

Week 0 - Hockney

23 January 2025 10:36



Week 1 - Fundraising

29 January 2025 13:28

https://bradfordculture2025-my.sharepoint.com/:w:/g/personal/kelvin_chan_bradford2025_co_uk/EWCI7OMMsKtNmlst_BjJsv8BmiRy2UaPH9sOucsxaHlezA?e=EAzjcT

Ways I can fundraise my creative business: [18 Fundraising Ideas for Creative Projects | Social For Action](#)

Art shows - The business may start off by hosting a small concentrated plein air session focussed on a community group would help engage people with the activity. This will also set up a small exhibition that would be set up that community's hub and will take donations from people visiting the exhibition, and this is how the artists would be compensated

Artist Patreon - If my business was centred more around myself as an individual artist, I could use Patreon to fund my artistic endeavours and gain renown in order to grow an audience. However, the community aspect of the business would mean that any profit from Patreon would be distributed out to different people.

Art Auction - This would work well with the plein air sessions and would provide a way for the participants to get paid. This auction would take place after the exhibition, so a portion of the auction may need to be split 3 ways.

Crowdfunder/ Designing and selling products - This method can work alongside another, and it would be implemented into my business as a way to apply for a plein air session. This can also lead into the development of a product that I would design and give to people who back the crowdfund. This would provide ways to test prototypes too.

Apply for funding - Through Arts Council England, this was the main consideration for funding. This would require an application to be produced and submitted which would include a detailed business plan and roadmap. This type of funding is highly competitive, so it may not be entirely reliable

Online Giveaway - This involves placing a piece of work up for competition, with people paying to have a chance to win the prize. This will not be a viable method of funding for my business as it would be unethical to implement gambling adjacent methods

Sponsorships??? - [Grants, Sponsorships, Donations: How to Choose the Right Funding Source for Your Needs](#)

These are an agreement with another party or corporation to advocate and campaign for them, in return for funding and support. Positive sponsors can help draw eyes in on my business and show how my values align with other companies. These would be especially impactful in partnerships with other arts and culture organisations, such as Bradford 2025, or Arts Council England, which would allow for a symbiotic relationship to form. Agreements can also be made with other local arts businesses and would help encourage people from other networks to participate

TED Talk: Amanda Palmer - The art of asking: [The art of asking | Amanda Palmer](#)



- A deeper connection is formed when asking for funding or payment, rather than making people pay. For my project this could be donation collections at Exhibitions, especially during the opening day where I can get the artists to share their stories with attendees.
- Advocates for the free distribution of music, especially her own. The Exhibition portion of my business will be free entry. It would make sense for the plein air sessions to be free of entry, which would possibly mean that most of the programme would be funded by the designed and sellable products.
- "instead of how do we make people pay for music, why don't we ask how do we let people pay for music?" This would mean a larger focus on

TED Talk: Simon Walker - Why crowdfund? To make your idea a reality: [Why Crowdfund? To Make Your Idea A Reality | Simon Walker | TEDxStPeterPort](#)



- 3 big hurdles: Complexity, Money, Uncertainty. Out of these hurdles, I need to focus most on making sure my project is understandable from inception, which will aid greatly in getting people on board with the business.
- Crowdfunding: making in advance promise in return for a larger amount of funding money. This guarantees both money and certainty of a business. As part of the crowdfunding phase, this could include a tour of different UK cities and promising to host a plein air drawing programme and exhibition, if a target is reached.
- Complexity or simplicity is required from our input so that the crowdfund is understandable and successful. A significant part of the next submission will be how I present and deliver the ideas of the business to a group of funders, so making sure my business concept is simple and direct will ensure people are ready to jump on board.

Week 2 - Collaboration

04 February 2025 09:53

Collaborative work discussion:

We are developing a project that will incorporate all our skills into the process and final output. Currently, our most popular idea is hosting a sustainable fashion exhibition about the architecture and culture in Bradford. Another idea is to put on an illustrated live theatre production, incorporating drawing and projections, akin to animation.

Noor's Poetry workshop:

In this workshop, we were introduced to a poem written by Noor about 'home'. We were then tasked to write our own poem on the same theme, sharing ideas and thoughts in the process.

Friday:

Interview with Jean Chan:

Introduced myself and she, herself. Has a background in theatre and set design. Started in costume design and was really interested in theatre design., went to Cardiff for a foundation year in design where she learnt a lot of skills for industry. After leaving she then worked for the Royal Shakespeare Company, gaining experience from other design workers.

Asked about challenges she may have faced. While there were a lot from things not turning out right, not knowing how to do something, she comes from a perspective of a problem that will need solutions, and knows that eventually she will find an answer. In general, it is alright to not know something right now, there is always opportunity to learn and trial solutions to get an answer.

Worked on Rise through Shanaz as they've worked together before. And while a lot of the industry seems built around who you know, a lot of that is through long term connections that can't be predicted.

Asked her opinion on speculative and volunteer work. She believes designers shouldn't be working for free and that some job opportunities can be lost because of it. As people take advantage of you as a free asset, you aren't compensated. This was really insightful and provided a creative's perspective on my business proposal.

What would you change about RISE? Originally there had been plans to have box installations of the logo and a viewing aperture which would be almost kaleidoscopic. There were also plans to have a third stage, most of these compromises were made due to budget constraints. At the end of the day, good collaboration and effective communication with the team and especially producers and project managers. She will always understand a project's needs and its budget before designing.

Her creativity manifests within conversations and develops from this interaction into creative outputs such as mood boards, sketches and other visuals. Her process takes on a very visual approach as well as physical which she finds more tangible.

Creativity to her is both integral as part of a human being, but it is important to detach one's self from what is work and what is essential.



Jean &
Matt Crea...

Week 3 - Northern Ballet Visit

10 February 2025 12:01

What makes the project unique?

- What would the audience be for this project?
- How would it be developed?
- How will the project be meaningfully presented in a visual medium?
- What outputs would the project have?
- What considerations can be built into the project to ensure it is sustainable?

Aim to start figuring out :

- Who's involved
- Name of the project
- Artistic aims
- Industry aspirations / contacts
- Nature of the outputs

Visit to Northern Ballet:

- Had a rehearsal viewing of a modern production of Hansel and Gretel by the developing performers
- Had a back stage tour of the set and it's considerations for making it transportable.
- Further discussions on how Northern Ballet operate as a company.
- Main takeaway:
 - Adapt facilities for purpose, like how adapting the stage for transport made operating in other locations viable, could I consider this for the exhibition installation or the plein air sessions.
 - How I could organise the structural hierarchy to best engage the beginner and veteran artists.



Week 4 - Photograms

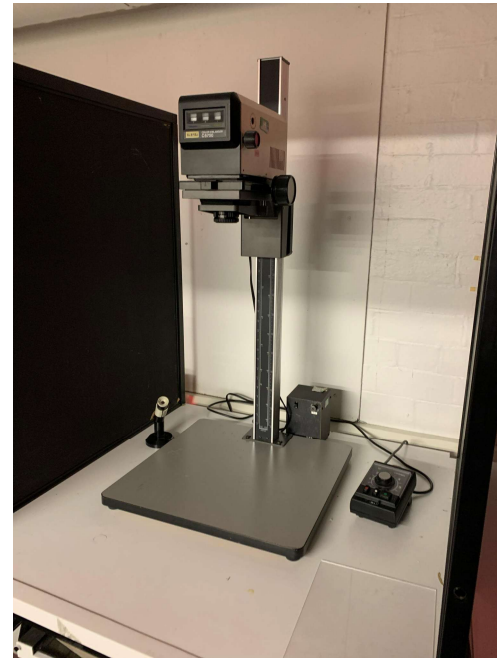
24 February 2025 12:57

Was taught and practiced the process of making photograms. This uses light reactive paper to record the negative imprint of the shadows. For me, it allowed me to focus more on the overall silhouette detail and less about the colours. By placing one limitation, you remove another.

We were encouraged to experiment with process, applying chemicals in a certain way, varying light exposure, and combining different objects and elements.

Main take aways:

- Encourage creatives to experiment with the process can lead to extraordinary results. Try to implement this into the plein air sessions or the exhibition.
- Is there an obvious health and safety consideration? What is health and safety? Look up laws and regulations which define these as such.



Week 5 - Field Recording

03 March 2025 11:10

Elevator Pitches to Partner Arts Organisations:

On the Tuesday of this week, we introduced ourselves through our business pitches with one caveat: we only had a minute to brief them. This allowed me to think about my business proposal; was it digestible enough to be understood by a general audience?

Through this activity, I condensed my business idea down to the core strands that made it function as a business, and gave it unique identity. As a result, I am refocussing my business on two major aspects: the plein air sketching sessions, and the exhibition. The latter, I am aiming to reframe as a community and group focussed programme, which aims to build a working network within my business.



Field recording with Cat:

With Cat's presented workshop, we were tasked with collecting sounds to craft an audible world for an animation. This involved the use of audio recording technology, a curiosity for exploring the sounds the world makes.

Main take aways:

- Importance of auditory experiences and the sense of sound in creating an specific atmosphere that is memorable.
- New locations and vistas for my future plein air sessions. Thinking outside the physical realms of existence: what else can be extrapolated from a site that isn't just visual? Can this be called plein air?



Week 6 - Activity plan

11 March 2025 16:06

Week	Date week beginning	Activity/what you intend to do - including independent study	Resources/what you will need to do - including access to resources / spaces
Week 7	17/03/2025	Commence research into case study 1, set up interviews and collate research resources	
Week 8	24/03/2025	Commence research into case study 2, set up interviews and collate research resources	
Week 9	31/03/2025	Additional research capacity and essay research.	
Week 10	07/04/2025	Buffer week, limited capacity, will aim to synthesis case study research	
Week 11	14/04/2025	Collecting evidence and materials for the essay	Time to make art in the open air.
Week 12	21/04/2025	Deadline on the 24th. Consolidate research for essay, write it up & format it.	

Essay Structure:

Introduction: summarise my initial business proposal and introduce the areas on which I have chosen to expand and elaborate on. - 150 words

Compensation:

detail the issues of speculative work and how it works against business values. Why is this important?
 Research topics: issues of speculative work, fair compensation for competitions, competitions in work and how they've accounted for this. - 200
 Justify - what actions going forward have I taken because of my findings. - 100

Communication:

the restructuring of my business model so that it is better understood by my target audience: amateur artists.
 Research topics: existing programmes that develop young artists, Art curriculum taught in schools. The importance of art accessibility. - 200
 Justify - what actions going forward have I taken because of my findings. - 100

Collaboration:

due to my restructuring, this has opened up opportunities to look towards collaborative work, via an installation for an exhibition.
 Research topics: programmes that engaged professional artists with non-artists, how a successful art network is formed, procreate? - 200
 Justify - what actions going forward have I taken because of my findings. - 100

Convention:

by putting the programme into practice through personal action, how does this inform my business programme?
 Research: a week of plein air, life drawing, architectural sketching, the act of social sketching, exposure therapy. - 200
 Justify - what did this experience grant me? What can I bring forward into my business? - 100

Conclusion: loop back to the intro, this time, explaining concisely, what my business proposal looks like now. - 150

+ 150 words

Case study 1 - building a network

Case study 2 - Designing for community: RISE

Lucy's dance workshop:

Got to experience being part of a wellbeing dance group. While there are very few direct links I can make with my research or business, it has given me a better understanding of how focussed group sessions help build connection and community: through overcoming similar feats, strenuous activities and a positive goal of improvement.

Myron's Jewellery design workshop:

Listened to a brief update on his business plan and participated in designing some jewellery.

Questions for internal team at Bradford 2025:

Draw:

How have they engaged and communicated with developing artists?
 What considerations and actions were taken when addressing compensation.
 Was a competition model suggested?
 How has this worked with in school curriculum?

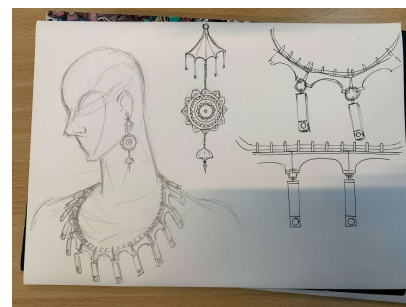
What Programmes were made for developing artists and creatives?

Do we have any closed or on going competitions involving visual artists?

How are we establishing/ creating a community of creative people as part of Bradford 2025?

External questions to seek:

- How does a business creating competitions compensate its' participants?
- How have you created a community of creatives?
- Have you made art accessible?

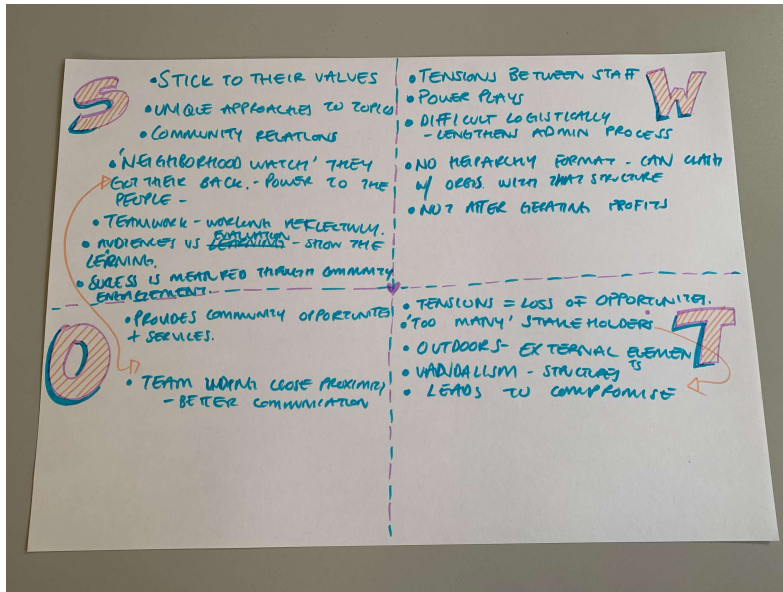


Week 7 - Studying a Case

20 March 2025 09:42

How to carry out a case study

Lauren's Photography workshop



Week 8 - Building Case Studies

27 March 2025 09:51

Case study templates:

Intro:

State the case study,
why I'm studying them
and what I aim to get out of it.

Investigation:

Provide evidence and research actions taken for this case study.

SWOT analysis

Link back to the intro

Evaluation:

Summarise findings

State how it will influence my next business actions

Case study 1: Creating a network of artists and creatives - South Square

Case study 2: Community art pieces/ Socially engaged practices - focussing on community **DESIGNED**
and **CONSTRUCTED** structures

Week 9 - Networking

07 April 2025 11:28

Week 10 -

07 April 2025 11:28

South Square:

- 6 weekly art critiques
- Studios
- Children's and adults workshop
- Inception of South Square
- Unit 9 Artist Collective

Topics to look into:

- Differences & similarities then and now
- Ways they've continued community
- How they operate as an arts org.

Week 11 -

15 April 2025 20:43

South Square Questions:

Tell me about the unit 9 artist collective

Tell me about 6 weekly critique

Tell me about the relationship with the studio

What is the relationship between the public, the café & bar and the gallery

How does history impact the programme at south square?

Do the themed events still occur?

What has continued since the opening of South Square? What has ended?