

A vision for Artlink 2008

By Elaine Forde

- **Introduction**
- **Artlink Structure**
- **Community – education and outreach**
- **Professional programme of creativity & innovation**
- **Funding**
- **Marketing**
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The New Barbarians, 1999 By Tim Noble & Sue Webster.
Chisenhale Gallery London – Get Art! Project

Personal Attributes & Experience

Education

- Completed a BA Honours Degree in Fine Art (2:1) from UUB
- Distinction in Arts Management and Administration from Birkbeck College
- MFA from Chelsea Art College

Professional Experience Includes:

- Curating exhibitions, commissioning and managing artists
- Devising and coordinating educational projects
- Art facilitation
- Strategic development and planning
- Gaining sponsorship / fund-raising
- Marketing
- Administration and budget management
- Maintain strong links with National & International artists, galleries and organisations.

Artlink: Role and structure

- **Founded and led by artists**
 - **To promote the value of visual arts**
 - **Facilities: Studio & workshops at Tullyarvan Mill. Gallery, Fort Dunree**
 - **Artlink is well connected - North West, Cross Border & Internationally**
- Role of Director is significant in development of Artlink**
- Personal attributes -**
- Passion, commitment, experience & management skills**
- Devoted to:**
- **Enabling innovative, challenging & contemporary art to happen**
 - **Promoting and supporting artists to further their career**
 - **Making art accessible to all**
- The will, motivation, vision and experience needed to drive Artlink forward; making it a leading player in the delivery of art to the local and wider community .**

Community – education and outreach

Artlink accessible to all communities - art is for everyone

- Festivals, after-school workshops, weekend projects & events
- School programmes / artist residencies
- Children/teenagers produce Artlink magazine alongside professional's
- Promote weekend school breaks / residencies at Artlink, Tullyarvan Mill
- Provide work experience / project opportunities for teenagers
- Teenager Curatorial Committee
- Cross Border / Trans-national education projects
- Family focused – festivals & events
- Support local community/ volunteer groups and organisations
- Raise cultural awareness

Children's Art Festival 2006, Street Party, The Playhouse, Derry

Professional Programme of creativity and innovation

Artlink - a factory of ideas and creativity – innovative, dynamic, energetic, multi-disciplinary, prosperous, challenging, understood or questioned

Annual programme strategically planned by the Board, Director and staff and committees:

- The teenage Curatorial team
- Guest Curator's
- Curatorial students – Goldsmiths , De Appel, etc
- Local Artists Curatorial committee (made-up of artists and art enthusiasts)
Professional programme will include:
- Exhibitions and residencies by:
 - local, national and international emerging & professional artists
- One off multi-media events designed by artists, curators, d.j's, etc
- Festivals
- National and international symposiums, talks and conferences
- Summer garden party nights – BBQ's, DJ, outdoor projections
- New commissions – social, political, site specific, theory based
- Public Art programme – working alongside Donegal County Council Public Art Department
'Making Shapes' 2006 – 2010
- Film screenings

Record Collection, Co-curated by Mel Brimfield & Elaine Forde
VTO, London, International 3 Manchester, Forde Gallery, Geneva 2001 - 02

Funding

- **Artlink's current funders**
 - **Donegal County Council & Arts Council of Ireland**

In addition Artlink would seek funding from:

- **Public Funding sources**
- **EU funding**
- **Cross Border**
- **Lottery funding**
- **Trusts – private**
- **Corporate funding**
- **Partnerships – National/Cross Border/ International**
- **Commercial income**

Marketing and Communication

Marketing & communication is integral to the future of Artlink

- Promote and advertise Artlink programme to individuals and the media via:
- Personal contact
- Email s and e-bulletins
- Exhibition / event invites
- Annual brochure
- Press releases and publications
- Interviews and press calls
- Local / national newspapers
- National and International art and cultural publications
- Television, radio and the internet
- Word of mouth



ArtsYard poster and Record Collection press cut-out

A vision for the future

Growth and expansion

- **The Director in liaison with the Board will strategically plan the future**
- **Secure funding to enable a full and varied programme**
- **Secure funding to expand Artlink by employing strategic staff members e.g. Fundraiser, Education Officer & Technician**
- **Create National and International partnerships**
- **Gain Corporate funding**
- **Maintain and expand the Artlink facilities**
- **Build a strong art organisation. Placing Artlink on the international art map**
- **An organisation that can lead the NW into the future**
- **Build upon the calibre and success of local artists and sources**
- **Create a dynamic centre that is empowered by the North West community and a community that is empowered by Artlink.**

Mark Wallinger, local artists, families and children at Islington Festival 2000