

Exeter Arts and Culture website:

June 2021

Simple, elegant design with attractive photographs of Exeter, of people enjoying events, and photos of buildings/locations featured. The idea is not to overwhelm the viewer with information and text but instead to have headings/listings with “view website option” to click on for further details. Todd mentioned it would be nice idea to have some (not all) photographs done by an Exeter photographer if affordable.

Priority- easy to read, easy to navigate, simple design, not cluttered, not too much text. The website must work well on a cell phone, hence the square 2 column format seems best.

Website idea here would require only occasional editing to keep costs down, therefore an events calendar can be discussed as a listing of events monthly , seasonally, quarterly, or annually. Not specific details and dates but rather “every third Saturday May - August” or “First Fridays” “First weekend October”, “Second Saturday July”, “First weekend May and November annually”, etc. This would keep the work load to a minimum.

Each square listing on the website would have a “view website” click box so that all further details could be accessed easily by the viewer.

Wix is a website builder software that offers templates and easy access to design your own website. It is very user friendly, intuitive, affordable. Finding a designer that uses Wix would be beneficial I would think. Many people/designers use Wix so for future website designers it would be a good way to go. Almost everyone I know uses Wix so it is a consideration.

The domain [www.exeterartsandculture.com](http://www.exeterartsandculture.com) is secured. I will keep it separate from Wix or website builder. It can stay with the existing domain registration company.

Todd and I discussed when our work is ready we could get quotes from a few website/graphic designers to research costs of the website, especially the initial building of the website.

I gave you several links to check out other town arts websites for research on your own. Keep in mind these websites are more than we need, much too much information but good for research:

<https://www.visithamiltoncounty.com/things-to-do/arts-and-theater/art/>

<https://www.visithamiltoncounty.com/cities/carmel/>

<https://www.visitbloomington.com>

<https://www.austintexas.org/things-to-do/> this is much more than we need

amkenny

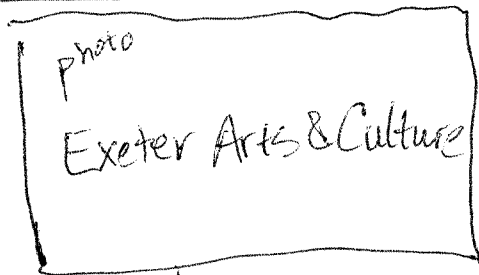
## Exeter Arts and Culture

- Solstice/Equinox Music & Arts Festivals on Swasey Parkway
- “First Fridays” performances at the Bandstand
- Music venues and performance spaces in and around town: Sawbelly Brewing, Seadog Brewery, Shooter’s Pub, The Word Barn, Foundation
- Special/seasonal events at Town Hall: Christmas Tree Festival, student art exhibits
- Exeter Literary Fest (each spring, readings and talks at venues across town: public library, Town Hall, Water Street Books, The Word Barn)
- Poets and writers reading series, Exeter Public Library, Water Street bookstore
- Authors Reading Series, Water Street Books
- Fiction/Poetry/Non-Fiction Writing Workshops etc. (+ mixology/culinary classes) throughout the year at The Word Barn
- Arts Up Front Street Studios and Gallery, Seacoast Artists Association, Exeter Fine Crafts and classes, TEAM Foundation Art gallery, and others featuring local and regional artists and arts and gallery events for residents and visitors. Exeter Station Studios
- Exeter Fine Crafts and classes
- Lamont Gallery (PEA): rotating art exhibits throughout the year; open to the public
- Lamont Poets Series (PEA): readings by nationally acclaimed poets twice/three times a year; open to the public
- Haley Lecture series (PEA): open to the public
- Concerts and theatrical productions, Goel Center for Theater and Dance/Bowld Recital Hall (both PEA); open to the public
- Summer Concert Series (PEA Library): open to the public
- Black Heritage Walk (do Art & Architecture Walks yet exist?)
- Independence Day Festival
- Holiday Parades of various sorts
- Historical Lectures at the Folsom Tavern and Exeter Historical Society
- Independence Museum Events
- Powderkeg Beer/Chili Festival
- UFO Festival
- Craft Beer special tastings events, crafted in Exeter: Czars, Sawbelly’s
- Wine special tastings, special events: Vino e Vivo, Trends shop
- Culinary Arts food events, made in Exeter
- Culinary Arts/Art of Chocolate: La Cascade du Chocolat, Chocolatier, Enna Chocolate
- Farmer’s Market

List for possible website [www.exeterartsandculture.com](http://www.exeterartsandculture.com)

# Design for Squares:

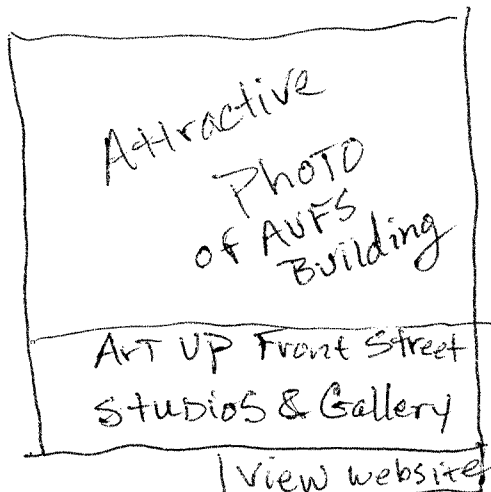
ON Home Page -



Top Rectangle each page

Background - Beautiful Photo with  
Artistic Font w/ Header info,  
over photograph

Individual Squares to Scroll: examples



# Exeter ARTS & Culture

artistic  
Font  
lettering

Background -  
beautiful photo  
of Exeter with  
town  
people in it  
-Designed with  
cell phone in  
mind to  
navigate

menu  
≡  
≡  
≡  
≡  
≡  
≡

Festivals  
ARTS | Music | Food

ART Galleries  
& Studios  
ARTS Organizations

Music  
Venues

Independence  
Museum  
Exeter Historical  
Society  
Exeter Public Library

Literary  
Events  
Lit Festival  
Author visits

Exeter Town  
Hall Events  
Exeter Parades  
4th of July

Phillips Exeter  
Academy  
Art & Culture  
offerings to Public

Culinary  
ARTS

Festivals  
ARTS | Music | FOOD

photograph  
in background  
of Festival with  
people, families in  
it

ARTS & Music  
Festivals  
every 3rd Saturday  
view website TEAM

TEAM Fall  
Equinox  
Festival  
3rd weekend September  
view website

American  
Independence  
Festival  
2nd Saturday July  
view website

Powder Keg Beer  
& Chili Fest  
1st weekend October  
view website

Summer Concert  
Series  
Thursdays in July &  
August  
Swasey Parkway

Exeter Lit Fest  
First weekend April  
view website

exeterlitfest.com

OR  
Saturdays?  
→ First Fridays  
Monthly Art Walk &  
Live music  
view website

Exeter UFO Fest  
view website

all squares  
would have  
attractive  
photo  
in Background  
of Exeter....  
people at  
events....

Ring in the  
Season  
1st weekend December  
[view website](#)

Festival of  
Trees Christmas  
Town Hall  
December  
[view website](#)

Solstice  
Festival  
[view website](#)

Exeter  
Farmer's  
Market

Art Galleries | Studios  
ARTS Organizations

Background  
photo of  
art gallery

Seacoast  
Art Association  
Gallery

view website

ART Up Front  
Street Studios  
& Gallery

view website

Backgrounds  
- photos of  
the locations....  
Building.....

TEAM Foundation  
Gallery

view website

Exeter Fine  
Crafts  
& classes

view website

PEA  
Lament ART  
Gallery

view website

Exeter  
Station  
Studios

view website

~~Exeter~~  
~~Station~~  
~~Studios~~

view website

~~Exeter~~  
~~Station~~  
~~Studios~~

view website

# Music Venues

Background  
photo of  
musicians  
performing

Sawbelly's  
Brewery  
[view website](#)

Seadog  
Brewery  
[view website](#)

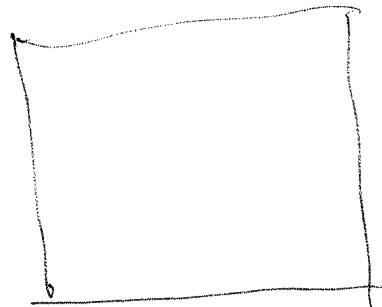
Summer  
Concert  
Series  
Swasey Parkway

Exeter  
Bandstand  
First Fridays

The  
Word  
Barn  
[view website](#)

PEA  
Summer concert  
Series  
Goel Center -  
music/theatre

Shooter's  
Pub  
music events





# Literary Events & Lectures

Lit  
Festival

[see website](#)

Exeter  
Public  
Library  
Events

poets/writers

[view website](#)

Author events  
Waterstreet  
Bookstore

[see website](#)

The Word  
Barn  
Readings  
workshops

[see website](#)

Exeter  
Historical  
Society  
lectures

[view website](#)

PEA

Haley Lecture Series

[view website](#)

Lectures at  
Folsom  
Tavern  
Independence  
MUSEUM

[view website](#)

Independence Museum  
Exeter Historical Society  
Exeter Public Library

Independence  
Museum  
Events & Tours

[view website](#)

Exeter  
Historical  
Society  
Events | Lectures

[view website](#)

Exeter  
Public  
Library  
Readings | Events

[view website](#)

PEA  
Goel Center  
for Theatre  
Dance/Bowld  
Recital Hall

[view website](#)

Phillips Exeter  
Academy

can ~~not~~ only  
use color.  
Can't use  
photos, logo,  
etc.

Lecture  
series  
[view website](#)

Lamont  
ART  
Gallery  
[view website](#)

Black  
Heritage  
Walk  
[view website](#)

Music  
Events  
[view website](#)

PEA  
theatre dance  
& music  
Building  
[view website](#)

Literature  
Events  
[view website](#)

Summer  
Concert  
Series

Exeter Town Hall

Exeter REC Events

Exeter  
Town Hall

Events

Exeter  
Recreation

Events / Parades

Exeter  
4th of  
July  
events

Christmas  
Festival of  
Trees

Exeter  
Town Hall

Art Gallery  
Events

Exeter Town  
Hall

Music Events

# Culinary ARTS

Czars  
Craft Beer  
[View website](#)

Sawbelly's  
Craft Beer  
& music  
[View website](#)

Vino e Vivo  
wine tastings  
[View website](#)

Trends  
wine tastings  
[View website](#)

Chocolate ART  
Chocolatier  
[View website](#)

La Cascade  
du Chocolat  
Handcrafted  
[View website](#)

Enna  
Chocolate  
Handcrafted  
[View website](#)

Farmer's  
market on  
Swasey  
Parkway  
[View website](#)

# Events Calendar

To discuss

Seasonal?  
monthly?  
quarterly?  
annually?

spring

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Summer

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fall

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winter

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