



Art Productization Toolkit



Using the **Refresh+ TOOLKIT** to
develop **your artistic work &**
build innovative products

Developing artwork for new audiences

The Refresh Toolkit is not a fixed method but a **way of thinking** and a **model for working** or reaching for new audiences and customers.

The Toolkit can be used to **plan your own work** or **guide a bigger team for a co-creation process.**



Build a plan that you can then execute

Our Toolkit is based on the **Cultural Design** and **Social Design** tools and methods that themselves are based on **Service Design** and **Design** principles.



ARTISTIC RESEARCH

Material artistic practices often go hand-in-hand with a **theoretical inquiry**.

As the process of **thinking** and **making** are so closely bonded together, we seldom even think them as individual processes.

COMBINING THE OLD & NEW

As in your artistic work, in marketing & branding, you can and should **combine well tested fundamentals with a contemporary twist.**

4 Ps

PRODUCT

PRICE

PLACE

PROMOTION

New 4 Ps

PEOPLE

PASSION

PURPOSE

PLATFORM

Kotler, P.
circa 1960

Ruola, E. 2021
Markkinoinnin uudet 4 P:tä
Helsinki: Alma Talent

Using this Toolkit

This toolkit has been designed to take the artist through a mapping process, from **creating an inventory to drawing up and presenting their map.**

The process has been broken down into stages and steps.

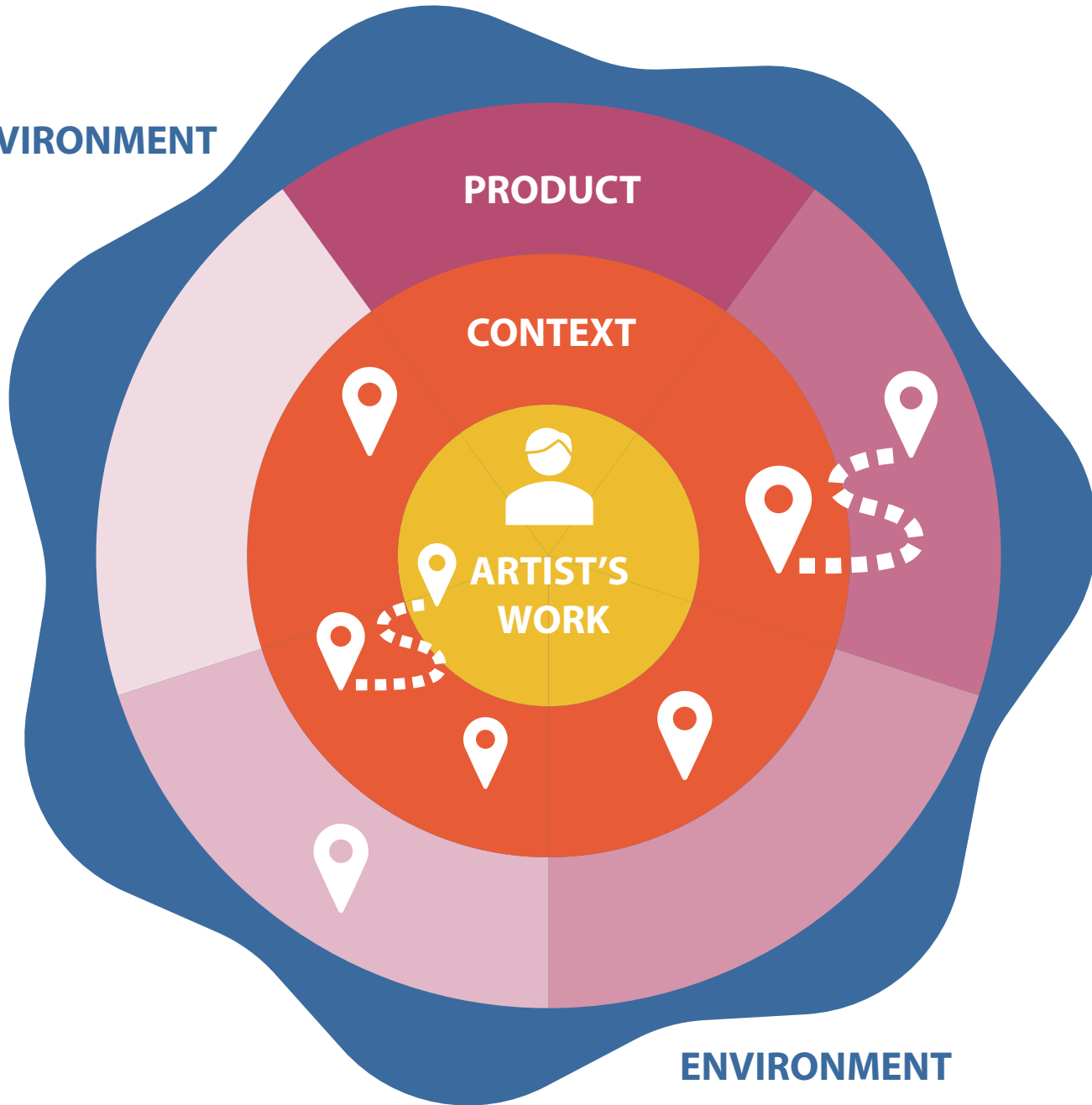
Each step is accompanied by examples and worksheets to help participants get organized.



Mapping provides **an understanding of culture, history, and the artist's works unique identity** that should be used at the **beginning of any development or planning project** to create a list of potential partners, community resources, and tools needed for successful results.



ENVIRONMENT



PROCESS

1. **MAPPING THE CONTEXT**
2. **MAKING AN INVENTORY OF CONTRIBUTORS AND THEIR MOTIVATIONS**
3. **MAPPING THE PRODUCTS**

PHASE 1:

STEP 1: MAKING AN **INVENTORY OF THE ARTIST'S WORK AND THE CORE CONTEXT.**

STEP 2: MAKING AN **INVENTORY OF CONTRIBUTORS AND THINKING ABOUT THEIR MOTIVATIONS**

STEP 3: **DRAWING A MAP OF THIS ENVIROMENT**

PHASE 2:

STEP 1: **CREATING 5–10 IDEAS FOR POSSIBLE PRODUCTS**

STEP 2: **ADDING 3–5 OF THESE PRODUCTS TO YOUR MAP**

PHASE 1:

Mapping the **context** and the
environment



Mapping the context

Start by creating an inventory for your map. What is the aim of the cooperative process?

Core of your artistic concept

What are my Values / Mission / Focus

Who is my audience?

What are my motivations?

MY ARTISTIC WORK

Accessibility & entry points
How can my work be reached?

Why is my artwork unique?

How do I communicate?

What's the cultural history and background?



Contributors

and what do contributors give to the process?

MONEY - financial contribution
TIME - participants time, presence
THINGS - equipment, venue, materials, physical goods or digital content
COMMUNICATION - interaction, facilitation, community building, promotion
ORGANIZATION - rules, guidelines, manage the process, production assistance
KNOWLEDGE - skills, creativity, professional knowledge, expertise, assist, helping others, share know-how

Motivations

What value do contributors get from participation?

LEARNING NEW THINGS - self improvement
ENTERTAINMENT - fun, challenge, joy
SUPPORTING MENTAL WELL-BEING - feel better
INSPIRATION - feel empowered, creativity
DISCOVERY - curiosity, excitement, exploring new things
SENSE OF COMMUNITY - belonging, supporting, collective experience
POSITIVE GOAL - greater good, shared goal
ACTIVITY - socialization
EXCUSE - reason, deadline
REPUTATION - recognition, publicity, pride, visibility
TANGIBLE OUTPUT - to make something own, get hold of something tangible

Enablers

What makes the involvement of contributors possible?

PRICE - affordable, low cost, free, discounts
LOCATION - near to participant, easy to access
RULES - simple instructions to follow
ACCESSIBLE - easy to understand and use
LOW ENTRY BARRIER - no prior knowledge is required
SLIGHT COMMITMENT - temporary, one time thing, infrequent commitment
SUPPORT - guides, newcomers receive help
TRUST - credibility, brand identity
OPEN PARTICIPATION - availability, no limitation

PHASE 1: EXAMPLE



Mapping the context

Start by creating an inventory for your map. What is the aim of the cooperative process?

Core of your artistic concept

Acoustic guitar
together with
modern electronics
"New World Music"

What are my Values / Mission / Focus

Alternative
Underground
Independent

Who is my audience?

Active music fans
who search new
things

What are my motivations?

Fun, creativity,
collective
experience

MY ARTISTIC WORK

Guitar player
musician



Accessibility & entry points
How can my work be reached?

Live music venues
Bandcamp
YouTube & Facebook

Why is my artwork unique?

Combining trad.
folk music with
contemporary
electronics / loops

How do I communicate?

Facebook, Youtube
Bandcamp
Instagram

What's the cultural history and
background?

Folk music around
the world.
Hawaii, India
West-Africa Europe

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Other musicians for contacts, co-work

Restaurant owners & club promoters for money, venue, production

Venues shared spaces equipment

Live music audiences for presence, time, money

Bandcamp / webshops for communication and selling music

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What value do contributors get from participation?

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support & favours

get performers and sell drinks, food, tickets

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entertainment collective experience

share profit, income

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temporary & trust

affordable shared rules

location low cost accessible

low cost location

low cost

MAKE YOUR OWN!



PHASE 2:

**Create ideas and develop
them to products**



Artistic products before digital (1900s)

- 1. Reproducible products which do not involve artistic workers**
(e.g. musical instruments and other tools of the trade)
- 2. Reproducible products which presuppose the involvement of artistic workers** (e.g. records, books, posters)
- 3. Poorly reproducible products** (e.g. live shows, crafts, unique artworks).

Huet, Armel. 1978. Capitalisme et industries culturelles. France: Presses universitaires de Grenoble.

Artistic products in the future

From **INDIVIDUALITY** and **AUTONOMY** to
EXPERIMENTAL COLLECTIVITY
and **COLLABORATION**
– locally & globally

Artistic products in the future

Role of the artist ->

*researcher, community activist,
computer hacker, consultant, ???*

Artistic products in the future

The collaboration of
artists *and* non-artist?

Artistic Research as a Service?

Mapping the product(s)

Find your target group and clarify how the product is placed on the market by using different tools.

Target group of the product

Weaknesses

Costs (to make / to sell)

Strenghts

PRODUCT

Opportunities

**Production
process**

Threats

Positioning & Competitors

PHASE 2: EXAMPLES



Mapping the product(s)

Find your target group and clarify how the product is placed on the market by using different tools.

Target group of the product

*Audience member
who want to get
something tangible*

Weaknesses

*long process
logistics*

Costs (to make / to sell)

*low cost to make
medium income*

Strenghts

*Lasts long
Strong connection*

PRODUCT

CD

Opportunities

*Cumulative ->
build a discography

Longer lifespan*

Production process

*Recording
produce,
manufacture
store*

Threats

*a dying
media
format*

Positioning & Competitors

*well
known
product* *Streaming &
other
mucicians*

Mapping the product(s)

Find your target group and clarify how the product is placed on the market by using different tools.

Target group of the product

Persons who want to develop their skills further than basics

Weaknesses

only few participants

Costs (to make / to sell)

medium cost to make
medium to high income

Strengths

Premium product
Strong connection
Unique content

PRODUCT

Online Lessons

Opportunities

Develop materials to be used for passive income

Production process

Market
Schedule
Execute
Follow-up

Threats

time & scheduling

Positioning & Competitors

well known concept All the free youtube tutorials

Mapping the product(s)

Find your target group and clarify how the product is placed on the market by using different tools.

Target group of the product

People who want to make an extra ordinary event & co-create

Weaknesses

once in a lifetime

Costs (to make / to sell)

high cost to make
high income (funding)

Strenghts

One of a kind event

PRODUCT

1000 guitars event

Opportunities

Create a positive impact & share the joy

Production process

Funding
Schedule
Promotion
Event

Threats

too big
might fail

Positioning & Competitors

Festivals
Big Events
can be part of something

Mapping the product(s)

Find your target group and clarify how the product is placed on the market by using different tools.

Target group of the product

*Realestate business
Venue owners*

Weaknesses

*unknown
service*

Costs (to make / to sell)

*low cost to make
high to medium income*

Strenghts

*Combines
knowledges
and skills*

PRODUCT

*Audio
environment
consultant*

Opportunities

*Help new business
to stand out from
their competition*

Production process

*promotion
schedule
execute
follow-up*

Threats

*have to
promote
the new idea*

Positioning & Competitors

*interior designer
sound technicians*

CREATE YOUR OWN!





More about the **development process and goals** if using the toolkit independently.

What productizing means?

"Productize" refers to the process of developing a process, idea, skill, or service to make it marketable for sale. The creative thinking and working is presented as a product.

Productize means that the audience can easily find and buy knowledge, skills, expertise, or creativity from others. When productizing art, the process means that creativity is formed product-like by adjusting the creative process into stable ways of working. This leads to predictability of time and costs needed for creative process.

Productizing is turning ideas into reality.

Why productize?

- enables you to make your living with your artistic work
- enables you to find practical ways of working
- supports you to focus your creativity on the pieces of work it is mostly needed
- helps you to identify your creativity and skills - and the expertise you need to gain
- simplifies the tailoring of your artwork
- helps you to find new audiences for your artwork
- you learn to promise enough to attract audience but not too much to make them disappointed
- helps you to set a correct price for your artwork
- permits you to work within a limited time frame

What is productized artwork like?

- It may be tangible or intangible
- It can be found and bought easily (accessibility)
- It meets (or exceeds) audiences and customers expectations
- It can be produced easily, within a predicted amount of time
- Buying it is not risky: **customer knows what the package includes**
- It allows a defined amount of choices
- It can consist of modules



Why use the canvas tools & make a map?



This toolkit focuses primarily on promoting creativity and development. This process is most valuable in generating new perspectives and preparing the artist and their team for effective planning of artworks and their productization.

Your map can be used to tell your story to different types of contributors in an innovative way.

The map can be loaded with many kinds of data that can then be unpacked, isolated and reconfigured. A map has much greater potential than a simple inventory as it shows connections between the individual points.

The results point out **problems to be solved or strengths to build upon.**



WHY MAKE A MAP?

NON-LINEAR WAY OF VISUALIZING INFORMATION

VISUALIZATION IS YOUR THINKING MADE VISUAL

AND MAPS ARE REALLY,

REALLY INTERESTING

AND VERSATILE!



This Refresh+ Art Productization Toolkit was developed and tested together with the Refresh+ Young Artists and media students of Turku University of Applied Sciences.

This presentation reflects the views only of the author, and the European Commission cannot be held responsible for any use which may be made of the information contained therein



SOURCES & FURTHER READING

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Ruola, Eka. Markkinoinnin uudet 4P:tä. 2021. Helsinki: Alma Talent



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