

CREATE YOUR OWN COMMUNITY ART PROJECT

From Idea to Action

A Step-by-Step Guide for Realising a Community Art Project



Community mapping:

Goal: Understand who's in the community, what they care about, and what strengths they already have.

For example, try this: Run a quick community mapping session. Create three “islands” — What we love, What we worry about, and What we want to change. Ask people to add their ideas to each island, then look at the results together. This gives you a clear picture of what matters most to the community.

What are the results of your community mapping?

Project Outline:

Project Title:

(Sometimes it's easier to give your project a title in a later stage, once it's more outlined.)

What art forms do you want to use?

(e.g., *mural* • *street art* • *theatre* • *forum theatre* • *music* • *dance* • *film* • *photography* • *zines* • *digital media* • *craft* • *design*)

Aim: What do you want to achieve?

Clearly and briefly define the project's main theme, purpose, and intended outcomes.

(e.g., “*To co-create a mural with young people exploring their visions for an inclusive city and providing them a platform to express their opinions to the general public.*”)

Target Group: Who is your project for?

Clearly define the main group or community you want to engage, support, and work with.

(e.g., “Local teenagers aged 14–18 who feel disconnected from public life and want to express their dreams for the city.”)

Location: What space do you want to use and where?

Identify the possible venues and locations for your project.

(e.g., “indoor, outdoor, roomy, cosy, public, private, formal, informal, accessible”)

Create a Stakeholder Map

Who should be involved? Identify your stakeholders, partners, and supporters.

Which local organizations, schools, or cultural centers could support or partner with you?

(Example: “schools, youth clubs, migrant groups, NGOs, local artists, municipality”)

Who might fund or support your project with space, materials, or promotion?

(e.g.: “Local businesses, cultural foundations, municipality art grants, local media for promoting the event.”)

Hold on! We're about to dive deeper into your idea!

Why do you want to carry out this project?

What is the issue, challenge, or story you want to explore?

Write a clear purpose and the change you want to see.

(Example: "Young people in your town feel disconnected from community decisions. They don't have spaces to express their voices or ideas.")

What are the key steps to realizing your project? Put the steps on a timeline and assign responsible people. Who will do what, and by when? Set realistic deadlines for each step!

- Detail each key step carefully (break big tasks down into smaller, manageable actions).
- Think about steps like preparation, promotion, logistics, outreach, creation, and dissemination.
(e.g.: "Step 3: Create promo content and promote the event — Digital media group — 15 March")

What do you need?

Identify the tools, equipment, resources, permissions, or support required.

- Example: Paint, brushes, scaffolding, safety gear, permission to use public space, volunteers or helpers, food, snacks, or water for participants, sound equipment, promotion materials

How much will it cost, and how will you cover it?

Goal: Estimate your project costs and identify resources or funding to cover them.

Engagement Strategies:

Goal: Make sessions participatory, safe, and fun.

Will the project grow on its own, or will someone guide and support it?

- If there's a coordinator, what exactly will their role be?
- If the process is mostly self-driven, how will you kick things off, keep the energy flowing, and make sure everyone knows they can take part?

(For example: icebreakers and warm-ups to get people started, clear instructions and visuals so everyone understands how to join in, small group work or peer-to-peer support to keep things moving)

How will you help the community to feel ownership? How will you invite and involve the community in the creation of the artwork or activity?

(Example answer: "Organize open painting days where participants help paint the mural, decorate the space, or create installations together.")

Sustainability & Dissemination

Goal: Keep the energy going after the project ends.

How will you document the process and lessons learned?

(Example: "Assigning youth participants as 'project journalists' to take photos, record videos, and collect participant quotes throughout the project.")

How will you share the results, reflections, and lessons learned?

(Example: "Posting reels and creating video documentation throughout the process, and sharing a final video and interviews after the project." "Organizing a small exhibition or public event to present the artwork." "Sharing the reflections of the participants along with stories and pictures on a community blog or newsletter." "Inviting local media or schools to showcase the results.")

How can the community continue the work or use the artwork after the project ends?

(Example : "Set up a youth-led art group from the participants to plan new creative projects and keep using the mural site for community events." "Repeat it: turn the project into an annual or seasonal event." "Grow it: apply for micro-grants or local funding to expand.")

Reflection and Evaluation

Goal: Assess and learn from the experience

What is the result of the project? Did anything change in your community?

(Example answer: "A beautiful and versatile wall painted by the community. More dialogue between young people and local authorities; new friendships formed between neighbors from different backgrounds.")

What did you and what did the participants learn, gain, or experience?

(Example answer: "I learnt to solve emerging issues on the fly and improvise creatively." "Participants felt more confident expressing their ideas in public, learned mural painting techniques, and developed teamwork skills.")

What would you do differently next time?

(Example answer: "We would start participant recruitment earlier and include more sessions for reflection and storytelling throughout the process.")