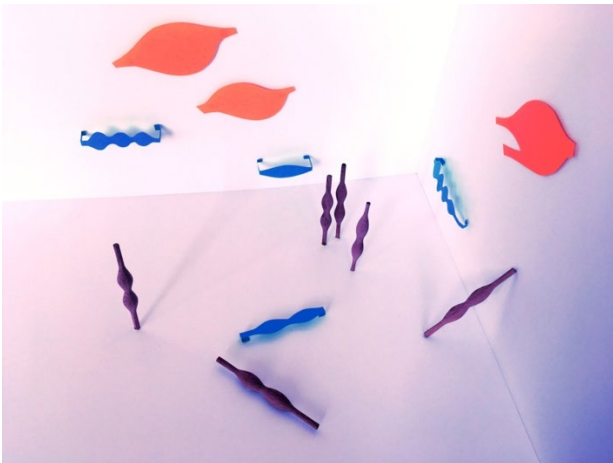
Daniela Palimariu
 Family VIII (Ears), 2021
 Stainless steel with mirror finish
 2 Pieces, 130 x 74 x 3 cm / 124 x 85 x 3 cm
 \$8000



Daniela Palimariu
 Family 5 Steel, 2019
 Stainless steel with mirror finish
 25 ¾ x 47 1/5 x 2 3/5 in. (65 x 120 x 6.5 cm)
 \$8000



Daniela Palimariu
 Stretch 3, 2020
 Wood
 \$8000



Daniela Palimariu
 Stretch 7, 2020
 Wood painted
 \$8000



Daniela Palimariu
Wellness Syndrome Series, The Failed ones, 2019
Acrylic on IKEA window shades
39 3/8" x 98(100 x 250 cm)
\$4000



Daniela Palimariu
Wellness Syndrome Series, The Benders, 2019
Acrylic on IKEA window shades
39 3/8" x 98(100 x 250 cm)
\$4000



Catinca Malaimare
Seedy Pink, 2021
Live Performance



Catinca Malaimare
Eight of Clubs, 2021
HD Single Channel Installation



Catinca Malaimare
 Clumsy, blinking, swirling machines, 2021
 HD Dual-monitor, color with sounds
 10.03 mins.
 Installation view at Sandwich Offspace



Catinca Malaimare
 Discoverer Space Helmet 1, 2021
 Photograph
 29 x 41 in (73.66 x 104 cm)
 \$2000



Catinca Malaimare
 22.200 LEDs, 2020
 Photograph
 29 x 41 in (73.66 x 104 cm)
 \$2000

Featured Artist's Bio's

Ioana Stanca (b. 1987, Romania)

Ioana Stanca studied at Accademia di Belle Arti di Roma, Italy, and the National University of Arts Bucharest where she received her B.F.A and M.F.A. Stanca was an invited artist in residence at AIR Futura, Karlin Studios in Prague (2018). She is the recipient of the Bratianu Grant offered by the Romanian Ministry of Culture (2020).

Stanca's works can be understood as intimate maps, tracing geography in continuous transformation. Her movements are reflected through seamless shifts through and in between a diverse approach to textiles. She creates visions and objects in embroidery, collage, soft sculpture, installation, and performance. Stanca's imagery intimately enters into conversation with her studio as space and vessel. She invokes a variety of associations, textures, and narratives, often bringing life to anthropomorphic scissors -cum- female bodies, but also her helpers: spools, needles, and those red high heel shoes so often the subject of dreams and nightmares. Stanca opens up unexpected possibilities of interaction between the human body and the tools of her craft, the artifacts of her life, and the spirits occupying her studio. Combined with impressive technical skills, Stanca's primarily textile works explore the pursuit of personal, intimate geography in constant transformation as a metaphor for the feminine self.²

Her most recent exhibition includes her debut exhibit, *I suddenly Unfurled Many Eyes* at the Brancusi Gallery, Romanian Cultural Institute, New York, 2022³. The Contemporary Art Museum Bucharest (MNAC) 2020, Maison de la Fontaine Museum, 2020, Centre Culturel de

² Through e-mail correspondence with the author, Ioana Stanca, March 29, 2022

³ Romanian Cultural Institute, Ioana Stanca, *I Suddenly Unfurled My Eyes*, March 25 – May 5, 2022, New York, Bio

Rencontre Abbaye de Neumünster, 2019. In addition, over the past two years, Stanca has been shown in gallery exhibitions in Bucharest, Timisoara, Paris, Brussels, and Torino.⁴

Daniela Palimariu (b. 1986, Romania)

Daniela Pălimariu is a visual artist and co-founder of the art space Sandwich in Bucharest. Her practice includes livable environments and objects, installations, semi-private events, and drawings, all of which understate the ambiguity of human relations, the need for personal space, play, and daily subversions. Alongside her art practice, she is co-directing the Sandwich programming and curating since 2016.

Her works were shown at Catinca Tăbăcaru, Nicodim Bucharest, Ivan and Suprainfinit galleries, LISTE Basel, National Museum of Contemporary Art Bucharest, Sandwich, tranzit.ro, Salonul de Proiecte (Bucharest), CLC Gallery Venture, C5CNM and C5 Art Center Beijing, and the collaborative exhibition VIDEO+RADIO+LIVE, collateral to Art Encounters Biennial 2021. She was an artist in residence at Message Salon Embassy Zurich Nord and residency.ch (CH), The Model (IRL), Nida Art Colony (LT), and EstNordEst (Quebec, Canada) and she created works for public space in Beijing, Innsbruck, and Bucharest. She recently co-curated the Staycation Symposium and exhibition with CTG Collective.

Her works are part of the MNAC and the ING Global Art Collections, and among private collections internationally. In 2022 she will open a solo show at Catinca Tabacaru in Bucharest and will be an artist in residence at Art Centre Ongoing Tokyo.

Daniela Palimariu is also a co-founder of the artist-run space Sandwich in Bucharest founded in 2016. She is part of a group of artists including Alexandru Niculescu, and Cristian

⁴ Staycation Catalog, Catinca Tabacaru, p.3, December 2021

Raduta who co-founded the gallery space in Bucharest together with Silviu Lixandru.

Sandwich gallery is focused on creating a space for Romanian and international artists. They have built a strong relationship with the art community in Beijing and are expanding their network in Asia⁵.

Catinca Malaimare (b. 1996, Romania)

Catinca Malaimare is a London-based Romanian artist currently completing her postgraduate studies at The Royal Academy of Arts. Performing alongside anthropomorphized technologies, Malaimare's choreography manifests our intimate relationship with photographic tools and the screens onto which they project our visages. She has been awarded a research residency at TUA, Tokyo, JP (2019) and the Ivor Rey Travel Bursary to undertake a residency period in Paris, FR (2020). From 2020 to 2021, Malaimare has performed and exhibited in institutional and gallery projects including VIDEO+RADIO+LIVE, a collateral event for Art Encounters Biennial (Timișoara, RO); Performance Day, Centrul de Interes, Cluj; Immaterial Salon, Art-O-Rama (Marseilles, FR); and at Catinca Tabacaru Gallery (Bucharest, RO), CFPR (Bristol, UK). Another Mobile Gallery (Bucharest, RO), and Royal Academy of Arts (London, UK).

In June 2022, Malaimare will graduate from the RA in London with her MFA project showing in the RA Schools Show. Also, in 2022 she will show at ICR in New York, and will make part of Catinca Tabacaru Gallery's London exhibition, hello, cutie! curated by Luís Manuel Araújo, and will mount a solo installation at Centrum. Berlin. Malaimare's work has recently been acquired into the permanent collection of ING Global Art.⁶

⁵ Sandwich Gallery, Romania, About

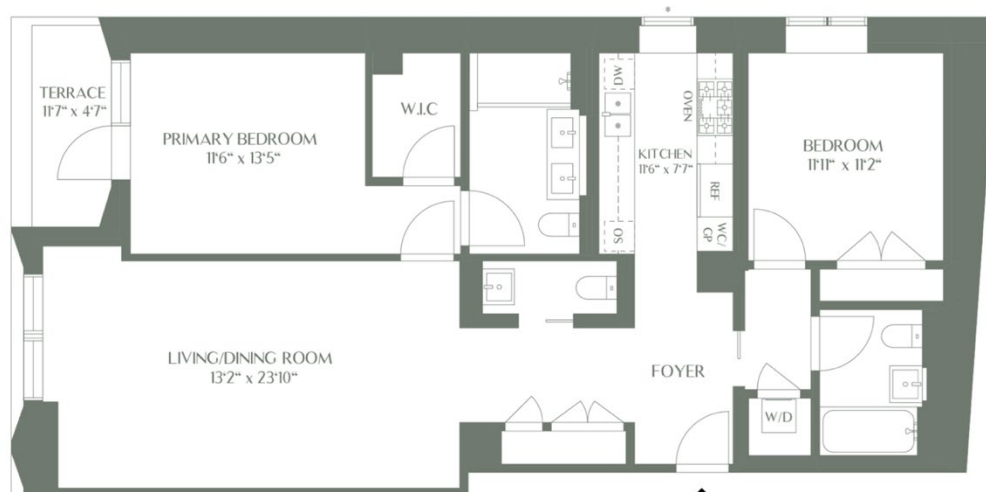
⁶ Staycation Catalog, Catinca Tabacaru, p.11, December 2021

Exhibition Layout & Venue

The Westly is a modern twenty-story condominium building nestled between Broadway and West End Avenue on 91st Street. The building is designed by leading architectural firm ODA and built by developers Adam America and Northlink Capital⁷. The architecture of The Westly is modern with a multi-tier structure ascending upwards. The architect and developers wanted to create a modern structure that stood out but also contained design elements that complement the classical Upper West Side architecture. The design includes Art Deco elements with details that mimic the classic style of the Upper West Side². The development will have fifty-two residences, ranging from two to five-bedroom units with pricing spanning from two million to approximately thirteen million dollars.

Venue Space Overview – The exhibition venue is still being determined but it is tentatively planned to be held in a two-bedroom, two-and-a-half-bath model unit that is 1,477 square feet, with an 87 square foot terrace.⁸

FIG 3.



⁷ The Westly NYC, Architecture, <https://www.the-westly.com/architecture/>

⁸ SERHANT. The Westly, 3B Floorplan

Potential Exhibition Layout Guide

FIG 4.



1. Ioana Stanca, Surprise, 2022
2. Ioana Stanca, Strange Flowers, 2021
3. Ioana Stanca, Paradis Perdue VI (Summer), 2020
4. Ioana Stanca, Paradis Perdue V (Spring), 2020
5. Ioana Stanca, 12 Songs to My Penumbra (Blue & Yellow), 2022
6. Ioana Stanca, 12 Songs to My Penumbra (Blue), 2022
7. Daniela Palimariu, Family VIII (Ears), 2021
8. Daniela Palimariu, Family V, Steel, 2019
9. Daniela Palimariu, Stretch III, 2020
10. Daniela Palimariu, Stretch VII, 2020
11. Daniela Palimariu, Wellness Syndrome Series, The Failed Ones, 2019
12. Daniela Palimariu, Wellness Syndrome, The Benders, 2019
13. Catinca Malaimare, Seedy Pink, 2021
14. Catinca Malaimare, Eight of Clubs, 2021
15. Catinca Malaimare, Clumsy, blinking, swirling machines, 2021
16. Catinca Malaimare, Discoverer Space Helmet 1, 2021
17. Catinca Malaimare, 22.200 LED's, 2020

Market Analysis

While the traditional settings of permanent galleries, museums, and auction houses will continue to be a mainstay of exhibiting and showcasing art, there's a growing trend of pop-up format concepts across various industries. Companies across the fashion, beauty, food and e-commerce space have increasingly used pop-up formats to promote their business and drive sales⁹. For the most part, pop-ups have been primarily focused on commercial real estate spaces, allowing landlords to benefit from added foot traffic to their retail centers and the tenant to have a platform to promote their brand without committing to a long-term lease. While many startups or local businesses have used pop-up locations to establish their business before committing to long-term leases, there is also a growing trend of national companies utilizing pop-ups to boost PR, marketing, and sales efforts. Brands such as Glossier, Lush, IKEA, and Bark Box are some examples of recent pop-up concepts¹⁰. In the art world, this exists in short-term gallery exhibits but there is a void in the market for a company that connects commercial, residential, and hospitality venues with the art world.

The targeted market for the FPI Art Initiative is wide-reaching including real estate owners and brokers, developers, hotel brands, artists, and collectors alike. Real estate and hospitality companies are always looking for ways to promote and drive traffic to their spaces. Art pop-ups will not only provide this but will serve as a community connector, a crucial component for most real estate projects. The ultimate beneficiaries will be the artists, providing the ability to showcase their works in exclusive, non-traditional locations. There are also synergies between the real estate and the pop-up art events, as collectors could be

⁹Cushman Wakefield Research Report – “Experiential Retail – Pop-Up-A-Looza” December 2019

¹⁰“Pop-Up Shop Ideas: Lessons From 16 Successful Shops to Help You Get Started” Shopify

living in the very spaces that are being showcased. For example, a new luxury real estate development will have recent or interested buyers who are in the market for art to curate their new spaces. Thousands of luxury condo units come online every year in New York City. In October 2021 alone, the top ten residential developments in NYC had developers file permits for 3,000 units¹¹. This constant pipeline will provide a plethora of opportunities to connect with developers and brokerages across NYC.

Targeting new real estate projects and listings will also present the opportunity to match up artists with collectors who are within their price range as well as art that fits within the development. For example, a new condo building with units ranging from \$1 million to \$5 million will need to be curated with art at different price levels than a project with units \$10 million and up. The same will apply to other projects depending on their history, location, and design. A new project in Brooklyn could be curated with artists from the borough or a project with a specific architectural theme could be complemented with art representing a similar theme or background. New York City in particular has so much history lying in the four walls of its real estate, that art can serve as a method to highlight the stories of New York's culture.

The FPI Art Initiative will serve clients from 3 different backgrounds connecting real estate and art professionals to art viewers and collectors. For real estate, the initiative will create a new outlet to promote and market properties to their clients and the public. Artists and dealers will have a unique platform to showcase their works of art to a curated crowd. The audience will have the benefit of viewing art in a home environment, enhancing

¹¹ The RealDeal "NYC's Biggest New Construction Filings in October"

seasoned collectors' experience while attracting collectors who will benefit from envisioning the works in a home space.

Competitors:

Through research, there are potential competitors that have a similar business model to the FPI Art Initiative. However, there are no direct competitors specifically focused on the niche of curating pop-up events in partnership with real estate firms. Below is a brief summary of each company with a synopsis of what they do and how they compare to the FPI Art Initiative.

Standard Arts is an arts and design curatorial firm. They collaborate with architects, developers, and clients to create art and design installations for real estate and hospitality projects. They work with an international network of artists where they select pre-existing works or commission works for site-specific projects. Standard Arts and the FPI Art Initiative have a lot of parallels in that they work specifically with real estate, commercial, and hospitality spaces. However, Standard Arts are not focused on pop-up events catered to artists and collectors, its primary focus is staging and curating spaces for the real estate projects¹².

Galerie Magazine, Showhouse combines the best of the world's art and design within a home. Each designer is assigned a room within the home to design and curate the space. The showhouse occurs every summer in the Hamptons for a month-long period. Art is also a vital component of the showhouse. The publication works with an esteemed list of blue-chip galleries to collaborate with the selected designers to curate art within their spaces. In addition, they also commission several artists to do site-specific installations throughout the property. The month-long exhibit is open to the public six days a week. The magazine

¹² Standard Arts, <https://standard-arts.com>

charges roughly \$20/per ticket. Each participating designer will have pricelists of the art and design they are exhibiting to sell. The showhouse event provides exposure and further opportunities for interior designers. The designers cover the expenses needed to decorate their assigned space. The venue is funded by sponsors and proceeds from the ticketing price go towards benefitting various organizations of the publications choosing. The Showhouse motto is to bring together art and design to create a “house of dreams”¹³ The difference between FPI Art Initiate and Galerie House is that their model is set for an annual event that takes place every summer in the Hamptons. The FPI Art initiative is focused on creating capsule exhibitions more frequently and introducing emerging artists that have not had the opportunity to gain exposure to exhibit their artwork in the states.

Creative Art Partners was established in Los Angeles, California during the pandemic. The company model is to be a service offering innovative solutions for leasing, sales, and exhibition of contemporary art¹⁴. The company buys art directly from the artists’ studios, galleries, and auction houses. Subscribers pay a monthly fee to rent works of art, they can swap them out when they want, and they have the option to purchase directly from them. This type of platform has become more popular since the pandemic. The art rental service has allowed the public to lease works of art for a short-term period to have the opportunity to decide if the work fits their space or if they only want to view it for a temporary time frame. While this is a convenient way to attain works of art in your home, it does not provide the experience of getting to know or engage with the artist.

¹³ Galerie House of Art & Design at Sag Harbor, 2021

¹⁴ Dirt, Mae Hamilton, An Art Subscription Service Fit for the Stars, September 16, 2020

Our third competitor is Curate Art Group. They are a leading art consultant in commercial, hospitality, and healthcare. They focus on curating art within these public spaces to enhance the public experience and comfort. They pride themselves on being the leading hospitality art consultants. Curate Art Group has a powerful group of clients from the Four Seasons Hotels to Kaiser Permanente.¹⁵ Similar to Standard Arts, the focus is on the location of where the art will be showcased with a focus on hospitality and healthcare clients and spaces. Curate Art Group allocates works of art for their clients so that they have the possibility to either set up long-term leases of the art or to buy the works directly to be staged.

¹⁵ Curate Art Group, About

Marketing Strategy and Press Plan

The marketing plan that will be put in place to promote and advertise will primarily be through the use of social media. Platforms such as Instagram and Facebook will be utilized. To create interest in the exhibition, FPI will use Instagram to create content and video posts to bring awareness to the show and the artists. In addition, SERHANT will use its social media accounts and in-house marketing team to promote and advertise the pop-up exhibit. Collectively through the FPI Art Initiative and Catinca Tabacaru Gallery, the following art critics and writers will be contacted to potentially feature the show. Invitations are planned to be sent digitally through Eventbrite.

FIG 5.

Writer	Publications	Contact	City	Notes
Katerina Paitazoglou	Art Observed	katerina@artobserved.com		
Jose Villareal	Art Daily	artdailynews@yahoo.com		
Sarah Medford	Wall Street Journal	medford.sa@gmail.com		
Scott Indrisek	ArtInfo	sindrisek@artinfo.com sindrisek@gmail.com		Executive Editor for Modern Painters at ArtInfo
Bassera Khan	Art in America	baseerakhan@gmail.com		
Faye Hirsch	Art in America	faye.hirsch@purchase.edu		Senior Editor at Art in America
Kurt McVey	Freelance	kurtmcvey@hotmail.com	New York	
Jamie Martinez	Arte Fuse	jamie@jamiemartinez.net	New York	
Margaret Carrigan	Observer	maggie.carrigan@gmail.com	New York	
Roman Kalinovski	Art Critical	roman.kalinovski@gmail.com	New York	romankalinovski.com
Julie Baumgardner	New York Magazine	juliewithab@gmail.com	New York	
Sarah Cascone	Artnet	scascone@artnet.com	New York	Co-Founder of Young Women in Arts (YWA)
Paul Laster	Time Out NY	plasternyc@gmail.com	New York	art.ny@timeout.com
Roberta Smith	New York Times	rosmith@nytimes.com	New York	
Holland Cotter	New York Times	hcotter@nytimes.com	New York	
Ken Johnson	New York Times	kenjohnson53@gmail.com	New York	
Will Heinrich	New York Times	willheinrich@gmail.com	New York	
Andy Battaglia	ArtNews	abattaglia@artnews.com	New York	
Casey Lesser	Artsy	casey@artsy.net	New York	Creativity Editor & Casey Lesser Gallery
Phong Bui	Brooklyn Rail	phong@brooklynrail.org	New York	
Jan Castro	Sculpture Mag	jancastro1@gmail.com	New York	Writes about Sculpture
John Yau	Hyperallergic	johnyau@mgsa.rutgers.edu	West Coast	
Nikki Bostwick	The Fullest	nikki@thefullest.com	New York	thefullest.com
Kristen Tauer	Womens Wear Daily	ktauer@wwd.com	New York	
Suzy Spence	Art Critical	ss@artcritical.com spenceprojects@gmail.com	New York	
Jerry Saltz	New York Magazine	jerrysaltz@nyc.rr.com jerrysaltz@gmail.com	New York	
Hrag Vartanian	Hyperallergic	hrag@hyperallergic.com	New York	

Budget & Revenue Projections

Below is an example overview of the budgeted revenue projections for the pop-up exhibits and the opening event. The budget includes a variety of expenses including art transportation, installation, food, beverage, artist lodging, travel, marketing, and insurance. Since the space itself will be sponsored by the partnerships formed with the real estate developer and brokerage, there will be no overhead for renting a space, which can oftentimes be the largest expense of a traditional gallery or art event. The breakdown below illustrates the revenue and expense projections of a standard pop-up event along with the associated assumptions.

FIG 6.

Revenue Assumptions				
Total Artwork Value	# of Pieces	Avg \$ Per Piece	% Sold	Sales
75,000	10	7,500	25%	18,750
# of Pieces	Monthly Rent Per Piece	Rent Per Month	Rent Length	Total Rental Amount
10	100	1,000	3	3,000

Revenue Sources		
Description	Amount	Notes
Real Estate Sponsorship	5,000	RE firm pays fee for PR event
Real Estate Art Rental	1,500	\$1,000 per month for 3 months , FPI collects 50% of Rental Amount
Commissions - At Event	3,750	20% of Sold Artworks
Commissions Post-Event	3,750	20% of Sold Artworks
Total Revenue	14,000	

Expenses		
Description	Amount	Notes
Art Transportation	2,000	\$200 Per Piece
Art Installation	1,500	Fixed Fee
Food & Beverage	1,500	Cocktails & Small Plates
Artist Lodging	2,000	5 Nights at 3 BR Airbnb, \$400/night
Artist Travel	1,050	Artist / Gallery to cover costs of flights. \$50 per diem per artist
Marketing	1,500	Photography, press release in partnership with RE firm
Insurance	300	
Real Estate Space	-	Space is sponsored by Real Estate partner
Total	9,850	

Profit	4,150
Profit Margin	42%

Income from the events will come from three different sources. Overhead for the real estate space itself will be limited with the developer sponsoring their space for the event. Initially, the first income source will come from the real estate firm or developer to share in the costs to host an event. New projects, especially in the luxury space, come with a significant marketing budget to promote the buildings and host new and potential residents' events. This income will contribute to keeping costs for the events lower than maintaining a permanent gallery space. The second income source will be from commissions from sold works of art, which will range from 10-20%. The purchases may come from collectors who were invited to the event, residents of the building looking for artwork to place in their home, or even the developer itself who has the option to rent or purchase the artworks for staging purposes. The final and more long-term sustainable income source will come from forming relationships with certain artists and representing them in future sales and promotion of their work.

Execution Timeline

The FPI Art Initiative is already in the process of hosting its first pop-up art exhibition in September 2022. The below table illustrates the timeline to develop and launch the pop-up exhibit, *A Romanian Perspective, Through the Looking Glass*.

FIG 7.

Description	Status	Timing
Submit the curatorial proposal to Real Estate firms and Cultural Institution	Complete	Jan - Feb
Secure artists for the exhibition	Complete	Feb
Secure venue (Model apartment space)	In Process	Mar - Aug
Select artworks	In Process	July
Create social media accounts	To be complete	June
Coordinate travel for artists & transport of art	To be complete	June - July
Hire installers and event staff	To be complete	July-August
Finalize guest list and send invitations	To be complete	August
Submit press release and promotions via social media	To be complete	August
Finalize event agenda and itinerary for the week of the exhibition	To be complete	August
Host event and week-long pop up exhibition	To be complete	September

Exhibition Synopsis

The FPI (Francesca Popescu Ift) Art Initiative is a company built upon curating pop-up exhibitions, featuring emerging artists from countries not as widely recognized in the United States curated within a model apartment in New York City. The launch of the first pop-up exhibit called, *A Romanian Perspective, Through the Looking Glass*, will occur in September 2022, in a model apartment on the Upper West Side in a new condominium development called, The Westly. The title of the show is a working title that will be further determined as conversations with the chosen artists evolve. The current title of the exhibit is meant to represent what the world looks like from the Romanian artist's perspective, as well as a reflection of their artistic lenses, “*looking through the glass*” into the private lives and intimacies within a home. The exhibition will showcase three emerging women artists from Romania, Catinca Malaimare, Daniela Palimariu, and Ioana Stanca. The goal is to introduce these artists to an audience in the United States within a unique setting outside of a traditional gallery space. The FPI Art Initiative has partnered up with the Romanian Cultural Institute (RCI) of New York and gallerist and curator Catinca Tabacaru to curate this debut pop-up exhibition in New York. curating the artwork to metaphorically emphasize stories of intimacy, traditional gender roles, family dynamics, and cultural traditions in a home.

Catinca Tabacaru founded her gallery in New York City in 2014. She built an international reputation for discovering unique talent, taking risks, and mounting transformative exhibitions. In 2015 Tabacaru began working in Harare, Zimbabwe where she built and opened her second gallery location in 2017. In 2020, Tabacaru decided to move her primary gallery space from New York City to Bucharest, Romania. Through this transition, she was able to nurture and discover new artistic talents in her native country of Romania so

that she can devote time to introducing her artists to the global art scene. Her experience has led her to grow an international roster of artists from five continents, a traveling residency program, and her gallery frequently participates in international biennials.

The artists Catinca Malaimare, Daniela Palimariu, and Ioana Stanca are represented by Catinca Tabacaru Gallery in Bucharest, Romania. These artists have worked and collaborated together in the past in an exhibition called, *Staycation* that took place from December 14, 2021 – to January 29, 2022. The exhibition featured twelve women artists, six Romanian-based artists, and six from Berlin. The exhibit was created in response to a week-long symposium that took place in Bucharest in July 2021, introducing all of the artists to the city of Bucharest and each other. The core of the symposium was to bring people together again and to explore a new city. Five months later the artists exhibited their artworks based on their reflections from that moment in time. Their works addressed the impacts that the pandemic had on peoples’ domestic spaces and interactions, balancing leisure and work life as well as the limitations and controls on movement and travel.¹⁶ The artists featured in this exhibit were Catinca Malaimare, Daniela Palimariu, Ana Pascu, Ioana Stanca, Ana-Maria Stefan, Yen Chun Lin, Lexia Hatchmann, Lera Kelemen, Beth Hughes, Isabella Fürnkäs, Barbara Lüdde, and Rachel Monsov.¹⁷ Since Catinca Malaimare, Daniela Palimariu, and Ioana Stanca have collectively worked on this exhibition together in Bucharest, it will be interesting to see their collaboration evolve in New York City.

With the founder of FPI Art Initiative having a Romanian background, she is supportive to host FPI’s first pop-up exhibit showcasing works by Romanian artists. The

¹⁶ More information about the exhibition on the gallery website: Catinca Tabacaru Gallery, <https://catincatabacaru.com/exhibitions/staycation#pressrelease> (A catalog exists)

exhibit will be showcasing the sensory mappings and distinct artistic styles of these three emerging women Romanian artists but will also be a transformative moment for its founder. Romania is a country filled with a rich and diverse history and it has undergone many challenges as it emerged from the collapse of communism in 1989. The founder's parents defected from the country in 1984, leaving behind all their belongings, homes, and family to pursue a life of freedom in America. Allowing the artists to express their art in the diverse cultural melting pot of New York City, will open opportunities to express themselves outside of their native country while also introducing a new cultural background to many viewers and collectors. The artistic expression will be enhanced by a vibrant and new environment, and subsequent reactions from viewers who may not have been familiar with the Romanian perspective will be enlightening for everyone.

Ioana Stanca born in 1987, is an emerging artist located in Bucharest, Romania with a background in fine art. While working and studying fine art Stanca became stagnant and uninspired. She decided that she was limited in how she wanted to create and express herself artistically through painting. Through this shift, she became interested in the art of embroidery. Without having a background in sewing she began to teach herself the artistry of embroidery which has become her medium of choice to date. From her perspective, fine art painters are primarily dominated by men, which organically attracted her to the craft of embroidery.¹⁸ Throughout history embroidery has been considered a form of feminine expression and it is closely tied to feminism and women's rights.¹⁹ Stanca's ingenious method and exceptional technical ability re-conceptualize embroidery while exploring her

¹⁸ On file with the author, Ioana Stanca, March 27, 2022

¹⁹ Rozsika Parker, *Subversive Stitch: Embroidery and the Making of the Feminine* (London: The Woman's Press Ltd, 1984)

transformation and internal dialogue embracing her femininity²⁰. These depictions are reflected in different techniques with textiles, embroidery, collage, soft sculpture, installation, and performance. Stanca said in a conversation, “I love working in a medium that has been historically associated with women's work, using symbols and motifs like flowers, red manicures, high heel shoes, and vibrant colors to explore sexuality and femininity. It is an empowering statement to deliberately use so many of the clichés I was told to avoid while studying painting, which is predominantly a male-dominated field. It feels like the self-narrative, meditative process of making an embroidery preserves my emotions stitch by stitch making each work a portal with healing powers.”²¹ Stanca explains that she references classical Orthodox icons from her Romanian background in the subtle incorporation of decorative elements in her iconography. In observing her works and in conversation with Stanca, she also is inspired by the Surrealist Movement and uses this as a vessel to express her subconscious thoughts. Ioana’s imagery invokes a variety of textures and narratives bringing to life soft sculptures of anthropomorphic scissors, to depictions of seductive female bodies evoking fear, strength, and desires of a woman floating among her embroidered creations. The female figures also depict the artists' questioning of sexuality and oneness. The depiction of red high heel shoes is a symbol of her dreams and nightmares. These figures and symbols are sensory mappings of current emotions and questions the artist faces in her life.

Ioana Stanca’s imagery follows a particular, intimate way of using symbols in her embroidery to explore textures, emotions, and situations²². Stanca’s symbols create intimate

²⁰ Propagarta, *Ioana Stanca's Exhibition at the ICR New York*, Mihai Zgondoiu, April 14, 2022

²¹ On file with author, Ioana Stanca, April 19, 2022

²² Romanian Cultural Institute, Art Friday's: Studio Conversation with Ioana Stanca, July 9, 2021

maps, mapping her internal geography in continuous transformation²³. The creation of the anthropomorphic scissor soft sculptures was a symbol for Ioana cutting ties with fine art in painting, representing a new chapter in her artistic journey. A scissor is an object used in everyday life and it is often overlooked. It can also be harmful and used to cut or hurt someone. For Ioana, a scissor is an essential tool and a prominent symbol in her craft of embroidery. The scissor symbolizes Ioana's strength to make the decision to change her artistic medium and experiment with a new art form that has evolved into her true form of expression. Exhibited in the space will be one of Ioana Stanca's, anthropomorphic soft sculpture scissors called, *12 Songs to My Penumbra (Blue & Yellow)*, 2022. The scissor shape is made of black velvet and has twelve blue and yellow eyes embroidered throughout the sculpture. The eyes are a symbolic motif used frequently by Stanca to represent the opening of one's eyes from sleep, but also during moments of revelation and clarity. The blue and yellow color of the eyes also speaks to current events related to the war in Ukraine as Stanca felt a connection to the neighboring country and people during the creation of this particular piece. The number twelve is also a powerful symbol used in religion, astrology, and time. The large, elongated soft sculpture resembling a female silhouette will be draped on a bed within the apartment producing imagery of sleep, seduction, and revelation.

In Stanca's most recent work, *Strange Flowers (Ai Grija de Tine)*, 2021, embroidery on linen, a shadow has entered. Dark burning-eyed villainous figures are overtaking the softness of the pansy flower background creating a duality of light and dark emotions that is a recurring theme in most of her embroidery work. In other similar works like *Surprise*, 2022, a spider crawling over a woman's figure invokes a sense of beauty and vulnerability. Through this

²³ Art Daily, *Ioana Stanca's NYC Debut opens at the Romanian Cultural Institute*, March 2022

portrayed darkness, Stanca depicts her female characters as juxtaposed symbols of strength and resilience. These animated embroidered works are also accompanied by uniquely crafted frames to expand the narrative of the artwork. The portrayal of sexuality and oneness flow through the undercurrents of all of Stanca's work. In observing Stanca's artwork within a home the audience will be transported into her ethereal realm illustrating relatable themes of internal questioning and fears as well as external positive and negative experiences that we all confront in life. A home can represent a place of comfort or discomfort and Stanca's balance of light and dark, beauty and danger will capture both sides of this experience.

Daniela Palimariu born in 1985, is an emerging artist and gallerist who co-founded Sandwich based in Bucharest, Romania. Sandwich gallery is an artist-run space that is an all-inclusive environment for artists to work and collaborate. Daniela lives and works in Bucharest, Romania. Her practice involves drawings, sculpture, interactive installations, and livable environments. All of which understate the ambiguity of human relations, the need for personal space, and daily subversions²⁴. In the exhibition, Palimariu will showcase her *Family Series*, along with sculptural pieces from her *Stretch Series* and drawings from her *Wellness Syndrome Series*.

The *Family Series* was created in 2015 when she began observing the unfolded shapes of packaging from IKEA. As she described it the packaging "looked a bit like robots". In conversation with Palimariu, she expressed how something as simple as packaging can have an underlying complexity as depicted in her hanging sculpture *Family VIII (Ears)*, 2021. Packaging is only meant to protect other pieces, temporarily, and then discarded. Palimariu explores the waste of packaging and gives new life to something that would

²⁴ *Staycation*, exhibition catalog, Catinca Tabacaru Gallery, December 14, 2021

otherwise be thrown away without much consideration. She creates value by using discarded materials that were previously only meant to protect objects of value. In *Family VIII (Ears)*, 2021, Palimariu uses stainless steel with a mirror finish to resemble the discarded IKEA packaging which she uses as a mold to build the sculpture. From her viewpoint, the denotation of a family is that several members of one family are born from an unfolded “packaging shape”. Only one of the members is the original, the others are its resembling heirs.²⁵ Through all the Families in this series, Palimariu’s work looks for signs of the familiar in areas ruled by pure practicalities. This particular *Family VIII (Ears)* is made of two pieces, which could imply any number of relationships between members of a family. Each piece is made by hand, from veneer. The stainless-steel crates have various folds and cavities that give them depth and multiple reflections, to speak about the complexities of all relationships, but especially of family ones.

Further exhibiting Palimariu’s artistic experimentation of using ordinary objects as vessels for her art is the *Wellness Syndrome* series created in 2018 – 2019. In this series, Palimariu uses IKEA window shades as her canvas depicting elongated figures posing in various stretches and movements with a pop of yellow paint symbolizing optimism and vitality. The window shades are versatile in how they can be installed within a space. They can be wall-mounted as diptychs to create a continuous flow of movement or as a stand-alone sculptural piece. The series experiments with the human form and how the body can transform and move. In observation of this series, the figures depicted resemble people exercising, stretching, as well as in meditative poses, addressing the importance of our wellness both physical and mental.

²⁵ On file with author, Daniela Palimariu, April 10, 2022

Palimariu continuously experiments with different mediums and techniques. This is shown in the craftsmanship of her sculptural pieces from the *Stretch Series, 2020*. These wooden sculptures vary in shape, size, and color. The minimalistic form of these sculptures portrays a sense of timelessness. Wood is a resilient material that on its own contains various textures and imperfections that add to the character of her sculptures. These sculptures can transform and add warmth to a space, a symbol of life and growth. This series in particular is one that Palimariu continues to evolve, thinking of new ways of re-conceptualizing the form by using different natural materials.

In addition to creating works of art, she is also the co-founder and director of an artist-run space that creates spaces and an all-inclusive environment so that artists can work and create art. Sandwich is focused on producing site-specific works by both Romanian and international artists. In the last few years, the gallery has been expanding and building a strong network within the art community in Beijing, through exchanges in mutual support. Palimariu's art practice is continuing to evolve through her use of adapting different mediums and art forms into her craft. As said by Palimariu in an interview in 2015, "My art will always be about frivolities, banalities, boredom in opposition with the interesting."²⁶

Catinca Malaimare born in 1996, is a Romanian, London-based student completing her post-graduate studies at The Royal Academy of Art. Her artistic practice is to perform alongside anthropomorphized technologies. Within the exhibition, there will be an alluring component, with interactive performance, photography, and video by Catinca Malaimare. When she's in her studio, she "is haunted with the mantra of how beautiful technology is."²⁷ Her choreography manifests the intimate relationship with photographic tools and the screens

²⁶ Curators' Network, Daniela Palimariu

²⁷ Romanian Cultural Institute, Art Friday's, Studio Conversation with Catinca Malaimare, July 23, 2021

on which they project the image she is creating. Malaimare is drawn to technology as a medium. Throughout her artistic process, she will film her choreography before being shown to a live audience. Through the process of creating her choreography, Malaimare thinks sculpturally about her performances. The objects and equipment used are technology-focused and are utilized to interact with the audience as well as display people's connection and reliance on technology. In conversation with Malaimare, not only does she consider her craft performance art but the equipment she uses is considered a sculptural piece that she alters with every performance soliciting a response from the viewer.

Malaimare will also exhibit three of her photography pieces *Eight of Clubs, 2021*, *Discoverer Space Helmet 1, 2021*, and *22.200 LED's 2020*, that were captured during her past performances. These photographs were tentatively chosen as Malaimare would like to produce new work for the upcoming pop-up exhibit. The photography prints are usually part of the performance setting. These images are meant to link the physical performance in the space. For the opening and throughout the duration of the pop-up exhibition, Malaimare will perform a couple of her choreographed pieces throughout the venue to attract and engage the audience with various technological narratives. Malaimare is inspired by various forms of lighting, which she will have set up to transform her performances. For example, she will use LED light filter strips that enhance the skin's undertones creating a theatrical movement among these lights. Through recent email correspondence, Malaimare expressed her desire to create new performance and videography works within the space. As said by Malaimare, "There's a lot that interests me in the utopian visions of a smart house and the entanglement with technology that we often find in these domestic spaces. I would love to respond to these

things through the work included here.”²⁸ Malaimare came up with a concept to create a video work to be displayed on a TV that sits in this very domestic environment, of a living room with a TV unit. As said by Malaimare, “I’d love to play with that, perhaps in the decor we can begin to think about bringing in TV units in both the bedroom and the living room, splitting a multi-channel video across these spaces.” The print works are usually very sculptural images belonging to a specific installation, so any examples should be very much considered as part of a larger multi-media work. Similarly, with the performance aspect of her work Malaimare will perform a piece where she will consider the voyeuristic aspects of the home. The performance will be similar to that of *Eight of Clubs* where she manipulates an LED photography light that has eight parts mimicking the figure of a spider or flower. Malaimare uses her body to create extended movements and formations that intermingle with this unusual light source. The performance adds a sensuous experience that is amplified by the sound of her body’s friction up against the light’s surface. Her gaze will draw in the audience, creating a connection between performer and viewer.²⁹ Malaimare’s work is surrounded by an admiration for technology. In further discussion with Malaimare, it was agreed that modern-day life is consumed by various forms of technology from tv screens, light fixtures, cameras, and cell phones. She is inspired by various lighting and technological equipment that she uses as vessels to artistically connect with technology.

These three artists Daniela Palimariu, Ioana Stanca, and Catinca Malaimare will be the first to be exhibited by the FPI Art Initiative. The FPI Art Initiative’s business model is to curate exhibitions in beautifully staged homes creating a unique way of showcasing the artist’s works outside of a traditional gallery or event space. FPI has partnered with a

²⁸ Email correspondence with Catinca Malaimare, April 30, 2022

²⁹ Catinca Tabacaru Gallery, “Works”, Catinca Malaimare, *Eight of Clubs*, 2021

residential brokerage firm, SERHANT³⁰ to exhibit works within a luxury condominium on the Upper West Side of Manhattan. The show will connect artists and the audience in a living space. In planning the pop-up exhibit, the FPI Art Initiative connected with The Romanian Cultural Institute of North America to identify artists within their network. After developing relationships with Malaimare, Palimariu, and Stanca, the Romanian Cultural Institute formed a partnership with FPI to help facilitate the development of premiering this pop-up exhibition.

The Romanian Cultural Institute of North America was established in 1969 as a Romanian Library.³¹ Over time it evolved into a cultural center, and now it is one of the oldest cultural diplomacy vehicles for the country. The Romanian Cultural Institute also acts as the principal artistic agency for Romanian artists in the United States. Luisa Tuntuc is the current Deputy Director of the arts and culture programs for the Institute. She is a networking specialist, working to establish and expand partnerships among Romanian and American cultural organizations, both public and private. The FPI pop-up exhibition proposal was presented to Tuntuc, and she was interested in the proposal and being a part of it. Tuntuc was intrigued by FPI's creative idea to showcase artwork within a home setting and provide an opportunity to highlight three of their top emerging artists.

While the event is still in the early planning stages, a tentative date of mid-September 2022 has been proposed to SERHANT, The Romanian Cultural Institute, and the three artists. FPI is reviewing potential floor plans of the event space and developing an initial curatorial layout of the exhibit. Every room within the model apartment will have works by each artist telling stories and examining the life that exists in the privacy of a home. The art

³⁰ SERHANT, About

³¹ Romanian Cultural Institute in America, About, <https://www.rciusa.info/about-us>

displayed will be intimate and personal observations of the artists' conscious and subconscious experiences of their lives as well as their observations and perceptions of a home. The art will challenge the ordinary perceptions of what occurs in a home by creating conversation around the sensual and intimate occurrences. The artists will use their art to explore and create an immersive experience for the audience. The FPI Art Initiative will premiere this event in September 2022 with plans to expand into new venues, featuring other artists from a multitude of different cultural backgrounds.

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Appendix

Doc 1. Pitch Email

Subject: FPI Arti Initiative, Pop-up Exhibition

Dear Sir/Madam,

I hope this email finds you well. My name is Francesca Popescu Ife. I am currently finishing my Master's in Art Business at Sotheby's Institute in New York. For my thesis, I am launching a company that will focus on partnerships between the art, real estate, and hospitality industries. The core of my business is to be a liaison and representative for emerging and mid-career artists from countries not as widely known in the United States by forming partnerships with real estate, hospitality, and public venues to host curated pop-up exhibitions within a home or commercial space. The pop-up exhibit and events will not only promote and bring exposure to the artists being represented but will serve as an advantageous PR and marketing platform for new real estate projects and listings. I am currently working with three emerging women artists from Romania with a plan to execute our first pop-up exhibition in Fall 2022. It would be wonderful to meet in person or over Zoom to further discuss this endeavor as I would love the opportunity to hear your thoughts and provide some additional background on this venture. If there's someone else whom you'd think this would be better suited for, it would be wonderful to have an introduction.

Best,

Francesca Popescu Ife

FPI Art Initiative

Doc 2. Pitchbook Presentation

Following page.

FPI Art Initiative Pop-Up Exhibition Proposal

Curated by, Francesca Popescu

Company Overview and Objectives

The core of my business is to be a liaison and representative for **emerging and mid-career artists** by **forming partnerships with real estate, hospitality, and public venues** to host **curated pop-up exhibitions** within a **home or commercial space**.

The event will have three primary objectives:

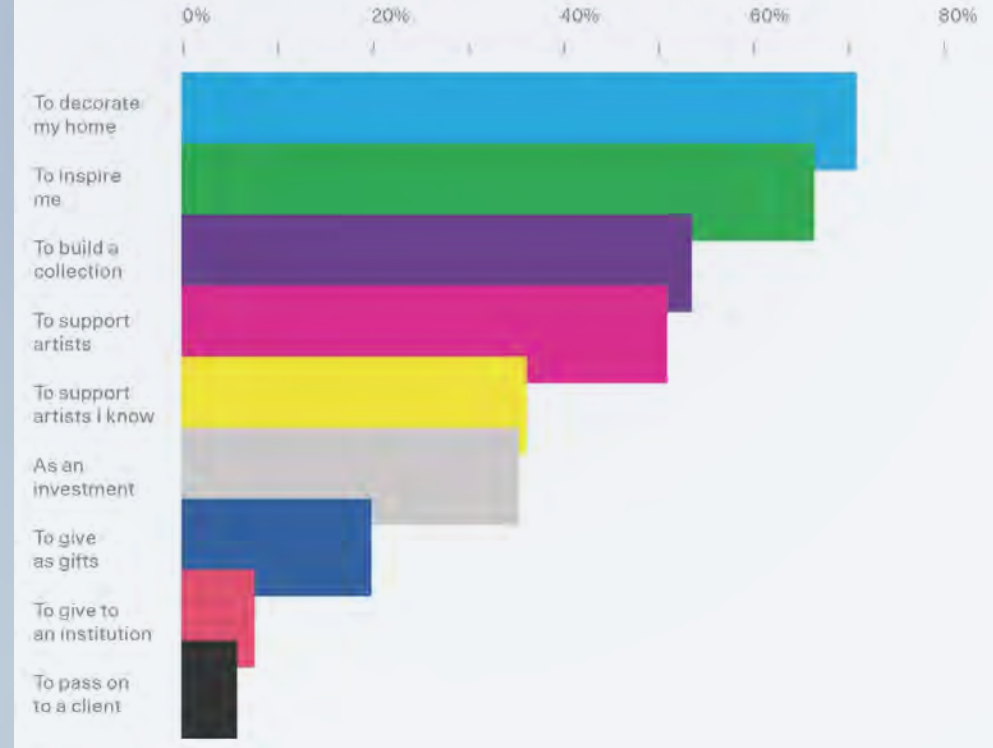
- (I) The promotion and exposure of emerging and mid-career artists.
- (II) An advantageous PR and marketing incentive for your firm by showcasing and marketing the artwork within one of your listings or development projects.
- (III) Creating a new innovative platform to promote your projects and listings



Synergies of Art & Real Estate

- Studies have shown that new collectors are apprehensive to purchase art since they are unsure of how the work will look in their space.
- Throughout the COVID-19 pandemic, everyone was confined in their homes. As time went by more and more people began re-designing their spaces.
- FPI's business concept is to introduce artists from countries that aren't as widely known in the US.
- Add bullet on real estate promotional events. Find statistics related to real estate marketing events. Or example of art and real estate (office buildings hotels, Aby Rosen is a big real estate name and showcases his art in his office bldgs.(Add photo)

Collectors' top motivations for purchasing art



The Pop-up Art Exhibit format and business plan are to partner with real estate firms, hospitality, and public venues to host the event. The opening event will be invitation-only where clients, collectors, dealers, and selected press will be able to get a first look at the artwork, curated within a home space, and engage with the artists.

Future Pop-Up Events & Goals

01

This model can be developed and evolve into an ongoing art initiative.

02

Generate partnerships and cross marketing with art galleries, and real estate firms

03

Build trust and expand exposure of emerging as well as established artists.

04

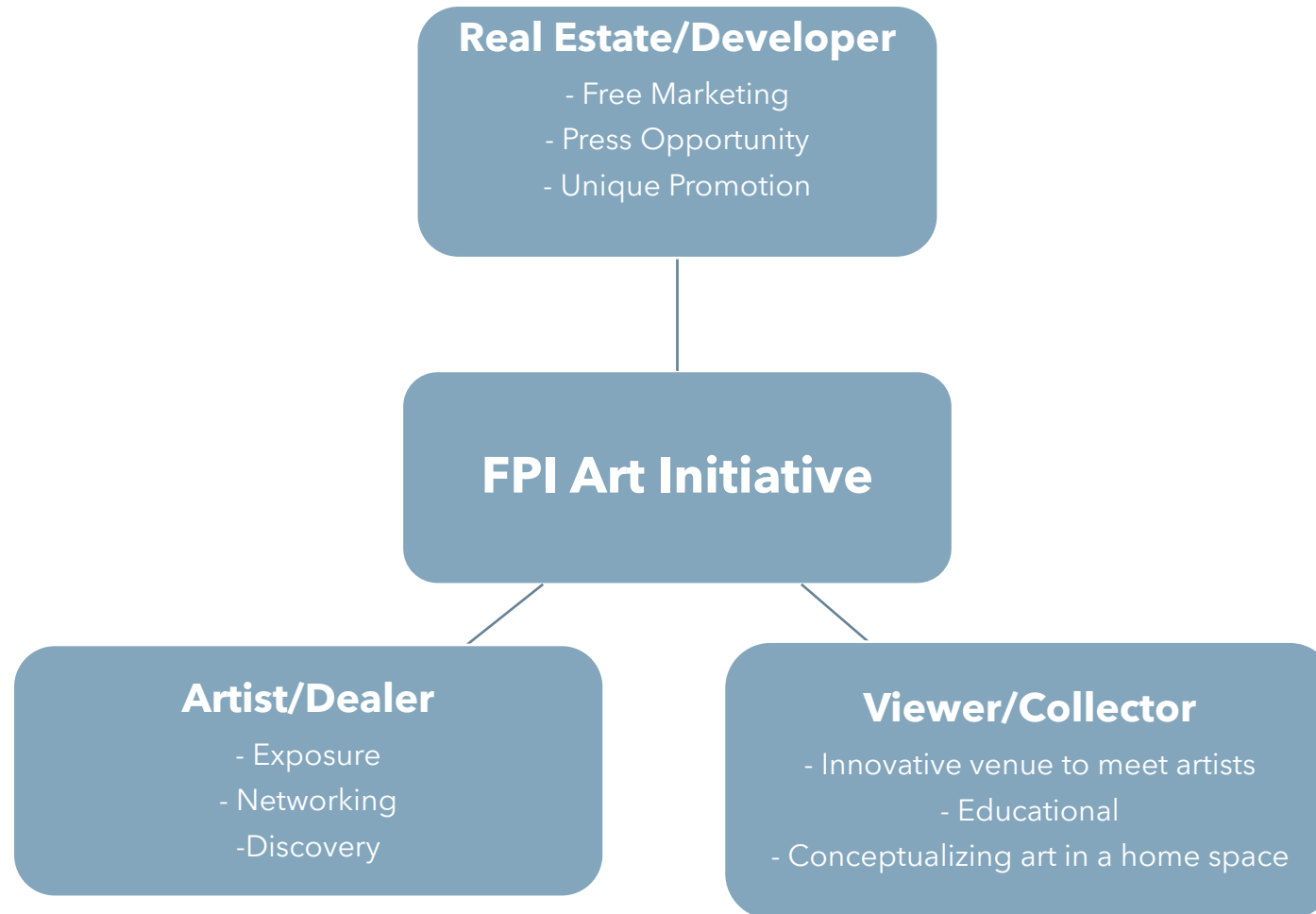
Expand this program nationally.

Overview of Event Services

Events can be tailored to be 100% funded by us to promote artists or to also be a promotional event for the real estate project or listing itself (*which is our preferred goal*).

- 1) Artist Focused Pop Up – One-week event 100% funded by FPI Art Initiative for sole promotion of artists in space. Benefits include:
 - Free marketing/press opportunity for real estate projects or listings.
 - Creating a new and innovative platform that will create a new experience for your client network.
- 2) Real Estate & Artist Cross Promotion – Fee-based promotional event to mutually promote real estate and artists. Benefits include:
 - Showcasing commons spaces and amenities
 - Promote new developments with art and real estate focused events (i.e.. Broker open houses, invite-only cocktail events for collectors and/or real estate clients)
- 3) Art Staging – As an ancillary service, Pop-Up events can serve as a lasting staging option for your real estate project or listing.

Overview of Event Services



Staging Examples



Staging Examples

