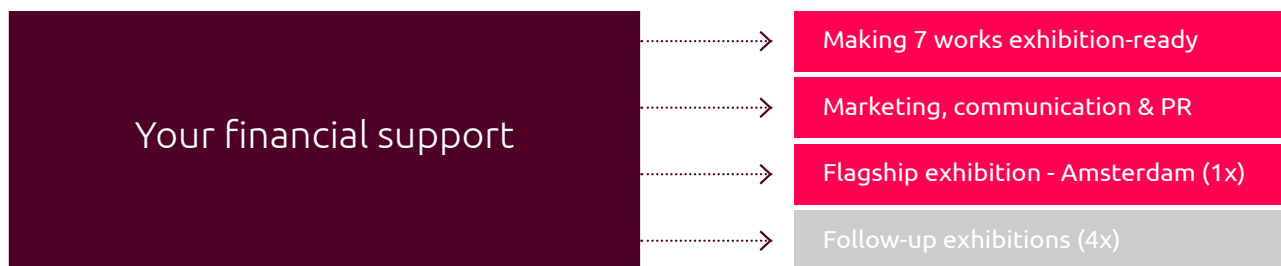


She who bites

Financial plan

1. Overview



Your support directly enables the transformation of *She who bites* from a digitally developed body of work into a physical, publicly accessible exhibition in Amsterdam. Each contribution feeds into a structured production process in which fabrication, visibility, and presentation are carefully developed step by step.

This financial plan outlines the full scope of costs required to realise this. It involves translating digitally conceived works into large-scale, materially rich artworks, and presenting them within a carefully selected exhibition context in Amsterdam. Should we exceed its funding goal, the exhibition will be extended to additional cities, including Rotterdam, Utrecht, Nijmegen, and Maastricht.

The budget accounts for the complete lifecycle of the work: production, finishing, logistics, installation, exhibition development, and audience outreach.

2. Making 7 works exhibition-ready

This phase focuses on translating the works into high-quality physical pieces. It includes transferring the works onto canvas, custom framing, stretching and mounting, and detailed finishing using oil paint and protective coatings. Each work is treated as an individual object, requiring precision and material care.

Estimated cost: €32.186,20

Includes:

Canvas transfer (special printing technique) 7x	:	€4.154,05
Atelier rent (6x ± €1.500,- p/m for creation 7 fine art paintings)	:	€9.000,00
Oil paint and finishing materials	:	€2.000,00
Custom frames (large scale wooden frames, ± 2.5x2.5 m) 7x	:	€2.295,03
Mounting, stretching and fine art framing 7x	:	€14.097,12
Hours agent/projectmanager (8 x €80,- p/mh)	:	€640,00

3. Marketing, communication & PR

To ensure the work reaches its intended audience, a dedicated communication strategy is developed alongside production. This includes visual campaign creation, social media promotion, press outreach, and documentation through photography and video.

Estimated cost: €17.780,00

Includes:

Photography (for press kit, communication and reference work)	:	€2.000,00
Video (for press kit, communication and reference work)	:	€2.500,00
Printed material (design, DTP and printing books, flyers etc.)	:	€5.000,00
Online marketing, adds and press outreach	:	€3.000,00
Outdoor (guerrilla) marketing	:	€4.000,00
Hours agent/projectmanager (16 x €80,- p/h)	:	€1.280,00

4. Flagship exhibition - Amsterdam (1x)

The project culminates in a primary three-week exhibition in Amsterdam. When venue rental costs are lower than expected, the exhibition period can be extended. This exhibition serves as the central launch moment, where the works are presented together in a carefully designed spatial setting. For large-scale work in Amsterdam, we need a space that can accommodate height, weight, rigging, and a flexible spatial layout. Standard galleries are often not sufficient; therefore, we must consider former industrial sites or purpose-built event halls.

Estimated cost: €30.800,00

Includes:

Venue rental or contribution (3 weeks)	:	€15.000,00
Exhibition design (transportation, installation, and lighting)	:	€3.000,00
Hours exhibition project manager, host and security (± 60 x €80,- p/h)	:	€4.800,00
Insurance works (7x)	:	STT
Opening event (invitations, hospitality services, press etc.)	:	€8000,00

5. Follow-up exhibitions (4x)

If our minimum funding goal is realised, following the main exhibition, the project expands into a series of additional presentations across other cities. These exhibitions extend the reach of the work and allow it to engage with different audiences and contexts.

Estimated costs per city: €26.000,00

6. Logistics, transport and storage

Handling and moving the works safely between locations is an essential part of the project. Including packaging materials, transportation, temporary storage, and handling assistance.

Estimated costs: €1.000,00

7. Contingency

A reserve is included to cover unforeseen costs and maintain flexibility during production and exhibition.

Estimated costs: €1.500,00

8. Funding goal

The minimum goal enables the production of the works and at least one major exhibition. The full funding range allows for multiple exhibitions, and stronger visibility.

Minimum goal (essential realisation): €84.000,00

Full vision (complete rollout): €195.000,00

9. Closing note

She who bites exists at the intersection of digital origin and physical presence. Bringing it fully into the physical world requires precision, care, and resources at every stage. This plan is not only about realizing a single project, but about building the conditions for an ongoing body of work to exist, evolve, and be shared.

All cost ranges are based on current market estimates and may vary depending on final production decisions, partnerships, and location-specific conditions.