
NITEMAERZ GALLERY

Extended

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Section 1 - Gallery Display

Section 2 - Pitch Deck

Section 3 - About Me



SECTION 1 - GALLERY

WELCOME

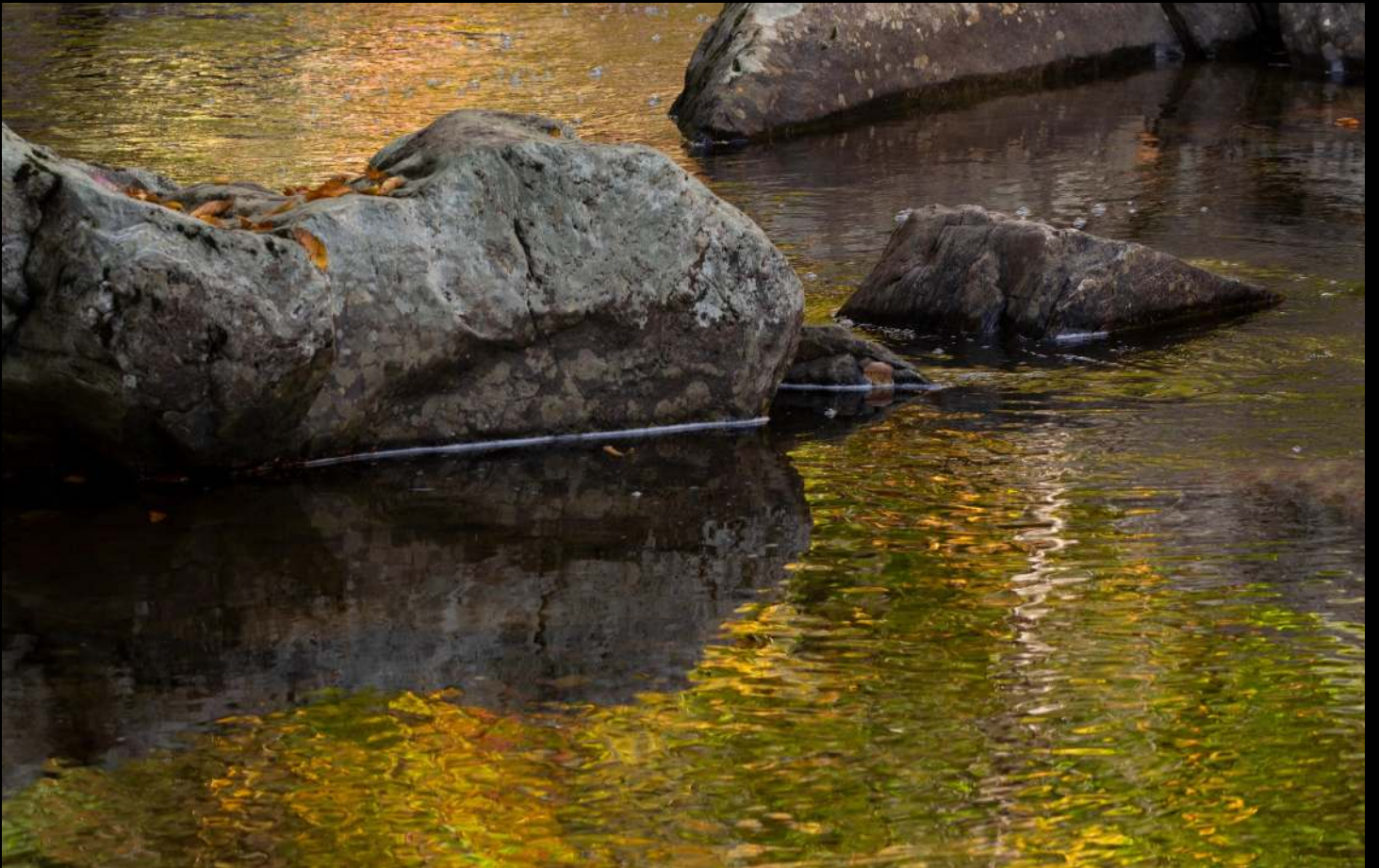
The photos displayed in this gallery use vibrant fall colors and aquatic reflections to represent the beauty of change and reflection of one's self. I thought also for this gallery display that I would play with dream vs reality since the line between those worlds sits in the foreground of my mind.

During the course of my photography trips, I am unintentionally very aware of my body and mind in relation to the environment I'm exploring. If I am hiking up a steep incline, I take extra notice of my breathing and how refreshing it is to inhale clean, sweet air. Or if I am near water, I fixate on the sounds of the waves, big or small, lapping or crashing and how calming it feels to be sharing space with the beauty of nature.

I would like these similar meditative feelings to be experienced by visitors through the power of the displayed photographs, the background sounds of music playing and guests conversing as well as the aroma emitting from the café. It is my intention that by providing a café with light refreshments, I can create an atmosphere where individuals can connect and build discourse together.

Every piece that I display in my gallery has a meaning and purpose. My work is intended to encourage its viewers to become a better inhabit of planet Earth and treat everyone and everything that lives on it with respect.

Artist: Haley Maerz



Vibrant Connections



Euphoria

*I think of a flower garden.
Sweet scents and an encompassing warmth.
Soft sensations brush across the skin.
Oh, what must be racing through the minds
of those who don't understand us.
Our passion, our pride.
Nothing matters. Time stops. Thoughts are paused.
Roses are blooming even without light.
Nectar dripping down so sweet.*



Misty Morning Memories



Immersive



True Colors







Fading Memories



Opposites Attract



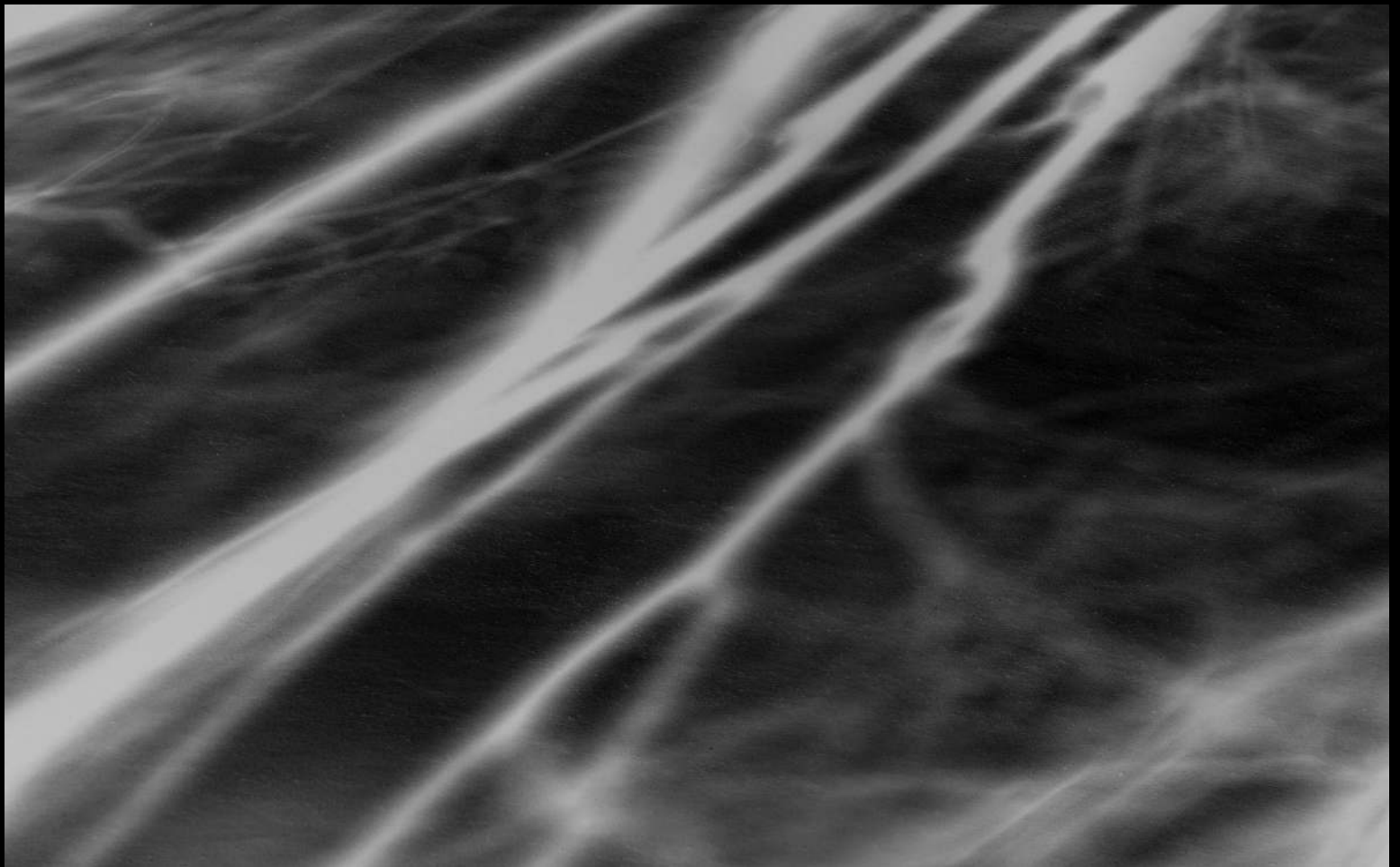
An Autumn Stroll



Perspective



Melodic Creature



*There are days when the lines seem to blur
They say time travel is unreal yet for split
moments I find myself walking in your
presence again
It's okay now, like you said it would be
My wings have dried and I can soar again.*



Priceless Moments



Above and Beyond

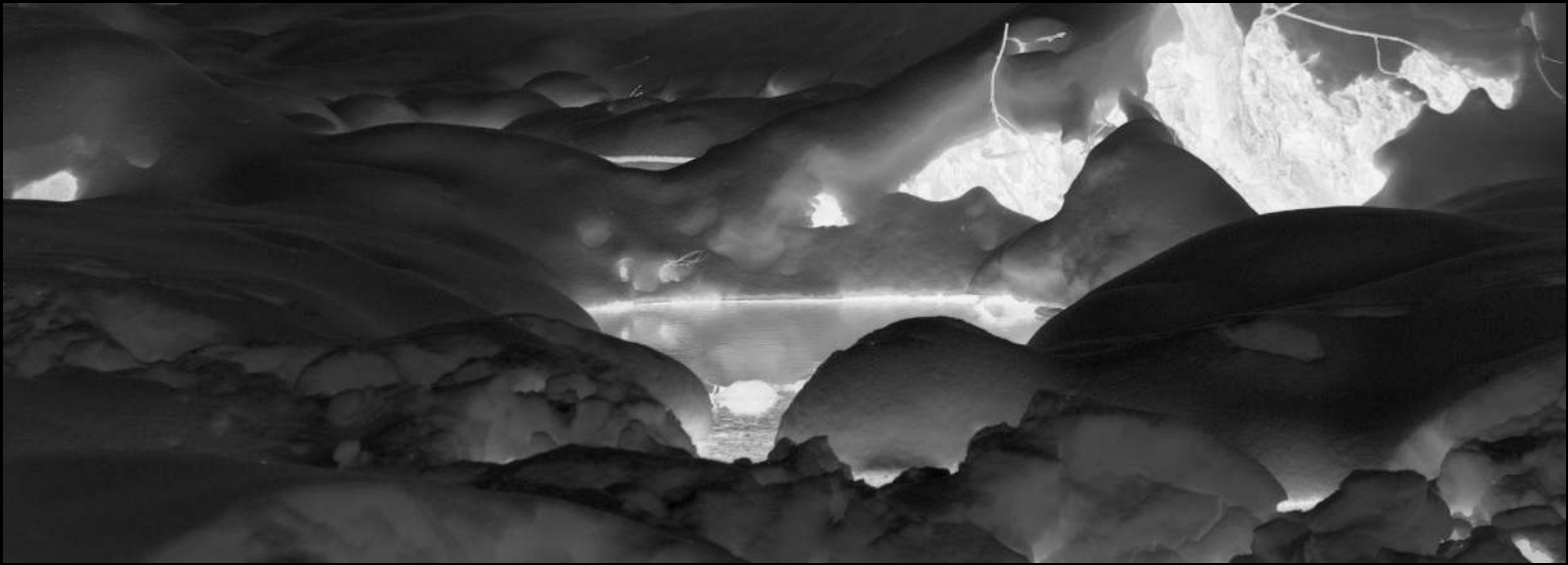


Orphic

(adj.) mysterious and entrancing, beyond ordinary understanding.



Flourish



Tranquility



Unspoken Words



Abditory

(n.) a place into which you can disappear; a hiding place.



SECTION 2 - PITCH DECK

GALLERY UPGRADE NECESSARY

Most galleries upon entering, are spaces often quiet and may seem cold, blank or uninviting.

Art galleries are one of the most impressive ways for an artist to display their work. Most galleries as they exist now need to be upgraded to accommodate the needs and wants of our modern society and to make everyone in it feel included.

ENTICEMENT AND SPECIFIC CONSUMER TARGETING

To achieve this goal, visitors must be offered unique propositions in addition to basic art viewing. Guests should want to stay and fully absorb what they are seeing and should want to return again.

These offers should be unique to the brand, fun and meet the needs of the targeted audience in order to stand out and encourage growth and change in the art community.

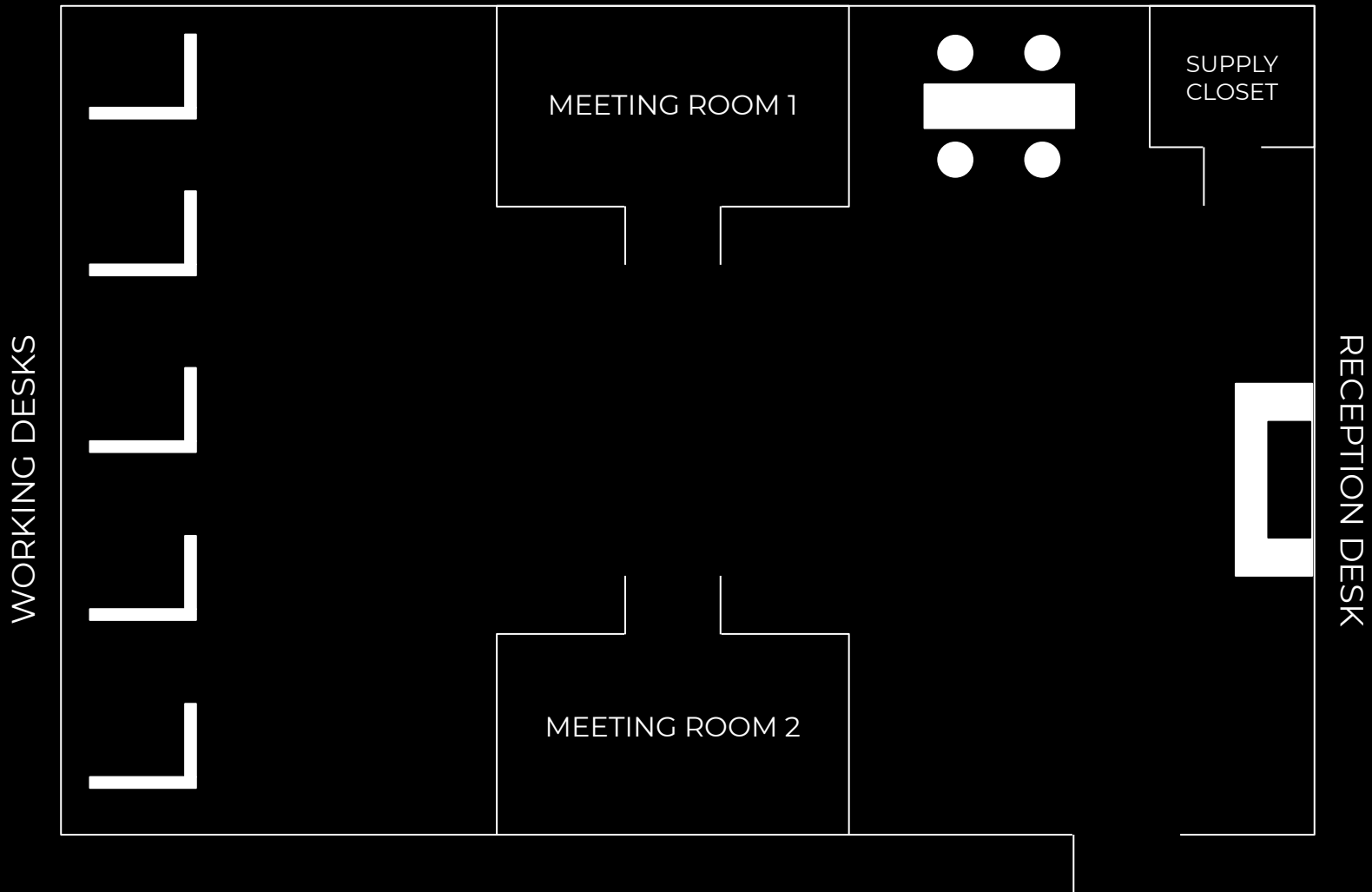
NITEMAERZ AFTER DARK EVENTS

A chance to experience the gallery transform into a nightclub every Friday night

Where visitors can take a break from work and socialize with open minded people while sipping specialty coffee cocktails and other delicious drinks

A percentage of all proceeds made from merchandise sales and door fee will be donated to animal rights and wildlife protection funds such as the Best Friends Animal Society and Wildlife Conservation Society.





RENTABLE WORK SPACES

Comfortable office arrangements for artists and environmentalists to work on their projects with an abundance of resources at hand such as:

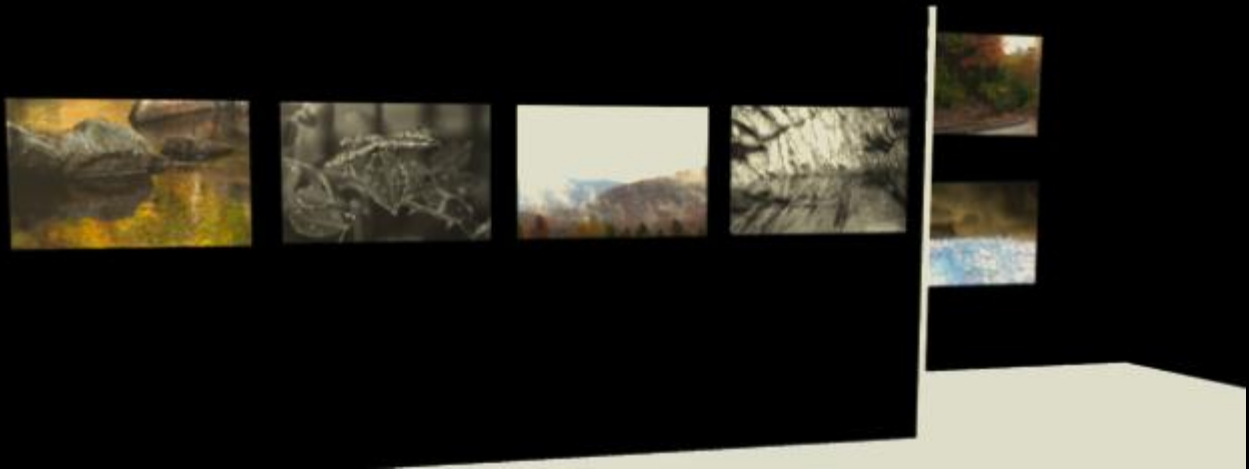
- Spacious desk space
- Lockable drawers
- Access to meeting rooms
- Supply closet stocked with office essentials
- Secure WiFi
- Access to printer, scanner and photocopier
- Collaboration opportunities
- Pooled talent and insight
- Increased motivation and productivity
- Flexible agreement options

THE ART PROCESS IS MUCH LIKE THE PERCOLATION OF COFFEE

Since the 17th century, cafés have had vital importance in the social sphere and have bred a generation of artists, activists and writers such as Ernest Hemingway and F. Scott Fitzgerald.



As with art, coffee culture attracts patrons with similar values and interests such as writers, artists and intellectuals.



Similarly to consuming caffeine, dopamine is released through viewing art.

Coffee inspires creativity and thrives off of creativity. Brewing is like an artistic process.

Good art and making delicious coffee are similar in that they both need time to percolate and can't be rushed. Taking time to develop your art process is like finding how you take your coffee.

It can be noticed that coffee drinks at different cafés all have unique flavors from one place to another. This is because each café has their own brewing and roasting methods and how drinks are prepared are unique to each establishment. Each has their own style and process.

Such like wine, coffee is considered an artisanal food and attracts a desirable crowd.

Combining sensations for the eyes and the mouth through photography and café refreshments, a unique sensory atmosphere is born where visitors are empowered, inspired and educated.

In addition, by combining a café and an art gallery, the entire space becomes an experience and feeds off of each other's artistic energy.

MISSION

IT'S MORE THAN WHAT IT SEEMS

A place where artists and environmentalists unite to inspire tactics for environmental protection.

NiteMaerz Productions encourages collaboration of these two groups of people in order to make the importance of environmental protection more vital.



VALUE PROPOSITION

NiteMaerz After Dark Events:	Estimated \$1485.70/night (Friday and Saturday)
Rentable Office Spaces:	\$400/month per 5-10 available desks
Café Daily Revenue:	\$500.00
Membership:	\$75.00
Admission:	\$20.00 adults \$17.00 seniors \$12.00 students
Art Sales:	\$1,450-\$2,000/piece

BUSINESS MODEL

Description:

NiteMaerz Gallery is a product and entertainment business. The Gallery exceeds the expectations of a typical art gallery by providing guests with a weekend nightclub entertainment venue and rentable office spaces in a spacious second story loft.

Key Objectives:

- Increase revenue for NiteMaerz Productions.
- Make the importance of environmental protection more visible by spreading the message through art.
- Providing a safe space for artists and environmentalists to be seen and heard.

Consumer Targets:

- Professional artists
- Young artists
- Environmentalists

Our Messaging:

An artist's playground.

Our Value:

We will continue to better ourselves for the benefit of our audience and environment, continuing always to listen to ideas from our community.

FINANCING

Rent Estimation (for two story warehouse in Boston, MA:

$5,000 \text{ sqft.} \times \$0.85 \times \text{sqft.} =$
 $\$4,250/\text{month}$

Estimated Utilities (based on annual average in US):

Electricity: $5,000 \text{ sqft.} \times \$1.21 =$
 $\$6,050/\text{year} \ \$504/\text{month}$

Climate zone 2:

Gas Heat: $5,000 \text{ sqft.} \times \$0.14 =$
 $\$700/\text{year} \ \$58/\text{month}$

Lighting 61%, cooling 11%, ventilation 6%, office equipment 6%, miscellaneous 5%, cooking 4%, water heating 2%, refrigeration 1%

Estimated Cost of Café Kiosk:

$\$30,000$

Total amount takes into account necessary and specialized equipment, appliances, dishware, food/beverage costs and cleaning necessities for entire space.

Estimated Office Supplies: \$100/month

Estimated Office Furnishing: Chairs: $\$170.00 \times 14 = \$2,380$

Desks: $\$250.00 \times 14 = \$3,500$

Dry Erase Board: \$60.00



SECTION 3 - ABOUT ME

A Complex Human With Complex Thoughts



Haley Maerz

SECTION 3 - ABOUT ME

I studied at SUNY Purchase College where I acquired a Bachelor's degree in New Media and Film. Though my program's curriculum is broad, it became clear to me during my junior year that my concentrations are in photography and videography.

After purchasing my first camera, I quickly noticed and fell in love with the power it held. I remember the first set of photos I took on it were from when my friends and I explored an abandoned prison in 2017. That was my first thrill of photographic exploration and now it is rare that you can find me sitting at home because there are always more places to explore.

My appreciation and knack for videography I realized during early 2018. By taking video art classes and being introduced to experimental video artists, I became very interested with the depth and mystery of the experimental style. There is no limit to the imagination which is what I've discovered so far in my practice. Dreams and surrealism are significant inspiration behind my videos and with that, I look up to directors such as David Lynch for ways to better myself as a creator. His tendency to leave plots obscure is admirable because it keeps the audience's mind open and conversation flowing.

Other than art, I am an avid runner and hiker as well as a gym rat. I ran competitive cross country for eight years and continue my legacy by participating in local races now that I am done with school. I also enjoy making music playlists and watching psychological thrillers.

NITEMAERZPRODUCTIONS

INSTAGRAM

FACEBOOK

YOUTUBE

HALEY.MAERZBUSINESS@GMAIL.COM

NMP is digital arts company which creates experimental content using photo and video. NiteMaerz Productions operates as both a private and freelance content creation business.

All work produced by NiteMaerz Productions carries the same themes such as elegance, mystery and surrealism which makes NMP a standout candidate for photoshoots and experimental video creation.

