



CREATIVE COMMUNITIES PROGRAMME APPLICATION FORM

Created: 21/04/2016

Last updated: 04/05/2016

Page 1

Thank you for your interest in the Creative Communities Programme.

You should ensure you have read the Guidance Notes provided before applying and bear these in mind when completing your application. You do not need to complete your application all at once - you can save your progress and return at any time.

Downloadable templates have been provided which you will need to complete and upload as part of your application.

NOTES

- Do not attach files other than those requested.
- Do not include web links in any text unless requested.
- Submissions which include redistribution of funding will not be considered.
- Receipt of submissions will be acknowledged by email.
- By submitting your application you are giving consent for us to share information with other key Hull 2017 partners, including The Big Lottery Fund.
- All applicants will be advised of the outcome of their application by July 2016. Please do not enquire about the progress of your submission in the meantime as we will unfortunately not be able to respond. We will be in touch if we have any questions and/or if we require further information.
- Should you need further support completing your application please see Help section of this site.

We greatly appreciate you applying. Thank you.

Page 2

ELIGIBILITY CRITERIA

Please complete the following questionnaire to check your eligibility in applying to the Hull 2017 Creative Communities Programme.

Creativity

Does your project celebrate art or culture?

Yes

Themes

Does your project take inspiration from one of the four Hull 2017 themes (Made In Hull / Roots & Routes / Freedom / Tell The World)?

Yes

Additionality

Does your project create something new to make 2017 a success?

Yes

Accessibility

Will your project be open and accessible to all members of the public?

Yes

Engagement

Will your project engage with the people of Hull?

Yes

Location of Activity

Will all or part of the project take place in Hull?

Yes

Timing of Activity

Will all or part of the project take place in 2017?

Yes

Page 3

Name of Individual / Organisation

Julia Roach Kingston Art Group

Name of Project

The Female Gaze

Project Summary

As a member of Kingston Art Group, I propose a women's exhibition in March 2017 by female group members, displaying art which relates to the working lives of women artists in Hull. My aim is to exhibit diverse work which generates discussion amongst the public about art and gender.

General Information

Lead Contact Name	Julia Roach
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Home / Work Phone	01482 472627
Mobile Phone	07947562287
Website	https://camouflagedexposure.wordpress.com

Project Description

With reference to the Essential Criteria set out in the Guidance Notes, please describe your project or event/activity. You must demonstrate how you are meeting the essential criteria and specify if you are meeting any of the Secondary Criteria.

March 2017 (International Women's Day) at the Kingston Art Group Gallery, Humber Street, Hull.

Women make up half the membership of Kingston Art Group (KAG) and are passionate, practising artists, whose talents were nurtured in Hull. KAG is a well established and recognised member of Hull's creative community, with members who have involved themselves in galleries and workshops throughout the city. The group was at the forefront when establishing Humber Street as a cultural centre and a vibrant art's quarter.

I am proposing an exhibition for March 2017 which shares work by the female members of the group with the public, exhibiting the range and diversity of art produced by women.

Throughout history, women have been acknowledged for their creative skills, but often with regard to lower profile activities associated with the domestic sphere. We now accept this is a very linear representation of female endeavour. The creative urge is and has always been as strong in women as it is in men. The thread which runs through female art work has often been subverted into homespun craft work, but increasingly no longer is.

My intention is for this cohort of female artists to demonstrate that Hull promotes and celebrates all its artists; without exception.

The exhibition will give women at KAG the opportunity to emphasise collectively that we can come together but gain our inspiration from very different sources. We seek to avoid stereotyping women and aim to encourage our audience to contemplate the work as that of individuals.

It is important that the exhibition brief is not overly prescriptive, allowing artists to respond in their own way, using whatever medium is appropriate to their practice.

The KAG Humber Street Gallery, which has housed a huge variety of exhibitions, will be available for artists to tailor their work to a familiar space during the preparatory year, developing a creative dialogue between the artists and their work as a result of this collaboration.

This exhibition, in Hull's Year of Culture, presents an opportunity to showcase women's empowerment through the process of their art-making. Alongside the transformation of Humber Street, the impact of women's art in this exhibition will contribute towards the perception of Hull as a dynamic, inclusive and progressive city, which respects and considers women's representation. This will be our legacy: inspiring people to engage with women's art, either as a practitioner or spectator.

The exhibition will add an extra dimension to the work by facilitating debate on both a formal and informal basis, e.g. workshops and weekend discussion groups open to the public that include speakers and artists from an array of disciplines responding to the exhibition. The exhibition will be marketed through social media, such as Twitter, Instagram and Facebook, as well as additional channels and PR networks.

My links to Hull are strong having worked and exhibited in schools and galleries in the city. As an artist, teacher and mother of four children I have participated in the education system of Hull from both sides. It is from these roots that my desire comes to elevate the profile of women in the arts and in our community. The Ferens Art Gallery has always been a huge part of my life. I have run workshops during the Tate Artists' Rooms venture with established Hull-based artist Debi Keable. This Warhol themed week-long event took place in both Park Street Art College and the Ferens Art Gallery. The aims behind the activities were to promote widening participation and access to the arts involving Key Stage 4 students from art departments in schools across the city. By experimenting with processes and techniques we aimed to generate a greater understanding of the nature of Warhol's work. I also gave lectures about my own work, aiming to demystify the creative process and to provide a greater understanding of what it is to be an artist. I am confident that in bringing together the women artists of KAG for 'The Female Gaze' we will provide an enriching experience for the whole community.

Page 4

KEY PROJECT INFORMATION

What are the main art forms in your project?

Responses Selected:

Exhibition

Film

Literature

Visual Art

When does your activity take place? Please provide the start date, or advise if this is still to be confirmed.

Format: DD/MM/YYYY

(No response)

Start date still to be confirmed

Responses Selected:

Yes

Please provide the end date for your activity, or advise if this is still to be confirmed.

Format: DD/MM/YYYY

(No response)

End date still to be confirmed

Responses Selected:

Yes

When will you begin work on developing your project / rehearsing your activity?

Format: DD/MM/YYYY

21/04/2016

Where will your project take place?**Responses Selected:**

City Centre

How many performances / days of your event/activity will your project include?

1 month

How many people are expecting to attend/experience your activity?

500

How many people are you expecting to participate in your activity?

500

Please describe the relationship with any partners you may be working with.

Kingston Art Group will be the host organisation of the exhibition and its networks and membership will be utilised, e.g. charities, The Feminist Library, women's groups and organisations, trans communities, established poets, authors, local businesses and the University of Hull. I am currently researching and liaising with women in Hull who can be brought into the workshops to discuss both gender issues and art. Having participated in International Women's Day for several years, I have become acquainted with some very inspirational women, whom I will invite to the workshops, both for talks and group discussion. As I currently work in KAG studios I am in regular contact with other female members of the group who are keen to participate. I have available both a curator and display technician who are keen to be involved if my proposal is accepted. I will be working very closely with Chloe Roach who is not only an artist but is also a marketing consultant, in order to publicise and promote the event, and facilitate engagement with local, regional and national media.

Page 5**OTHER INFORMATION****Who will benefit from the project and in what ways?**

(Please indicate any particular target groups)

The exhibition will be open to visitors of the Humber Street area and will be accessible to everyone without exception. It will also benefit a diverse array of artists, as it is our intention to deliver workshops incorporating literature, music, film and performance, which link to the exhibition. School and community groups will also attend the exhibition and talks/workshops will be established to give them insight into, not only the work of the female artists present, but also the genre as a whole. We will endeavour to motivate and inspire the next generation of artists growing up in Hull.

How will your project be accessible?

The project will be taking place in the KAG gallery as will the workshops. The exhibition will not discount any groups and will be celebratory of the spectrum of art produced by its female artist community - including those who are disabled, LGBTI, minority ethnic and any of those under the 'protected characteristics' equality and diversity groups. Releases at the event will also be available in large type and we will encourage web based promoters to incorporate alt-tags and use accessible online platforms.

Please explain any permissions (for use of space, venue or property) which you have been required to obtain.

I have permission from the KAG Gallery Committee to have exclusive use of the gallery during the month of March 2017.

How will you promote the event/activity and to which target audiences?

The exhibition will be marketed through social media, such as Twitter, Instagram and Facebook as well as additional channels and PR networks. We will link up with other organisations, requesting them to disseminate information. We will liaise with the media, to ensure we receive adequate press coverage, as well as linking up with other International Women's Day events taking place around the city. We also hope, if the proposal is accepted, this would be part of the City of Culture's cultural calendar. We will also perform stakeholder analysis and assign the most effective channels for each segment to provide targeted and relevant communications. Additionally, the exhibition will be promoted via word-of-mouth: those invigilating will be encouraged to have a dialogue with visitors and provide further information/flyers etc.

Have you created a project like this before? Please tell us what experience you / your organisation or partner organisation has had in delivering projects of this scale/nature in the last five years.

On the basis of my art and community exhibitions, e.g. Hull in Paint, Kingswood College of Arts, 'Ten x Four', Pave, Red Gallery, Pop and the Ferens Art Gallery, I was accepted as a member of KAG in 2014. I had a solo show in 2015 at KAG Gallery, and participated in group shows during The Sesh and Freedom Festival. I participated in the inaugural Freedom Festival, exhibiting art as well as supporting the refurbishment of Studio 11. I led a workshop at Hull's History Centre during the Larkin Festival, focusing on the poet's drawings, which was highly successful and received positive feedback. For the last three years, I have exhibited work during International Women's Day celebrations at Hull Central Library and contributed towards its curation. As part of a European Enterprise Scheme, I became a member of a group known as 'The Loyal Academy' who exhibited in Princes Quay. I played a significant role in its realisation and subsequent to this, went on to organise a workshop at the Ferens Art Gallery in association with Tate's 'Artist's Rooms' Warhol Exhibition. I have experience of setting up exhibitions in many locations, catering for a wide cross-section of the community.

Please supply a brief outline biography of the main members of your team including the lead artist(s). Web links can be used for this section.

KAG members who have already indicated they will be exhibiting are:

Julia Roach <https://camouflagedexposure.wordpress.com>

Lesley Bradshaw

Laura Gethen Smith laura-gethen-smith.com

Catherine Cassidy www.kingstonartgroup.co.uk/artist/cath-cassidy/

Glynis Neslen, www.kingstonartgroup.co.uk/exhibition/reflections-glynis-neslen/

Lou Hazelwood louhazelwood.blogspot.co.uk

Pauline Scott www.kingstonartgroup.co.uk/artist/pauline-scott/

Marjorie Brabazon

Sally Tebb. www.kingstonartgroup.co.uk/artist/sally-tebb/

The main collaborators on marketing and organisation of the exhibition will be Julia Roach , and Marketing Consultant Chloe Roach who has experience working for Crisis, Channel 4 and the University of Hull www.chloeroachart.com.

A significant factor in this exhibition is the collaboration between myself and my daughter. We will be jointly responsible for the vast majority of planning preparation and delivery of this event. Whilst we are both painters we are also makers, having worked in a variety of media. Chloe Roach trained at Wimbledon College of Art as a costume designer and animator initially. Her grandmother, my mother was a tailor and embroiderer and we have both incorporated into our artwork sewing in a variety of forms. Therefore we are well qualified to deliver an exhibition which celebrates women's art, as our own development as artists has been influenced by our heritage. The transformation that has occurred in respect of women in the creative industries is something we both have a vested interest in because of our own family history. The female artists at KAG are very supportive of us relating this exhibition to women artists in a historical context. The generational difference between myself and my daughter will help us accomplish a diverse and eclectic exhibition.

How will you measure and evaluate your success, and how will you share that with us at the end?

I will measure through both a quantitative and qualitative analysis. In addition to visitor numbers, I will also record both verbal and written feedback via visitors book and workshop assessment forms. Photographs and video, press coverage and reviews will form part of the analysis report. Social media responses will be recorded through tools such as Storify and social media analytics. The analysis and evaluation will be a written account which can be presented at the end of the exhibition and workshops.

How will you document your event/activity?

I will document the event using photography video, written accounts of workshops and interviews with artists. We have a plethora of visual artists who will support this process. I have previously made a DVD of my own solo exhibition at KAG which is available to view at <https://camouflagedexposure.wordpress.com> and propose to do a similar recording with artists participating in this exhibition. If the facility is available, I will also populate the City of Culture website with details of the exhibition and alert any local or regional media to the show and its significance within the City.