

PRATT × BLICK GALLERY PARTNERSHIP

Developing and Sustaining an Industry Partnership with One of the Nation's Largest Art Materials Retailers

Conceived, Developed & Directed
by John Battista De Santis

Blick Art Materials is one of the nation's largest art materials retailers, serving artists, designers, educators, and creative professionals through stores across the United States. During the launch of a Pigna collaboration I developed at Blick's Myrtle Avenue store, I proposed expanding our collaboration by creating an ongoing exhibition program centered on the store's gallery space.

That conversation became an ongoing partnership that continues today. Each semester I develop a new exhibition, working directly with Blick to plan, produce, install, and promote professionally presented exhibitions inside a national retail environment.



PRATT × BLICK GALLERY PARTNERSHIP • Developing the Partnership

I continue to manage the partnership from the initial exhibition strategy through the final installation. Each exhibition begins with developing the concept, defining the scope of work, creating the creative brief, coordinating schedules, and working directly with Blick throughout the project. I developed a model that supports ongoing collaboration between Pratt Manhattan and Blick.

BLICK

Project Sites:

Summer in the City Website

<https://sites.google.com/pratt.edu/prattblick-summer-in-the-city/vote-for-your-favorite>

Creativity In The Neighborhood Website

<https://sites.google.com/pratt.edu/myrtle-avenue-pratt-blick/vote-for-your-favorite>

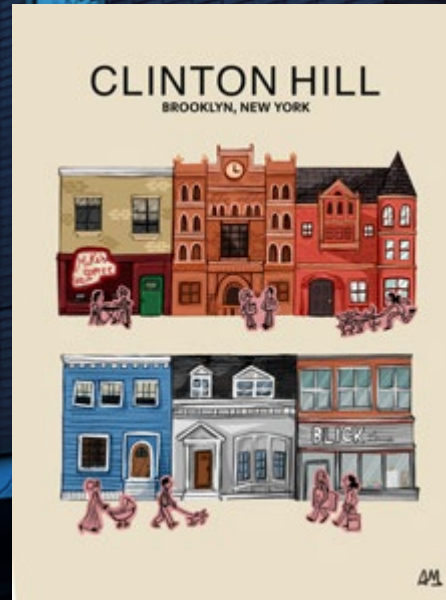
PRATT × BLICK GALLERY PARTNERSHIP • Creative Direction & Production

I direct every phase of the partnership, including creative direction, curriculum development, student coordination, production management, photography, marketing, and public presentation.

Working with the Pratt Print Lab Manager and the Blick Store Manager, I determine production methods, printing specifications, substrates, mounting systems, and installation requirements. Exhibition boards are ordered through Blick, printed and mounted at Pratt, delivered to Blick for installation as professionally produced public exhibitions.

Designers

William Bigio
Vicky De Leon
Palacios
Amaanat Dhindsa
Sol Jeong
Nic Kaplan
Liz Le
Asriel Lehman
Arturo Moya Osorio
Pravit Reddy
William Shin
Navya Shroff
Jing Chen
Nadiya Phengdara
Bryanna Woolcock
Brendan Acopulos
Victoria Ferraro



BLICK art materials



PRATT × BLICK GALLERY PARTNERSHIP • Public Engagement

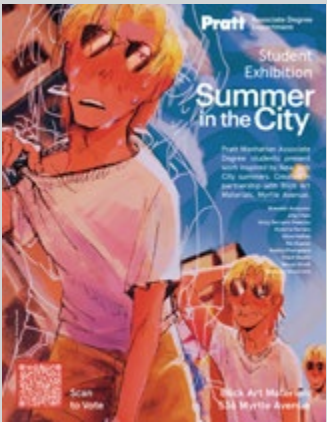
The exhibitions extend beyond the gallery itself. I develop exhibition posters, promotional graphics, QR codes, and the exhibition website, allowing visitors to learn about the work and vote for their favorite projects. Department social media extends the reach of each exhibition while increasing visibility for both Pratt Manhattan and Blick Art Materials.

The exhibitions are the public outcome of an ongoing industry partnership.



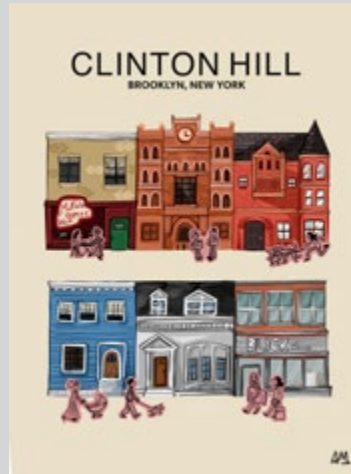
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“Summer in the City” Gallery Exhibition



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Creativity In the Neighborhood Gallery Exhibition



PRATT × BLICK GALLERY PARTNERSHIP • Ongoing Partnership

The exhibitions are the visible outcome of a larger collaboration. Behind each installation is an ongoing partnership that I continue to develop, manage, and expand with Blick Art Materials.

What began as a proposal to activate a gallery space has grown into an ongoing partnership with one of the nation's largest art materials retailers.

The partnership continues to generate new exhibitions while expanding opportunities for Pratt Manhattan, Blick Art Materials, and future collaborations between the two organizations.

Exhibitions

Creativity in the Neighborhood

Summer in the City

From Brooklyn: Walt Whitman

BLICK
art materials

