

The Great Escape: Online workshop for museums

Tuesday 5 July, 11.30am – 1pm

If you missed our first online workshop earlier this month, don't worry – it's one in a series that we will be delivering to share updates about the project and how you can get involved.

Here's a summary of what we discussed and some of the key takeaways, including who to contact.

Project update with Jo Paton Htay, project director

What is The Great Escape? We've summarised what the project is, who it is for and all the benefits at artfund.org/thegreatescape

When is it taking place?

Summer 2022: join our series of online workshops for details about Art Fund support

September 2022: we will announce key high-profile partnerships

Spring 2023: workshops take place in schools and museums

Earth Day 2023: public facing UK-wide festival across participating museums

Key points:

- Details about the many ways Art Fund will support organisations taking part will be announced at the next online workshop on 27 July, 1.30-3pm.
- We clarified that Art Fund want to support museums to work directly with their local primary schools.
- This project, alongside our development of a new Teacher Art Pass, will enable us to broaden access for teachers to UK collections.
- We envisage a number of pathways for different types of organisations and we will make those clearer for the next workshop.

Discussion topic: the value of partnerships with Jenny Waldman, Art Fund director

We asked: *"What has been your most effective collaboration with another organisation? Why?"*

You said:

- Clarity, communication and flexibility are essential
- Working with artists or leaders in fields outside museum sector can bring energy and new insight to audience development and new projects
- Building relationships with local artists has been successful, as well as local schools and youth groups
- A multi-interdisciplinary approach works well - STEAM challenges, playful experimentation
- Clear offering from the start, dedicated person to bring together the right people

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Jenny shared three examples which each demonstrate how working with non-arts organisations can expand the audience and impact of an art commission. The Great Escape gives us an opportunity to centre the art made by young people and give it a broad and visible platform.

Our aim is to draw on these large-scale commissions to highlight the amazing work taking place in museums, galleries and historic houses and, through them, in schools across the UK.

Lights Out, 2014 (14-18 NOW) by Bedwyr Williams, Bob and Roberta Smith, Nalini Malani, Ryoji Ikeda and Jeremy Deller, showed how successfully different artists responding to the same brief can lead to highly visible and impactful collective action. By working with several artists, we hope to create a similar impact on a broad scale. This project aligned with the centenary of the outbreak of WW1, and partnerships with local councils, places of worship, parish councils, British Legion and The Sun proved effective, alongside a close relationship with the BBC.

All The Bells, 2012 by Martin Creed celebrated the start of the 2012 Olympiad Cultural Festival and developed close media relationships with broadcast organisations to amplify the emotional connection and message of the work. We hope to develop strong partnerships with the media to carry the message of The Great Escape and the work that museums are doing.

Pages of the Sea, 2018 (14-18 NOW) by Danny Boyle partnered with local BBC news and radio networks as well as fostering a fantastic partnership with the National Trust to inspire local action and participation across 32 of the UK's beaches. This project demonstrated how different ways for people to get involved, being on a beach or engaging in social media resulted in 60% of the population being aware of the project.

We asked: *"What role can Art Fund play to support collaboration through The Great Escape?"*

You said:

- Support capacity
- Define collaborations and objectives
- Connect with each other, share ideas, network across 4 nations
- Links to curricula in all four nations and bi-lingual resources where possible
- Ways in for organisations without collections
- Funding!
- Links to other organisations and existing systems e.g. scouts, guides, CREST and Artsmark
- Coordinated messaging for media and socials
- Flexibility is appreciated, but also a strong underpinning framework
- Being part of something bigger helps create a critical mass of cultural creativity within communities

Thanks to all who came to the workshop - we're grateful for your insight and for taking time out of your day to join us. We will vary the days/times of future workshops so more people can join in. You're welcome to join as many or as few as is convenient – we will send notes after each one.

If you have any comments or questions, please do contact The Great Escape team:

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