

**[mono]seum**

curator welcome kit

**A small museum.**

**An unexpected space.**

**One artist at a time.**

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Everything you need to run your own [mono]seum.

monoseum.space

hello@monoseum.space

# Art belongs everywhere.

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Most people rarely take the time to see art. Not because they don't care about art – but because museums and galleries can feel like they're for someone else. Too formal. Too distant. Too much of a destination.

[mono]seum is a different proposition. A micro museum in a phone booth, a shop window, a hallway, a forgotten corner of a building people walk past every day. The art comes to them. One new work every month. Free, open, always there.

Each [mono]seum is run by a curator – someone in the community who believes local artists deserve to be seen, and that art can exist outside of institutions. You don't need a building. You don't need a budget. You need a space, a community, and a willingness to make something happen.

*The [mono]seum in Clunes started in an old phone booth on Main Street. One artist. One painting. A wall card and an audio guide. People stopped. They listened. They left comments. It worked.*

Every [mono]seum is part of the same network, the same idea, the same commitment: that every community has artists worth celebrating, and every artist deserves a real audience.

That's what you're joining.

# How it works.

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The [mono]seum model is deliberately simple. Simple enough that one person can run it. Simple enough that it scales.

## The space

You need a publicly accessible space where a single artwork can be displayed safely; through glass, in a window, in a booth. The original [mono]seum is a phone booth, but the model works in shop windows, building foyers, library displays, community noticeboards, or any small dedicated space you can secure. A space that can accommodate both wall works and small sculpture is preferable.

## The exhibition

One artist. One work. One month. That's the unit. At the end of each month, the work comes down and a new artist goes up. The simplicity is intentional – it keeps the commitment manageable for you, and it makes each exhibition feel like an event.

## The audio guide

Every work is accompanied by an audio guide – a short recorded conversation with the artist. Their history, their process, the work on the wall, and a little advice for anyone just starting out. Visitors scan a QR code on the wall card to listen. The audio guide is also published as a podcast episode.

## The wall card

A small printed card sits alongside the work. It carries the artist's name, the title, medium, dimensions, year, and a short statement about the piece. A QR code links to the audio guide. The wall card is printed from the [mono]seum website automatically once you've entered the work details in the CMS.

# What a curator does.

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Being a [mono]seum curator is a light but consistent commitment. Think of it as producing a very small show every month. Here's what's involved:

## Finding artists

You source artists from your community. Local painters, printmakers, photographers, sculptors, illustrators – anyone making original work. You don't need to know them already. The [mono]seum website has an artist expression of interest form that people can fill in, and word of mouth does the rest. Aim to have your next two or three artists lined up at any time.

## Coordinating the exhibition

You'll liaise with the artist to collect their work, hang it in the space, and take it down at the end of the month. You'll also need to collect the information for the wall card – title, medium, dimensions, year, and artist statement – and enter it into the CMS.

## Recording the audio guide

You or a nominated person records a conversation with the artist. This doesn't need to be a professional production – a phone recording in a quiet room is fine. Aim for 5-15 minutes. The conversation includes: the artist's background and practice, the work itself and how it came to be, and some advice for people just starting out. Upload the audio file to the CMS and it will appear on the site and be linked from the wall card QR code automatically.

## Publishing the podcast episode

Once the audio is uploaded and the work is live, publish the episode to Spotify for Creators. The episode title follows the format: Artist Name: Work Title. Use the artist's image of the work as the episode cover.

## Maintaining the space

Check on the space regularly. Make sure the work is secure, the wall card is in place, and the QR code is scannable. If something needs attention, fix it quickly – the experience for visitors should always be clean and considered.

# What you need to get started.

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## The space

- Publicly accessible, ideally 24/7
- Visible without requiring entry (through glass, window, or open enclosure)
- Secure enough to protect a framed work
- Some UV protection – polycarbonate glazing or window film recommended
- Permission from the owner if it's not your space

## Equipment

- Hanging system suitable for the space (picture hooks, wire, shelving)
- A printer for wall cards (A5, colour or black and white)
- A phone or recorder for audio guide recordings

## Accounts you'll need

- Login to the [mono]seum CMS (provided by the network)
- Spotify for Creators account (free) – [creators.spotify.com](https://creators.spotify.com)
- Access to [monoseum.space](https://monoseum.space) for the artist expression of interest form

# Keep it good.

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## Do

- Choose artists whose work you genuinely believe in
- Prioritise original works over prints or reproductions
- Brief artists on UV risk – advise against fugitive pigments (cheap watercolours, dye-based markers, some pastels)
- Photograph every work before hanging as a record
- Discuss insurance with your space owner – the [mono]seum does not insure works
- Keep the space clean and the wall card legible
- Have your next artist lined up before the current exhibition ends
- Share each new exhibition on Instagram – @monoseum.space

## Don't

- Leave a space empty between exhibitions – gaps erode the habit of stopping
- Display works that are too large or fragile for the space
- Promise artists their work will sell – the [mono]seum is not a sales platform
- Rush the audio recording – a genuine conversation is worth more than a polished one
- Alter or reframe an artwork without the artist's consent
- Use the [mono]seum for commercial promotion or sponsored content

# Month by month.

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Here's the full sequence for a typical exhibition month:

## 2-3 weeks before

- Confirm your next artist and the work they'll show
- Collect title, medium, dimensions, year and artist statement
- Record the audio guide conversation
- Enter all work details into the CMS at [monoseum.space/panel](https://monoseum.space/panel)

## Changeover day

- Remove the previous work carefully and return it to the artist
- Photograph the new work before hanging
- Hang the new work
- Print and place the wall card – go to [monoseum.space/qrcode](https://monoseum.space/qrcode) while logged in
- Test the QR code with your phone
- Upload audio to Spotify for Creators and publish the podcast episode

## After launch

- Post on Instagram – tag the artist, use [#monoseum](https://www.instagram.com/monoseum)
- Check the space weekly – wall card, QR, work condition
- Monitor and moderate any visitor comments via the CMS
- Begin conversations with your next artist

# Your tools.

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The [mono]seum website runs on Kirby CMS. You manage your location, your artists, and your exhibitions entirely through the panel. Here's what you need to know:

## Logging in

Go to `monoseum.space/panel` and log in with the credentials provided when you joined the network. Your account is locked to your location – you can only edit your own content.

## Adding a new work

- Navigate to Locations → Your Location → Works
- Create a new work page and fill in all fields: artist name, title, medium, dimensions, year, wall card text
- Upload the audio file and set the duration (e.g. "9 min")
- Upload the work image

## Printing the wall card

Go to `monoseum.space/qr` while logged in. The wall card is generated automatically from the work details you've entered. Print at A5. The QR code links directly to the audio guide.

## Managing comments

Visitors can leave comments on each work page. You'll receive an email notification when a comment is submitted. To moderate comments, go to `monoseum.space/manage-comments`. You can delete any comment that is inappropriate.

## Your login details

Panel URL: `monoseum.space/panel`

Username: \_\_\_\_\_

Password: \_\_\_\_\_

# The audio guide & podcast.

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The audio guide is one of the things that makes [mono]seum different. It turns a passive viewing experience into a conversation. Visitors hear the artist speak about their own work – standing in front of it. That’s rare. Don’t underestimate it.

## The questions

Each episode follows the same structure. Start with the artist introducing themselves, then work through these questions in order. You don’t have to be rigid – let the conversation breathe – but covering all of them ensures every episode has the same shape.

### Opening:

- “Welcome to the [mono]seum. I’m [name of artist].”

### The interview:

- Who are you?
- Where are you from?
- Where are you now?
- How did your art practice begin?
- What does it look like today?
- Tell us about this piece, including your process.
- Where does it fit into your work?
- What’s one piece of advice you’d give to someone beginning their art practice?
- What song have you chosen, and why?

*Note: do not play or record the song. For copyright reasons, the chosen track is linked on the work’s page on the site and referenced in the Spotify episode description – not included in the audio recording itself.*

- Record somewhere quiet – a closed room, away from traffic and air conditioning
- A phone on a table between you both works well – the Voice Memos app on iPhone is reliable
- Aim for 5–15 minutes. Shorter is better than longer if the conversation has run dry
- Don’t over-prepare – a natural conversation is more interesting than an interview
- Edit out any spoken questions and the interviewer’s voice. The easiest approach is to provide the questions in writing beforehand and let the artist record at their own pace.

## Uploading to the CMS

Upload the audio file (MP3 or M4A) directly to the work page in the panel. The site will serve it automatically as the audio guide when visitors scan the QR code.

## Publishing to Spotify

- Go to [creators.spotify.com](https://creators.spotify.com) and log in
- Create a new episode
- Upload the same audio file you used for the site
- Title: Artist Name: Work Title (e.g. Katka Adams: Nasturtium Room)
- Description: use the format – “This month at [mono]seum [Location]: [Work Title] by [Artist]. [Artist] talks about...”
- Episode artwork: use a photo of the work
- Publish

## Spotify login

URL:

Email:

Password:

# Things we've learned.

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## On finding artists

The best artists are usually not the ones who put their hand up first. Ask around. Talk to teachers, community groups, social media followers of local galleries. The [mono]seum is a great opportunity for artists who have never shown publicly – make sure you're looking for them too, not just the ones already in the room.

## On the audio guide

The conversation doesn't need to be polished. In fact, rough edges make it better. A moment of hesitation, a laugh, a "I've never actually said this out loud before" – that's what people are there for. Visitors are standing in front of the work when they listen. They're already paying attention.

## On momentum

The hardest part of running a [mono]seum is maintaining consistency. The months where you're organised and have your next artist confirmed early are easy. The months where you're scrambling are stressful and the quality suffers. Build the habit: always have your next artist locked in before the current exhibition opens.

## On the community

The [mono]seum will become a talking point. People will stop. They'll photograph it. They'll tell someone else about it. This takes time – usually two or three months before you feel like it has traction. Stick with it. The audience is building even when it doesn't feel like it.

## On art and commerce

Artists may ask whether the [mono]seum leads to sales. Be honest: it might, through exposure and conversations, but it's not the point. The point is that their work is seen, that their story is heard, and that for one month their practice is treated as important. That has its own value. Most artists understand this immediately.

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## [mono]seum

Questions? Get in touch: [hello@monoseum.space](mailto:hello@monoseum.space)