



890 BROADWAY
FIFTH FLOOR
NEW YORK, NY 10003
TEL: 212 677 8560

280 BROADWAY
ENTER 53A CHAMBERS
NEW YORK, NY 10007
TEL: 646 837 6809

POP: PERFORMANCE OPPORTUNITY PROJECT 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 890 Broadway in Union Square and Gibney 280 Broadway in Lower Manhattan.

Artists participating in the POP: Showing series receive time in Gibney'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.

TECHNICAL PERSONNEL

Gibney 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'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.



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- 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 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 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's POP series, a program supporting curated rental opportunities for the dance community.
- POP: Showings 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 890 Broadway, 5th Floor
or
Gibney 280 Broadway (entrance at 53A Chambers)
- POP: Showings do not receive marketing support from Gibney.

ADDITIONAL SERVICES

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

POP RATES

POP: Showings 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.

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



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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 in this space
Rate: \$600

Studio U – 280 Broadway
4 hours of space (6-10pm)
Maximum Capacity: 75
Rate: \$600

Studio V – 280 Broadway
4 hours of space (6-10pm)
Maximum Capacity: 50
Rate: \$340

Studio X – 280 Broadway
4 hours of space (6-10pm)
Maximum Capacity: 50
Rate: \$340

Studio Y – 280 Broadway
4 hours of space (6-10pm)
Maximum Capacity: 75
Rate: \$600