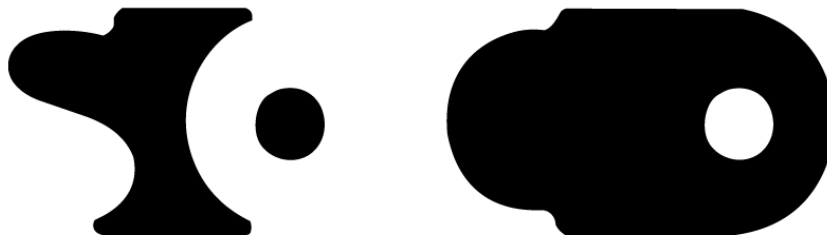


S O C O A M S T E R D A M

SOCIAL MUSEUM OF CONTEMPORARY ART



BLUEPRINT FOR A MUSEUM WITHOUT A BUILDING

THE SOCO BUSINESS PLAN

NOVEMBER 2007

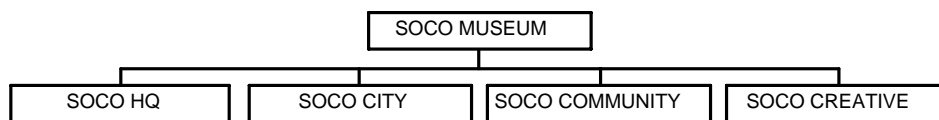


The SOCO Vision

As the Social Museum of Contemporary Art, SOCO's objective is to break the museum out of its fortified context and into a more social and accessible milieu. Instead of merely purchasing and exhibiting existing artworks, we invite artists to create entirely new and thereby truly contemporary works based on a thematic basis and give them the production assistance and community support necessary to realize works of the best quality.

SOCO is at its heart an art project, a reinvention, fusing the traditional museum with a creative commercial company in order to develop a fresh institution that pushes the museum, traditionally a non-profit organization, into a truly self sustainable company which maintains the highest standard of work through a purity of concept and intention that is vital to the art world.

The Museum without a building



An exhibition space is the interface between artwork and audience. While the traditional exhibition space is an otherwise empty space, whose sole function is to display art, SOCO endeavors to break the routine through the dual promotion of site-specific works as well as the development of different work-specific sites. We encourage artists to explore their capabilities and expand their vocabulary by presenting them with an ever-changing exhibition space. SOCO is thus a museum without a building. It is instead made up of four different ‘rooms’, four strongly interrelated platforms for the arts.

- HQ** – A unique and dynamic café/bar as well as transparent office and showcase
- CITY** – External projects, assignments and events out in the open city landscape
- ONLINE** – An online platform and network community by and for artists
- SOCO CREATIVE** – Physical and mediatic products and creative consulting

| | The 1 st Room | The 2 nd Room | The 3 rd Room | The 4 th Room |
|----------------------------|--|--|---|--|
| | HQ | CITY | ONLINE | CREATIVE |
| Core Cultural Activities | Showcase, Digestible Artworks, Kid’s Days, Lectures, | Public Artworks, Installations, Interventions, Outside Events, | Info. Center, Artist’s Community, Open-Source Gallery | Exhibitions on DVD, Publishing, Television |
| Fund Generating Activities | Horeca, Product Sales | Adv. Campaigns 3D Branding | Online ads, e-commerce, Online Ad. Campaigns | Creative Consulting, DVD, 3 rd Party Product Design |

It is important to note that SOCO projects are never confined into just one room, but coexist fluidly across all platforms. These four 'rooms' double as divisions of the company, each with its own distinct revenue streams which work together in order to provide sustainable funding and growth potential for the Museum as a whole.

All four rooms have at this time been set up and are now active.

Business Model

- The HQ already enjoys positive word of mouth through its 'art food' events and we aim to increase both the frequency and the scale of these events in order to capture the 'foodie' as well as the art and general community in Amsterdam.
- The City projects range from product design, 3D-branding and promotional campaigns to the organization of events across the most popular clubs and venues. We have already contacted by a client for the development of a store-front in Rotterdam.
- SOCO Creative has already been approached by several blue-chip companies and we are in negotiations over possible collaborations on several creative consulting projects and potential exhibitions.
- SOCO Online is up and running and we now aim to fully develop the platform's potential into a full digital network that caters to the creative community. SOCO Online is the only division that is incorporated separately and that is looking for independent investment.

SOCO Online serves as the backbone for SOCO, enabling us to find the talent through user generated submissions to match with posted projects. Current community sites do allow for user-generated content, they don't however focus on quality or visual art and thus do not cater to the artists or institutions that we aim to support. It is important to note that we don't merely connect users, but plan to form a network of independent institutions.

Management Team

Our executive team consists of members with specialized knowledge and experience in the fields of art and consulting.

Distol, Peter (American) - Creative Director

Cooper Union; BA, Rietveld Academie

- Founder of SOCO Amsterdam
- Organisational Artist with a focus on the redefinition of the contemporary art institution

Sobhan, Nader (Bangladeshi / Italian) - **Business Development Director**

BA, Yale ; MBA, INSEAD

- 3 years credit risk analysis with Indover Bank
- Entrepreneurial experience in music, film and new media
- Founder of a new media consulting company in the Netherlands

Tenente, Mafalda (Portuguese) - **Finance Director**

Msc, Universidade do Porto ; MBA, INSEAD

- 6 years Planning and Control experience with Estoril Sol
- Research experience in marketing strategy for the arts
- Interest in research topics such as new media in art and innovative business models for the arts

Advisory Board

We aim to build an advisory board to support us in our dealings with the various industries. We have initiated contacts with:

- Tijmen van Grootheest - Director of the Rietveld Academy
- Annet Aris - Former McKinsey Partner in charge of the media practice in EU

Note on Museums

There is a large discussion in today's art world concerning the direction of the museum as public institution. The existing format works well for certain (more traditional) forms of art but as what the artist does changes, the museum institution must also evolve. Attendance is stagnant and younger audiences find no place there. At the same time, creativity in the commercial world is at a highpoint as the promotions market is saturated and companies need to find different ways of distinguishing themselves.

As the underlying concept of SOCO (as a whole) is the synthesis between applied and fine art, combining the functions of a museum and an advertising company provides a push from the sides of both worlds/industries being joined. In other words, following a more art-minded direction and experimental work methods within the commercial world... while pursuing a more “socially integrated” or “active” direction as well as a broader audience base from within the art world. SOCO will benefit from the museum's reputation, standards, creative network and energy. On the other hand the Museum will also benefit from SOCO's more commercial structure, sponsor network, production process and reach of audience.

Although we are here developing a different take on the institution of the museum we nevertheless aim to be included in the Nederlandse Museum Vereniging and to abide by the Code of Professional Ethics for Museums in the Netherlands.

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