



Music, Performance & Visual Arts

Brief Setter:

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**Babylon
ARTS**

Babylon ARTS' mission is to develop creativity and connect communities with arts and culture. Our work aims to enrich more people's lives through our Creative Communities and Creative Spaces programmes. We run a contemporary, professional and community arts space called the Babylon Gallery and the local independent cinema, both of which are located on Ely's picturesque riverside.

Our projects are delivered across East Cambridgeshire, Fenland and West Suffolk, including MarketPlace, which is part of the national Creative People and Places programme.

CREATIVE
BRIEF



Music, Performance & Visual Arts Creative Brief

Brief Title: SELECTION OF ARTWORKS (CURATION)

As Arts and Engagement Intern at a regional art gallery you have been asked by the Curator to select artworks for an exhibition during the busy summer holiday period, according to the following guidelines:

- You have a budget of up to £40,000 to spend on exhibition 'handling fees'. The handling fee is to cover preparation by the lending gallery/collection for packaging/crating/transport.
- You will be selecting from a digital catalogue provided, which contains 100 works by 23 artists in public art collections in the UK.¹
- To assist with your research into the artists/artworks, each title contains a hyperlink. Follow the link to go directly to the relevant entry on the Art UK website.
- Familiarise yourself with all artworks, then choose a theme from: **'Pick & Mix'**, **'People & Places'** or **'Colour & Shape'**. The exhibition should be your personal interpretation of these themes.
- You should select 20 works and be able to justify to the Curator how they fit the theme.
- Consider one or more 'signature' pieces: larger-scale works with a £5000 handling fee that will serve as a major attraction for the audience. Other handling fees are either £2000 or £1000.
- Your exhibition will be in a 'virtual' gallery, so place your selection of images ('the hang') into a Powerpoint presentation (or Word document) in the order you would like members of the public to view them if they were entering a real gallery.
- Label each work with the name of artist, the title of the work, the year it was made (if available) and the medium (e.g. oil on canvas, watercolour on paper, mixed media etc.).
- Include a list of works showing the handling fee for each and the total cost.

MARKETING & PRINT

- Come up with a title for your exhibition. A creative title can help with the branding/marketing.
- Research and provide some summary information about the artists and/or artworks for the gallery's Marketing Team so that they can write an exciting press release.
- Select a key image/s for the exhibition poster invitation and the private view card.
- Write a short strapline to include beneath the title on the poster describing the exhibition in a sentence. For example, **'Let's Face it'** is a stunning selection of 20 important works on loan from public collections on the theme of People & Places.
- Prepare a mock-up of the exhibition poster. This can be a simple hand-drawn sketch or a digital draft version showing the layout of the exhibition title, the 'strapline', key image/s, gallery address, exhibition dates and should include both the Art UK and Babylon Arts logos.

YOUTH ENGAGEMENT

- Use creative and innovative ('blue sky') thinking to suggest ideas to attract young people aged 11 - 15 years to visit the gallery. You might use music/performing arts, media/social media, activities with schools/youth groups, competitions/giveaways, merchandise or anything else you can think of. There are no budget restrictions! Be daring and surprise the Marketing Team!

¹ Enrico Baj, Elizabeth Blackadder, Peter Blake, Eileen Cooper, Michael Craig-Martin, Patrick Caulfield, John Davies, Mary Fedden, Barry Flanagan, Elisabeth Frink, Anthony Green, Barbara Hepworth, David Hockney, Roy Lichtenstein, L S Lowry, Peter McDonald, Mary Newcomb, Chris Ofili, Bridget Riley, Sean Scully, Yinka Shonibare, Stanley Spencer, Mary Webb.





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Creative Brief Timeline (16 hours)

Essential Skills Developed



WEEK 1

School

- Webinar from brief setter & Live Q & A

Homework

- Look through digital catalogue, choose theme and consider choice of artwork

WEEK 2

School

- Select 20 works to fit with chosen theme
- Check you are within £40K budget and list all works, handling fees and total cost

Homework

- Arrange the hang and present in order in Word/PowerPoint, labelled with name, title, date and medium
- Select promotional image/s

WEEK 3

School

- Students present response to creative brief so far to peers

Homework

- Come up with an exhibition title
- Conduct research on selected artists for Marketing Team via Art UK website
- Write short strapline to promote exhibition

WEEK 4

School

- Webinar from brief setter & Live Q & A

Homework

- Review/edit your project ideas after discussion and feedback from the brief setter
- Draft a mock-up poster with strapline dates, logos and address

WEEK 5

School & Homework

- Careers guidance session
- Students to review the digital portfolio of creative careers in industry sub-sector provided

WEEK 6

School & Homework

- Students to feedback to teachers the creative careers they have researched

WEEK 7

School

- Review contents of exhibition
- Conduct blue-sky thinking to encourage 11-15 year olds to visit the exhibition
- Pull together ideas ready to present

Homework

- Prepare and practise presenting your creative project

WEEK 8

School

- Students to present final response to creative brief to peers and brief setter