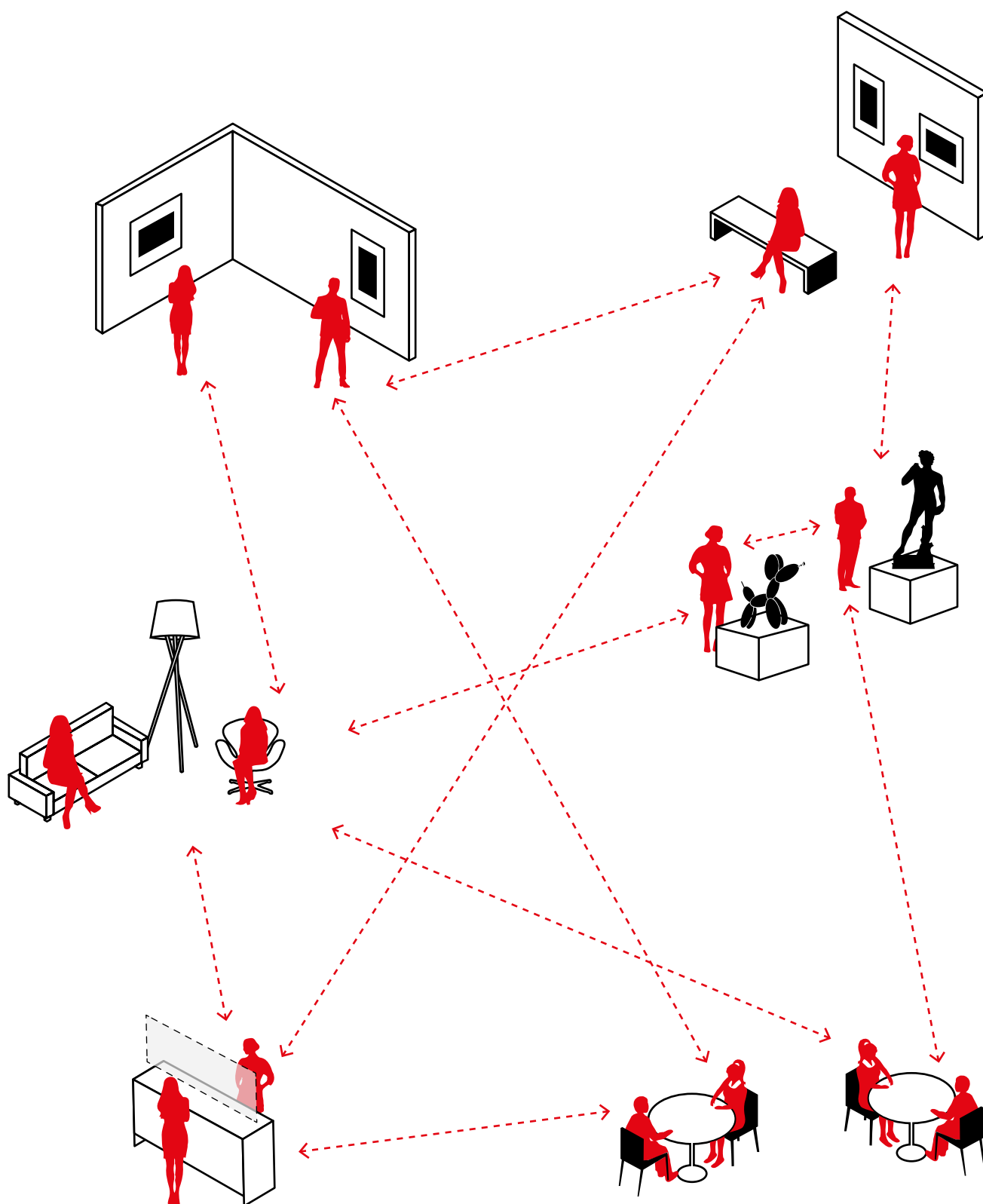


Art Fairs in Times of Social Distancing

Spatial Toolkit

Version 1.1 – May 2020



Introduction

We all, both as individuals and as organisations, live and operate in highly uncertain times due to COVID-19. A lot of what we know and do is increasingly being questioned and no firm solutions or end dates are given for the current circumstances.

Notwithstanding this challenging situation, we felt the need to use our expertise in spatial design for art related spaces, to explore and identify solutions and possibilities to help shape a new generic spatial design vision for art fairs within the given boundaries of social distancing as we know them to date.

The suggestions in this document reflect our practical and spatial interpretations of existing guidelines from industry related organisations such as CIMAM and the Dutch Museums Association, international governmental guidelines and restrictions, implemented and evaluated solutions and findings from museums, galleries and restaurants from regions that have already opened up and online research.

Our toolkit is by no means a 'one size fits all' solution but is meant merely to trigger alternative thinking with regard to finding solutions for spatial challenges related to social distancing. It can also be used as a toolkit from which museums can pick and choose what is relevant for them and further develop their own approach by making it location, site and situation specific, subject always to the applicable local or international COVID-19 rules and regulations.

Furthermore, we hope this document allows and challenges art fairs to look at the spatial interventions from an aesthetical point of view as well and realise they might be lasting longer than originally expected. And encourage them to develop and execute a well-designed plan that offers visitors an optimal visitor journey and places art at the core, without getting distracted by museum unworthy spatial interventions.

We believe this document could also support organisations in:

- Developing protocols to submit to local authorities
- Reassuring visitors
- Reassuring sponsors that the art fair is taking adequate measures
- Making visitors and staff feel at ease
- Enabling visitors to move around easily and get to the desired destination
- Enabling visitors to focus on the art presented

We will update this document on a regular basis and integrate new findings and insights. Therefore, it is not a static document, but a permanent work in progress.

Version 1.1 – May 2020

The update history can be found on [the last page](#) of this document.

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General

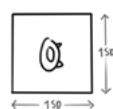
Occupancy

Distance

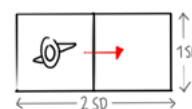
- Use advised national or local Social Distance of 1 m (WHO, HK), 1,5 m (EUR), 1,8 m (USA) or 2 m (CH) for all obvious situations, like desks, table set-ups, waiting lines etc.
- Anticipate an Intelligent Social Distancing approach for staff and visitors throughout the more free spaces in between.

Activities

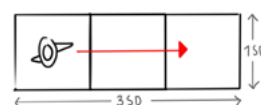
- Distinguish different basic activities of a person. From standing, walking, turning corners, watching art to meeting people.
- In times of Social Distancing (SD) we can indicate the occupied space by a person in terms of units SD. That results in 'running SD' compared to running meters/feet for length and width. And 'square SD' for the occupied surface compared to square meters/feet.
- For example the space taken for slow walking then coincides with 1 SD wide, 2 SD long and 2 SD².



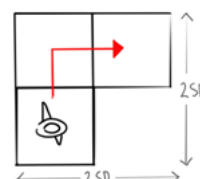
standing



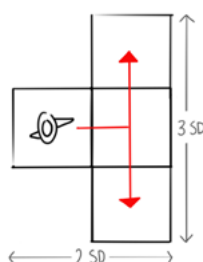
walking slow



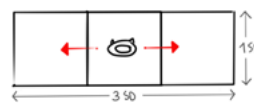
walking fast



overtaking



turning



watching art

- Matrix of potential activities:

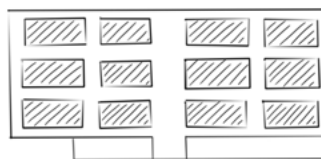
Activities		Occupied Space per person in Social Distance of				
		1 SD	1,0 m	1,5 m	1,8 m	2,0 m
standing (queue)		1 SD ²	1,0 m ²	2,3 m ²	3,2 m ²	4,0 m ²
standing (watching)		3 SD ²	3,0 m ²	6,8 m ²	9,7 m ²	12,0 m ²
slow walking		2 SD ²	2,0 m ²	4,5 m ²	6,5 m ²	8,0 m ²
fast walking		3 SD ²	3,0 m ²	6,8 m ²	9,7 m ²	12,0 m ²
overtaking		3 SD ²	3,0 m ²	6,8 m ²	9,7 m ²	12,0 m ²
turning		4 SD ²	4,0 m ²	9,0 m ²	13,0 m ²	16,0 m ²

occupied space in m² per activity for different Social Distance

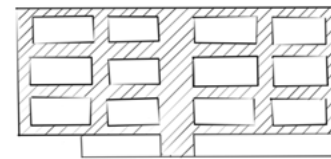
General

Defining occupancy

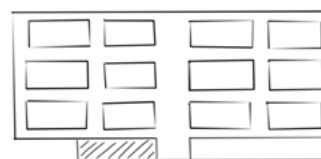
- Define occupancy on the actual activities of people on a show floor.
- Example: imagine the total booth space of the fair to be 50%, the aisle space 35%, the catering 5% and the entrance space 10%.
- To be able to calculate the Social Space we calculate a 100% for watching in booths, fifty-fifty slow and fast walking in aisles, fifty-fifty waiting and slow walking in the entrance. For the catering space we use fifty-fifty waiting and being seated (4SD).
- The outcome in this example is an average of 2,65 SD² per person for the whole fair.
- When using a Social Distance of 1 m, 1,5 m, 1,8 m and 2 m then 1 SD² would be 1 m², 2,25 m², 3,34 m² and 4 m².
- For the average 2,65 SD² in our example the occupancy rate for this fair would then be 2,65 m², 6 m², 8,6 m² and 10,6 m² per person respectively.
- New technology can help monitoring congestions and access and help manage crowds and flows. And show the public which areas are less crowded.
- Take into account the amount of staff already present when defining the max occupancy.
- Occupancy management per section is possible, but might need extra holding areas per section.



*floor plan fair,
booth space (50%)*



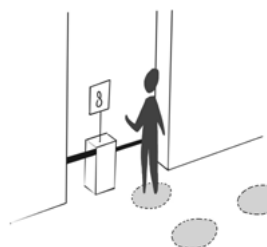
*floor plan fair,
aisle space (35%)*



*floor plan fair,
catering space (5%)*



*floor plan fair,
entrance space (10%)*



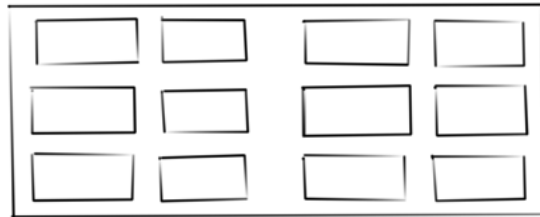
automatic access system

General

Floor plan

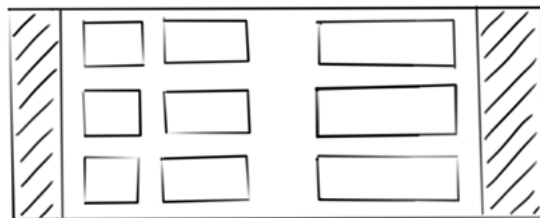
Reduce show area

- Several measures can be taken in order to reorganize the exhibition areas and their sections.
- When less galleries are submitting it might be possible to reduce the m² show area and still use the same concept of the floor plan.



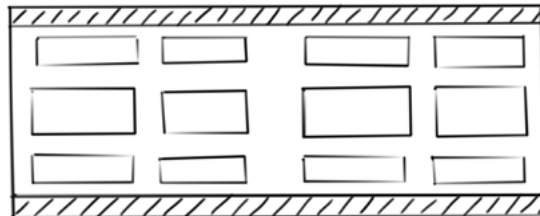
floor plan fair

- Reduce the floor plan length by moving its ends inwards and potentially skip a cross aisle.



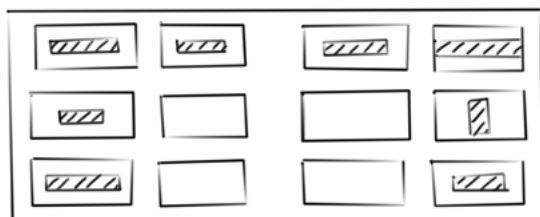
floor plan, reduced length

- Reduce the floor plan width by making the blocks along its sides less deep.



floor plan, reduced width

- Reduce the m² of the floor plan by making booths less deep and keeping its front width.

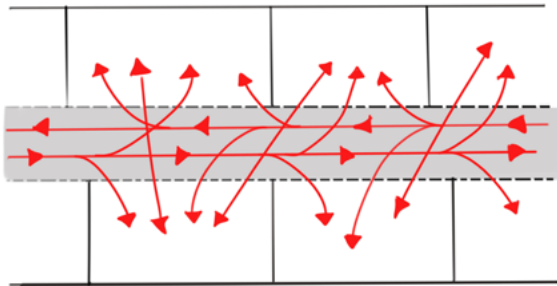


floor plan, locally reduced booth depth

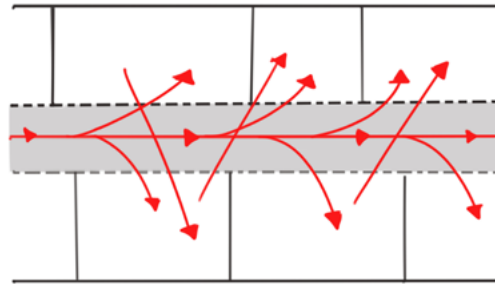
General

One-way

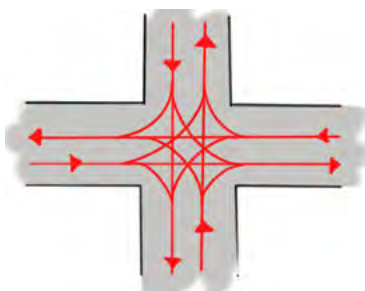
- Analyse routing and flow of people at the present fair and compare with one-way setup.



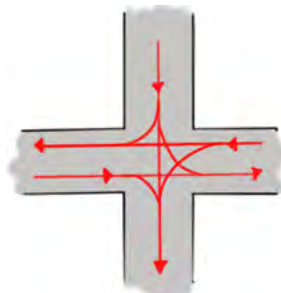
two-way aisle with booths



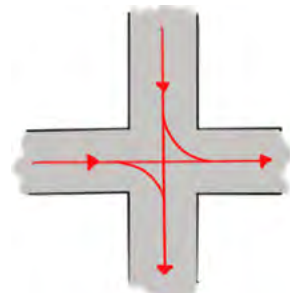
one-way aisle with booths



crossing of two-way aisles



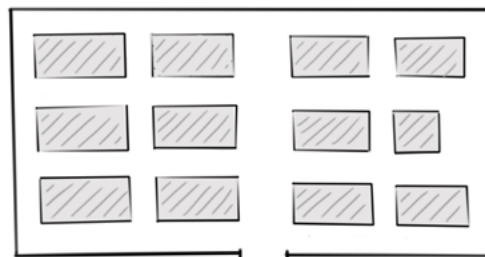
crossing of two and one-way aisle



crossing of two one-way aisles

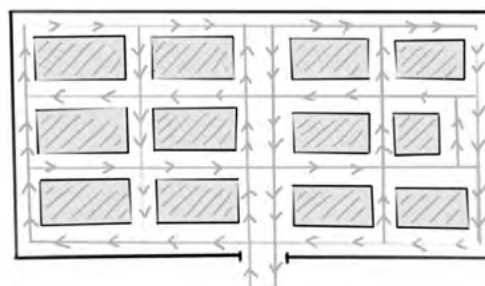
General

- Investigate possibility of one-way aisles for the whole fair or certain sections.



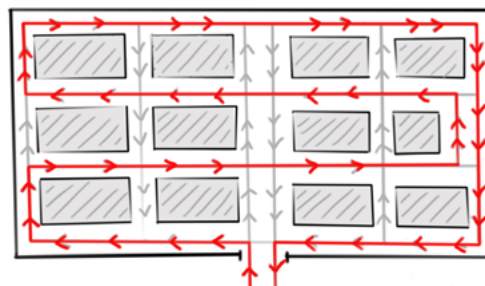
floor plan fair

- Combine it with a few two-way aisles and enough short cuts and loops.
- Clear pattern with complete length and cross aisles in the same direction.
- The flow of the visitors will be more steady and less chaotic.
- The choice at every crossing reduces from 3 directions to 2.



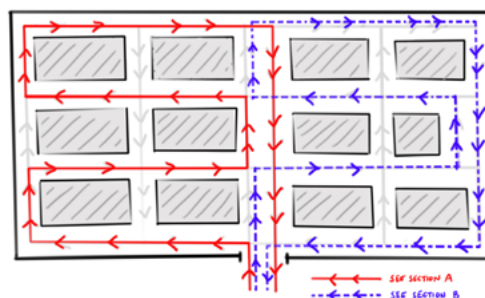
floor plan, one-way system

- Visitor can walk the whole fair in a classical zig-zag style.
- In a fair where all booths have an entry from the main aisles the visitor can visit them all in one go.



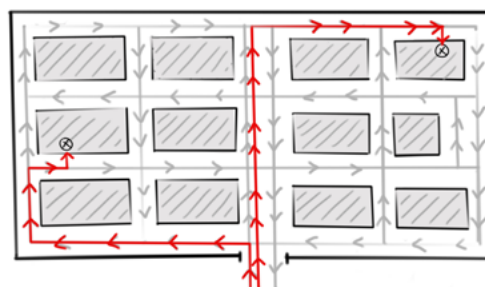
floor plan, walk of the fair

- A visitor interested in one section only can walk this section in a classical zig-zag style.



floor plan, walk of a separate section

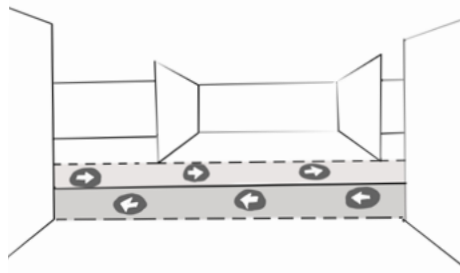
- A visitor interested in one particular booth can still rather easily find its way to this destination.



floor plan, walk to a specific destination

General

- Stepping back in the aisle from a booth, the visitor recognizes the direction by the flow of people and by the directional floor signs
- Repetitive use of directional floor signs at regular intervals in all aisles.
-



directional sign in aisle

Combined use of 4 directional floor signs at every crossing.



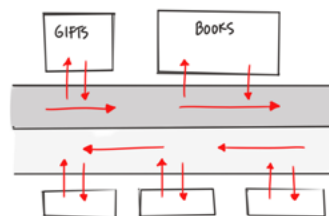
directional sign at crossing

General

Flow

Separate flows

- Reorder mixed areas without crossing flows of people.
- Group specific functions like desks for information, coat check and card pick up along a flow IN.
- Group specific functions like bookstores and gift shops along a flow OUT.



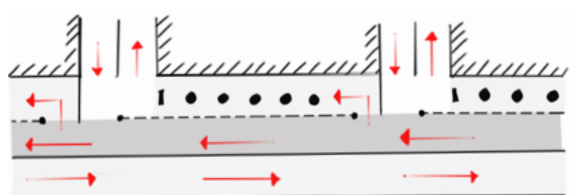
reorder mixed areas

- Arrange for waiting area per specific functions and destinations, apart and away from the main flow.



waiting area per separate function and destination

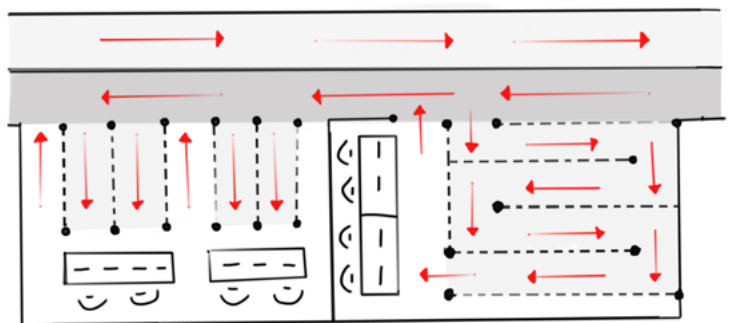
- Separate the flow of people that are walking, from the people that are lining up for a following entrance, hall or section.
- New flow strategies and routing for all destinations.



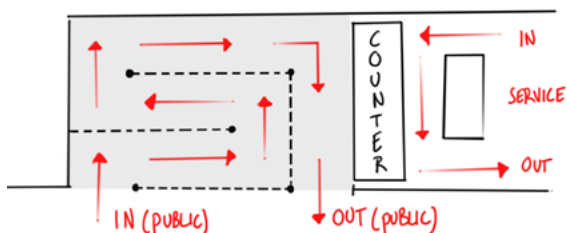
separate flow of people and waiting areas

Waiting and lining up

- Organise separate waiting areas per function and destination each having their own lining up system.



lining up system per desk or group of desks



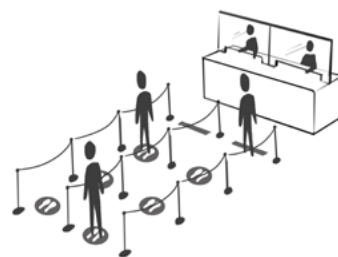
lining up system for take away

General

- Guiding and dividing elements for lining up: floor markers and physical vertical markers.
- Floor markers like guiding lines, cross line for stop and dots.
- Physical vertical markers like rope and stanchions.
- Place the dividing elements at the required Social Distance.
- Lines and dots at the required Social Distance.



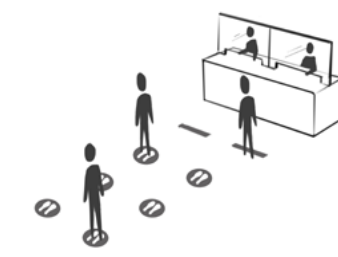
rope and stanchions plus stop



rope and stanchions plus dots and stop

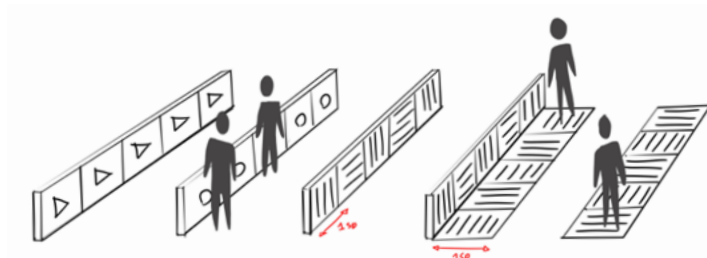


lines plus dots and stop



dots and stop

- Fence elements with designed pattern at the required Social Distance.



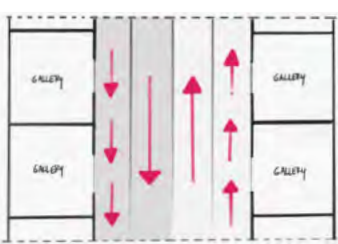
designed fence elements with SD pattern

Lanes

- Organize flow by lanes of different types, on show floor and in lobbies and on concourses.
- One-way and two-way lanes to divide oncoming flows.
- Slow lanes for slowing down, watching art and stopping. Fast lanes for overtaking and moving faster to a further destination.



two single lanes



two double lanes, fast and slow

- Indicate lanes by lines on the floor, carpet changes, printed carpet or special tape.
- Encourage people to stay in their own lane and walk straight ahead.



floor elements like lines and carpet changes for indication of lanes

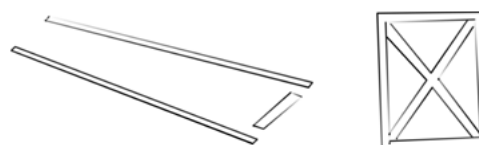
General

Floor markers

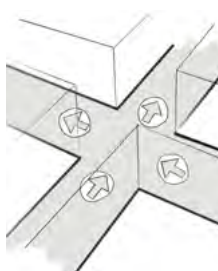
- Floor markers: a few simple and easy to understand Social Distancing symbols on the floor. Understandable from all sides.
- Feet-dot for standing and distance. A few feet-dots indicate the desired distance.
- Repetitive coloured dots indicate distance, line ups and lanes.
- A small cross line for stop and longer (double) lines for guiding flow and direction.
- Arrow-dot for walking and direction. More arrow-dots together indicate a one-way aisle or crossing.
- Non-stopping and non-seating places are indicated by a square and one or two diagonals.



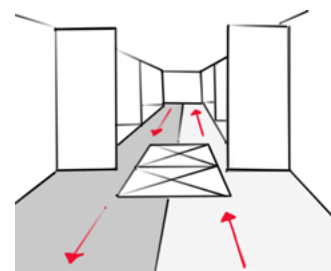
dots as floor markers



lines as floor markers



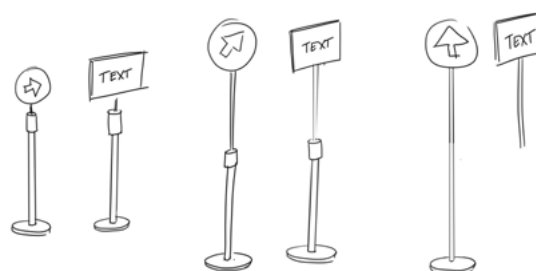
arrow dots for one-way indication



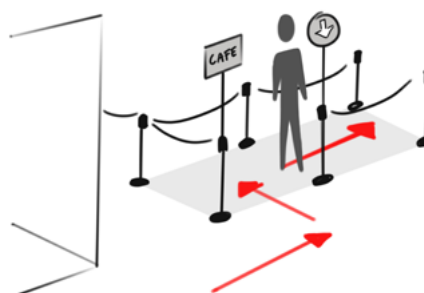
diagonals in a square indicating area to be kept free

Vertical markers

- Vertical signs that communicate information about destinations and directions.
- Lower or higher attachments to standard stanchions. Or self-standing poles with symbol or text signs.
- Use clear IN and OUT symbol and text markers for separate destinations like Café and Restaurant and all types of desks.
- Indicate clearly along each lane where a specific area can be entered or where a specific line-up starts.



vertical signs for additional information



vertical signs for additional information

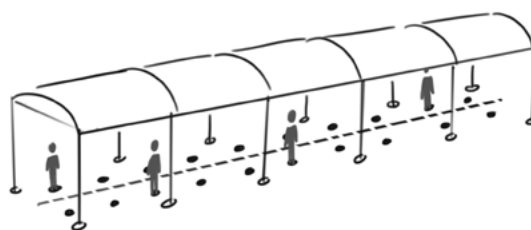
Functional

Practical solutions per specific area and function.

Entrance building

Outside waiting area

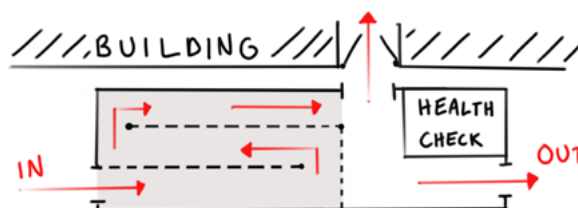
- A dedicated waiting zone (outside of the building) is needed.
- Waiting space required for amount of visitors in one time slot. Smaller time slots need less waiting area.
- Indication by lines and symbols, by fences or a combination of both.
- Use signage for indicating the waiting time.
- Consider adding a tent, roof or other protection.
- Possibly provide seats and support (water, sanitizing gel, etc).



roof shade over waiting line outside

Health check unit

- If a health check is carried out, this is best done before visitors enter the show area or even before entering the building.
- If tested positive one can easily leave again.
- A health unit can be combined with other temporary relocated functions (see entrance show).



health unit added in front of the building

Door area

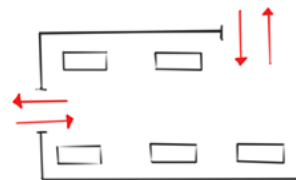
- Separate the IN and OUT. Use 2 parallel (sets of) doors or use front and back doors for separate flows in and out.
- Create extra entries/exits for groups like staff and exhibitors.
- Logical place to check your visitors for their online tickets or occupancy in general. If not allowed in (yet) one can still easily step aside.

Functional

Entrance area show

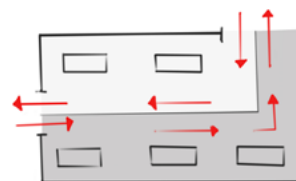
Area set-up

- An entrance area is often a mix of more functions placed together in a preamble to the show.
- These can be ticket sales and pick up, card pick up, information, coat check, security check and ticket check. Maybe book sales and magazines display as well.



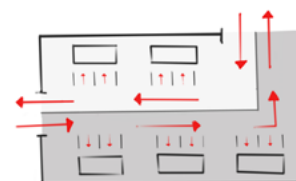
typical entrance area with several functions

- When less space is available a linear set-up of the area is possible.
- Visitors will pass by the different functions in a row, both for coming in and going out.
- People have to wait for each other.



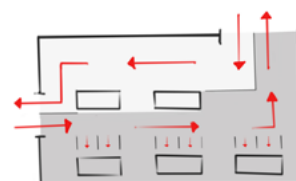
linear set-up along a flow in and a flow out

- When the space is big enough each function can have its own queuing line and waiting area while people can pass from behind in a separate lane.



multiple set-up with waiting lines per function and a pass by lane

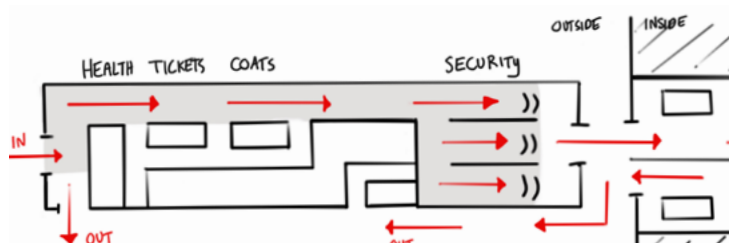
- When the space can be reorganised it might be possible to use part as a multiple area.
- The multiple part has waiting lines per function.
- In the linear part people queue after each other for all functions in a row.



mixed set-up with partly waiting lines and partly linear

Relocate functions

- When the space is not optimal for separate lanes, flows and waiting areas other parts of the building might be temporarily useful.
- Relocating some functions outside in a tent might be a solution too.
- This can be combined with an outside health check.



outside tent with additional functions in a linear set-up

Functional

Desks

- Desks for information, card pick up, ticketing and coat check have protective shields and create enough distance with handout space between staff and visitors.



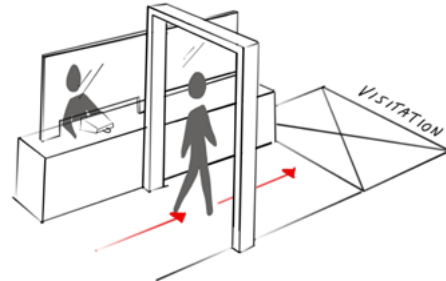
generic desk with protective shield and hand out space

- Bag check desk with a hole for self-checking of bag size and protective shield with hand over space for checking the content of bags.



bag check desk with hole, shield and bag hand over space, 2 types

- For a security check, desks like above can be used for checking bags.
- For a body check specified security regulations have to be followed.
- Security checks might take substantial time, therefore more parallel check units might be helpful.



security check line with bag check desks, scanner and visitation area

- Ticket checking can be done by self-scanners.

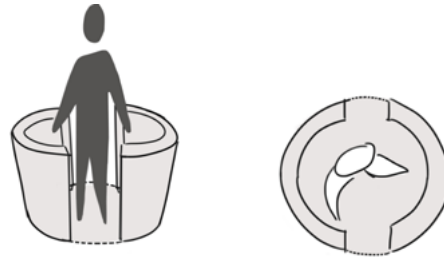


scanner for tickets, with or without bag rest

-

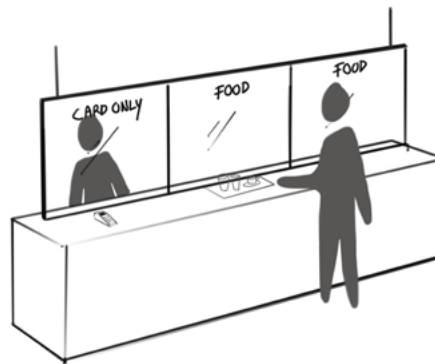
Functional

- For a host(ess) or guard a distancing help-fence can be helpful.
- This can be a dot or a circle on the floor or a more physical structure.



circular fence for host(ess)/guard in 2 parts

- Cashiers desks have a protective shield with a hand over space for card scanners and a sign 'card only'.
- Food & beverage handout counters and desks have protective shields and a wide enough handover space.



desks for cashiers and food & beverage handout with text shields

Functional

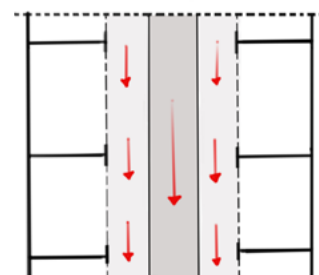
Booths

Aisles

- Art on aisle side of booths needs a slow lane.
- Visitors will slow down and watch art in the slow lane.
- Fast lane needed for other people to pass by.
- Wide aisle needed for double lanes per direction.
- Less width needed and a non-mixed flow in a one-way situation.

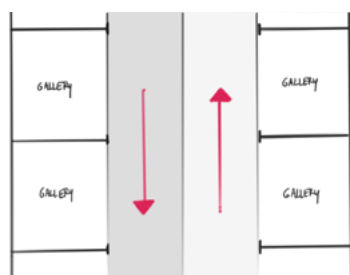


wide aisle with double lanes for fast and slow in both directions

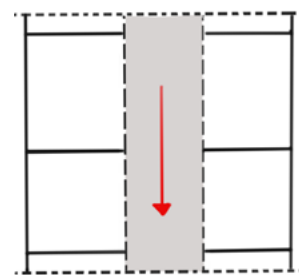


aisle with separate lanes for fast and slow in one direction

- When there is no art on the aisle side of booths a slow lane is not needed.
- People step out of the lane into the booth area for watching art.
- Less width needed without an extra slow lane.
- Less width needed and a non-mixed flow in a one-way situation.



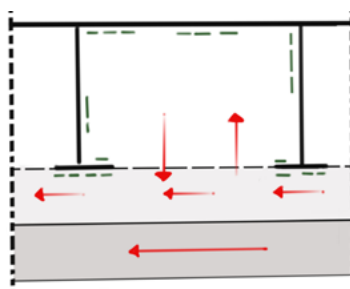
aisle with single lane in both directions



aisle with single lane in one direction

Booth space

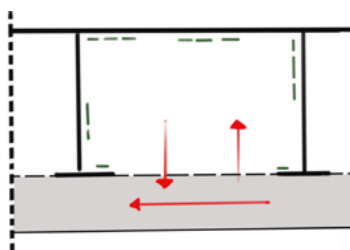
- Booth with walls along the aisle and art on the outside.
- This booth system needs a slow lane in front.



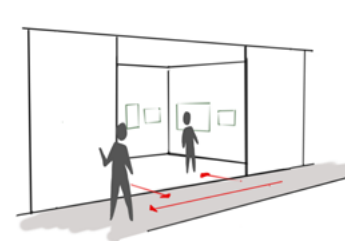
booth with walls along the aisle and art on the aisle side



- Same booth with walls along the aisle but without art on the outside.
- This booth system does not need a slow lane in front.
- Possible if all booths on the same side of the aisle fit in this system.

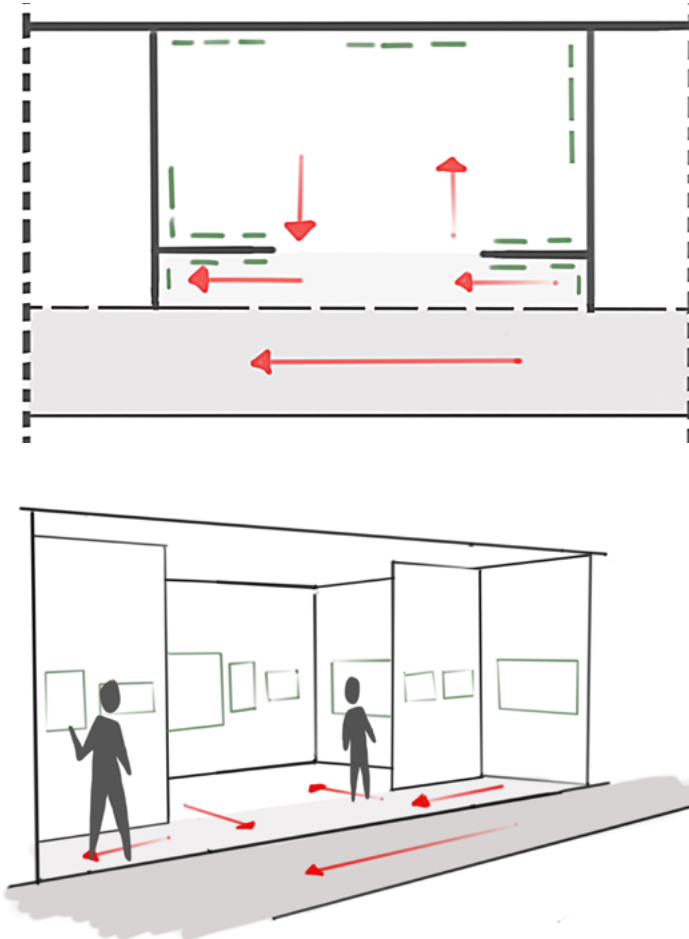


booth with walls along the aisle without art on the aisle side



Functional

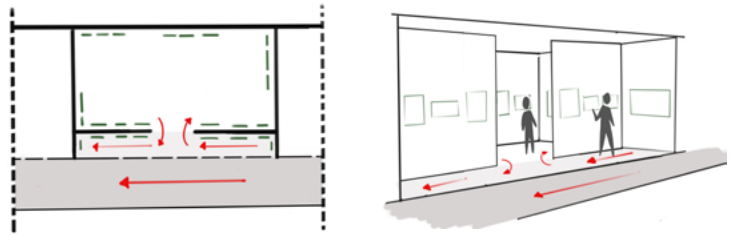
- Booth with 1m retracted walls along the aisle.
- The 1m retracted space in the booth front acts as a slow lane and waiting area.



booth with retracted walls along the aisle and art on the aisle side

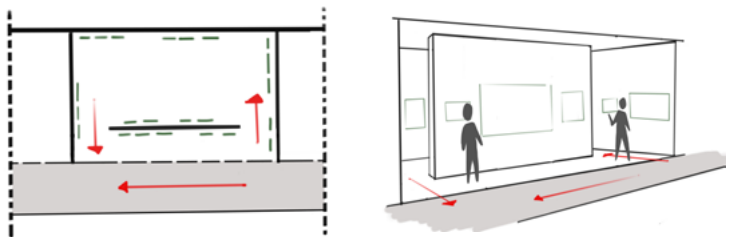
Functional

- Booth with 1m retracted walls along the aisle and a small opening.
- Small opening allows the exhibitor to control entry and occupancy.
- The 1m retracted space in the booth front acts as a waiting area.



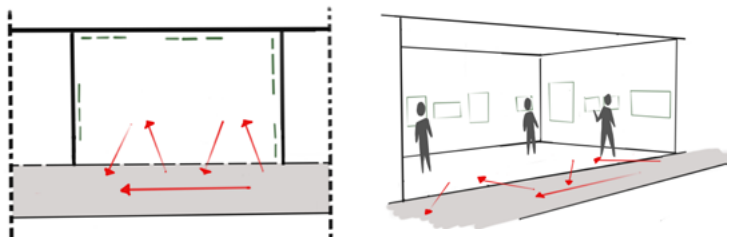
booth with retracted walls along the aisle and a small opening

- Booth with 1m retracted walls and separated in and out.
- Separate entry allows for waiting area, exhibitor control and for a one-way structure inside the booth.
- The 1m retracted space in the booth front acts as a waiting area.



booth with retracted walls along the aisle and separated in and out

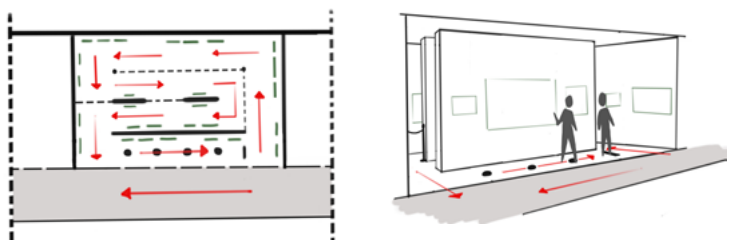
- Booth with open front.
- Exhibitor and visitor have maximum view over the situation and the occupancy.
- Exhibitor has no control over booth occupancy.



booth with open front

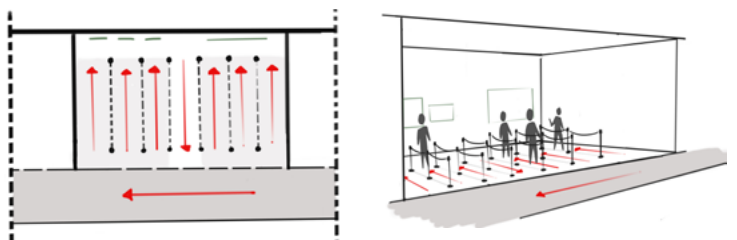
Special booth space

- Booth with one-way set-up inside.
- Separate entry allows for waiting area and exhibitor control.
- One-way structure inside the booth.
- The 1m retracted space in the booth front acts as a waiting area.



booth with one-way set-up inside

- Booth with multiple lining up inside for a special art work.
- Multiple lines allow for an organised massive attendance and flow.

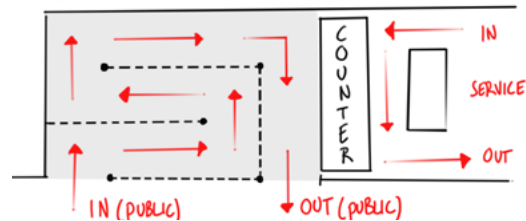


booth with multiple lining up

Cafes and Restaurants

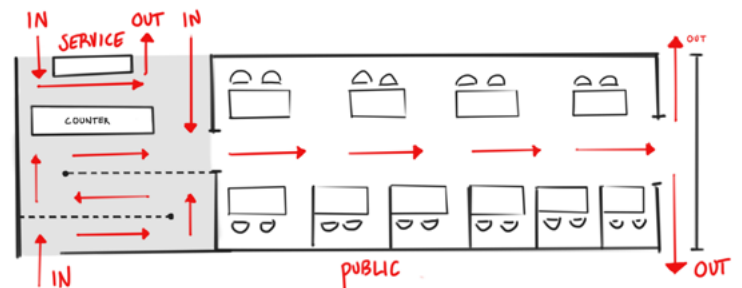
Set-up

- Different activities are lined up per café or restaurant.
- Separated dedicated space for waiting, ordering and pick up.



takeaway set-up

- Restaurant with separate areas for waiting, ordering and seating.
- Flow of visitors and service staff are separated or flow in the same direction in the seating area.



self-service restaurant with 2 types of seating, set apart and with dividers

- Counters and desks are glass shield protected with hand out space for card machines and food.



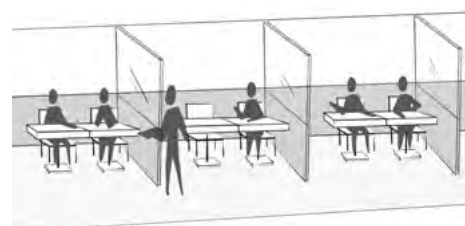
shield protected counters for cashier and food hand out

- Small tables with max allowed people are set apart at the required distance.



small tables at required distance

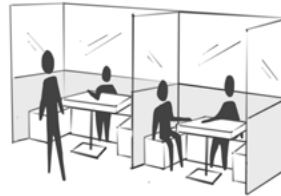
- Small tables with max allowed people set close together with dividers in between.



small tables with dividers

Functional

- Alternative ways of setting tables with dividers and in zig-zag style.

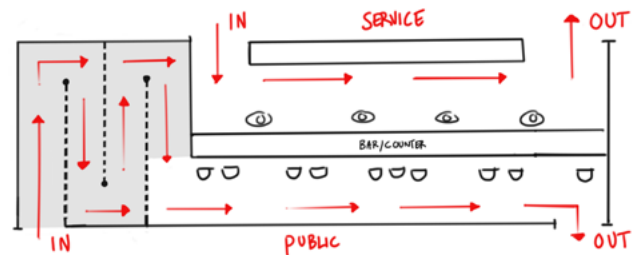


alternative set-up of tables with dividers



tables with dividers in zig-zag style

- Alternative restaurant with barstools at a high table-counter.



self-service restaurant with 2 types of seating, set apart and with dividers

- Once the visitor is seated, ordering, obtaining, eating and paying is done from the same position at the bar.
- Service and handout from a service lane behind a counter-bar.
- Kitchen service from a slit in the wall.
- Bar-counter potentially with a glass shield protection and hand out underneath.



bar-counter with seating and a service lane and kitchen behind



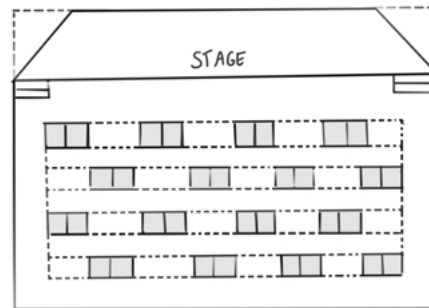
alternative with glass shield protection

Additional measures

- Required protection wear for visitors and staff.
- Regular cleaning of all surfaces.
- Reduced diversity of menu.
- Pre-order possibility for takeaway.
- Pre-packed cutlery and napkins.
- Empty tables, cleaned after each visit.
- When using table cloth to be renewed after each visit.
- Disposable menu cards.

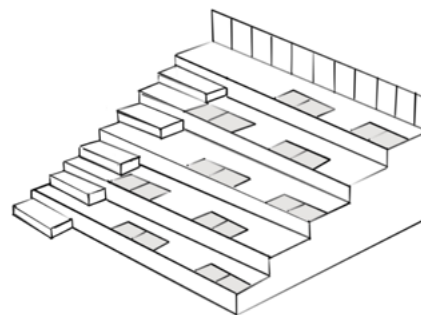
Talks, Auditorium

- In an auditorium room/hall the seats can be arranged in a different set-up.
- Checker board spread with sets of 2 chairs together.



checker board seating in an auditorium room or hall

- A freestanding seating structure can be reorganised in a similar way.
- Checker board placed cushions indicate the seating places.

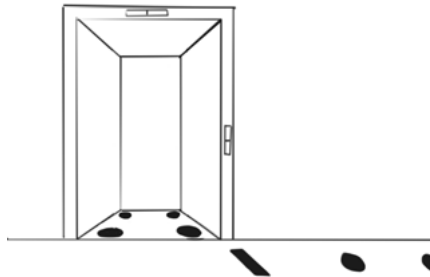


tribune structure with checker board placed cushions

Building adjustments

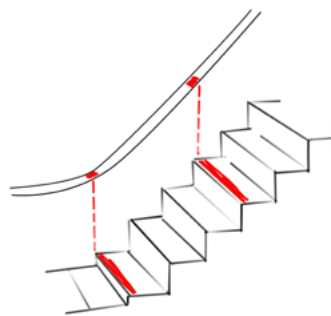
Elevators, Escalators, Door area

- Inside elevators dots indicate fixed standing positions.
- Indication on the outside for max load of people
- Waiting area next to the door, not blocking any flow.



feet-dots inside elevator and waiting line outside

- Marks on escalator steps or handrail indicate appropriate distance.
- Sign next to each escalator explaining that only every Xth step may be used.
- No overtaking on the escalator.



marks on steps or handrail of escalator

- All doors in the building that are used by visitors have an automatic opening system or stand open.
- Alternatively not frequently used doors can be equipped with elbow attachments to the handles.

Online

Admittance

- Opening hours and days.
- Admittance through small time slots, with a fixed duration.
- Online ticket sales.
- No physical card pick-up.
- Online VIP card system.
- Online registering for parts of the VIP program .
- Regulations for tours and special groups i.e. only in small groups and for specific time slots and following the same fixed routes.
- The total number of visitors allowed within the institution/event at any one time.

Social Distance

- Indicate the applicable social distance used, 1 m (WHO, HK), 1,5 m (EUR), 1,8 m (USA), 2 m (CH), 10 m² pp (Eur), 20 m² pp (Austria).
- Present floor plan with routing, queuing areas and functions (information desks, cafes, restrooms, etc.).
- Present phasing of visitors and occupancy of visitors per area /per space /per section/per function.
- Present internationally approved symbols to ensure that language doesn't provide a barrier.
- Sum up repetitive measures used at the venue.
- Measurements in place to organise visitor flow.
- Explain the protocols, symbols and measures for visually impaired and people in wheelchairs.
- Availability of a smart live app system (for public and management) for monitoring congestions and help managing crowds and flows.

Health measures

- Communicate specific national and/or local restrictions and measures that will have to be followed at the venue.
- Provide links to any and all relevant governmental/local guidelines.
- Include those for in- and outbound flights, hotels and transportation.
- Availability of mandatory protection gear (masks, gloves, face coverings) at the venue.
- Supplies of mandatory and additional protection gear for first hand-outs and replacements (after eating/drinking?)
- Inform people if and how a health check will be carried out.
- Better visibility of staff as they need (more) authority.
- Support staff visibility by (potentially fashionable and/or branded) clothes, protection gear and masks.
- Potential fashionable and/or branded protection gear and special fashionable clothes, veils and textiles for visitors.

Venue

Behaviour

- Rules and measures regarding admittance and behaviour.
- Mandatory and/or advised social distance.
- Advise personal Intelligent Social Distancing for visitors, clients and staff at the venue.
- Floor plan with queuing, routing and functions (information desks, cafes, restrooms, etc.).
- Phasing of visitors and occupancy of visitors per area /per space /per section /per function.
- Symbols and rules for queuing, routing and flow.
- On the spot symbols and rules for elevators, escalators, restrooms and doors.
- Rules for approaching staff, explanation of their visibility.
- Add protocol officer to staff for overview of discipline, health and distancing.

Health measures

- Health check at first possible moment and place with explanation.
- Mandatory protection gear (masks, gloves, face coverings, anti-bacterial hand gel).
- Hand out of (additional) protection gear at the entrance.
- Let visitors know that you have replacements for protection gear after for instance eating and drinking.
- Protect your staff and visitors and follow international and/or local rules (when stricter) for protection rules and measures.
- Bring fashionable and/or branded protection gear and special fashionable clothes, veils and textiles to visitors' attention.

Colophon

Version 1.1 – May 2020

Disclaimer and License Agreement added.

Disclaimer

We emphasize that this document does not in any way provide legal guidance for how art fairs can be in compliance with applicable local or international COVID-19 rules and regulations. Each art fair needs to be in compliance with such rules and regulations as are in effect at the relevant time and location. We do not accept any liability for such non-compliance or COVID-19 infections traceable to your art fair.

You are advised to seek external advice on such compliance and inspection and approval of your proposed layout by the relevant governmental authorities whether or not you chose to implement one or more of our ideas. The primary goal of any actualized plans should be to avoid to the greatest extent possible any spread of the COVID-19 virus among visitors and staff.

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