

diverse**approaches**diverse**worlds**



Yvette Vaughan Jones

Executive Director

Visiting Arts

www.visitingarts.org.uk



diverse approaches diverse worlds



Department of Culture, Media and Sport

Excellence – DCMS sectors are recognised as world-class leaders in their fields. We use this expertise to create international partnerships

Opportunity – We provide unique international opportunities. Our cultural, sporting and creative offer helps to address global challenges such as security, justice and prosperity

Economy - Our sectors generate a significant contribution to the UK economy through the development of international markets and audiences. We negotiate and compete successfully at international level

Diversity – Our sectors support and showcase cultural diversity in the UK and overseas. We build vital links between communities here and overseas

Sustainability – Our International activity supports sustainable development



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Department of Culture, Media and Sport

- reinforce and build new **sustainable relationships between cultural organisations** in the UK and around the world
- use these relationships to **develop and maintain a highly skilled and knowledgeable UK cultural sector** which is acknowledged as a world leader;
- use this pre-eminent position to **optimise the cultural sector's international influence** and, through this, its impact on public diplomacy.



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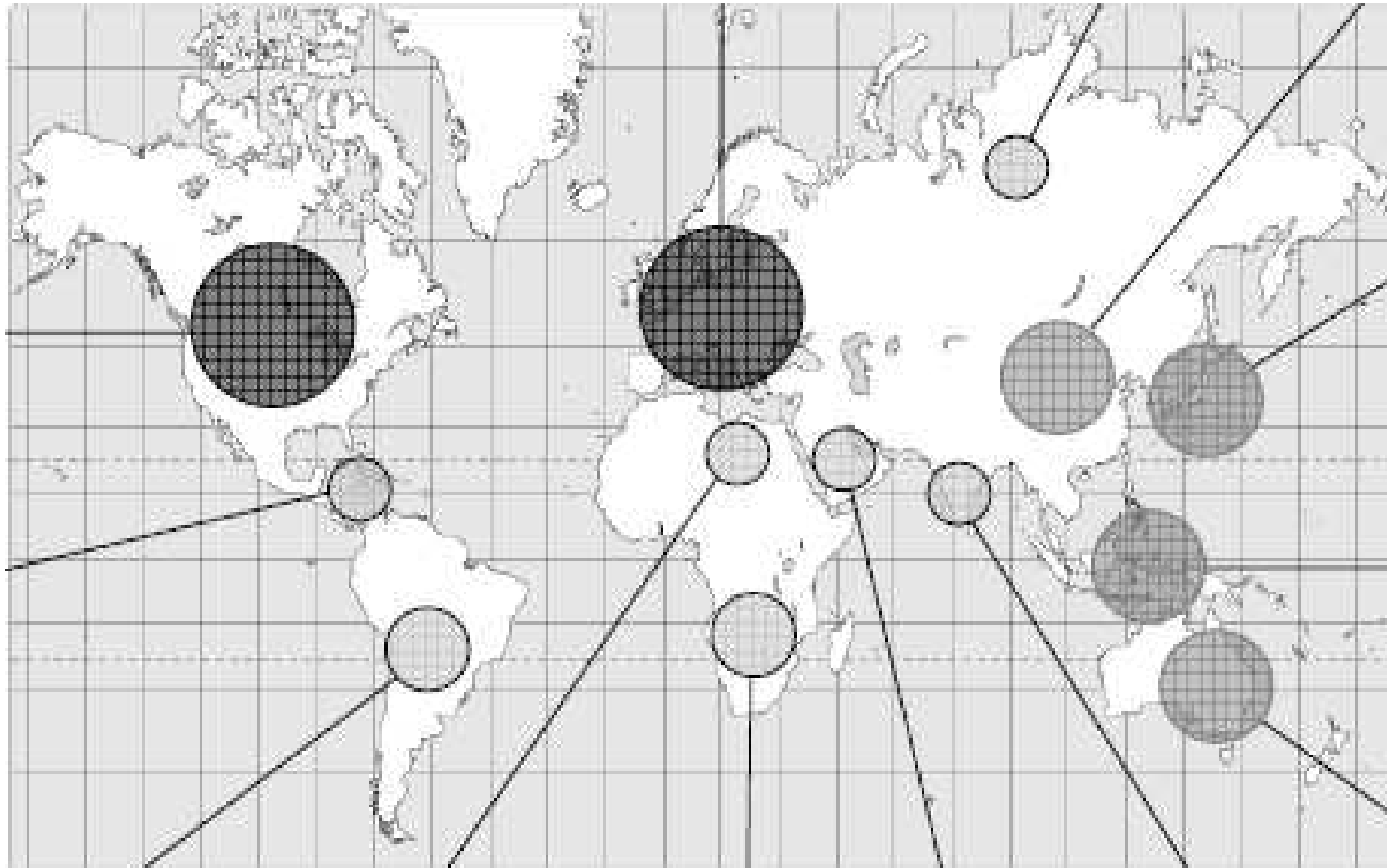


How was this put together?

- Mapping questionnaire to selected funded organisations
- Awayday in London and Beijing
- Document produced and circulated



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Arts Council England

Supporting artists "right to roam"

- Being clear that ACE funding can be used to support international work
- Establishing strategic partnerships in the UK and overseas
- Being strong advocates for the value of international working
- Enabling critical debate
- Working with others to share information and intelligence
- Supporting capacity building in the sector and in ACE



Arts Council England

- Grants for the arts programme
- Revenue funding
- Memorandum of understanding with the British Council
- Cross border agreement with other UK arts councils
- One-off initiatives:
 - International fellowships programme
 - Artists Links China and Brazil
 - EU funded projects



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Methodology

Questionnaires online

Awayday events

Cross government
departmental consultation

Sector consultation on
strategies



Other UK Arts Councils



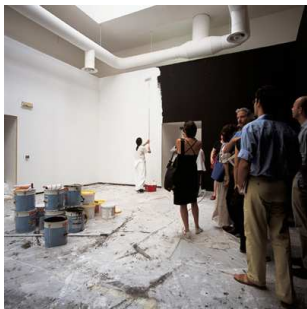
Develop artists practice and audience enjoyment



Promote unique cultural traditions/celebrate national international achievements/achieve recognition of each nation



Develop the creative economy



Develop strategic and sustainable links and networks

British Council



Our purpose is to build mutually beneficial relationships between people in the UK and other countries and to increase appreciation of the UK's creative ideas and achievements.

British Council

- improved perceptions of the UK in other countries
- greater mutual understanding between the UK and
- other countries
- stronger ties between the UK and other countries.



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British Council

We work closely [..]with colleagues in the 109 countries in which we currently operate, and with a very wide range of arts and culture organisations and practising writers, filmmakers, performers, designers, artists and creative and cultural leaders in the UK and around the world. Throughout our work we aim to give a modern, diverse picture of the United Kingdom....



... we are not an arts funding organisation; we use the arts to respond to the UK's international strategic and geographical priorities by promoting the debate of issues and ideas, challenging opinions and increasing understanding between cultures.



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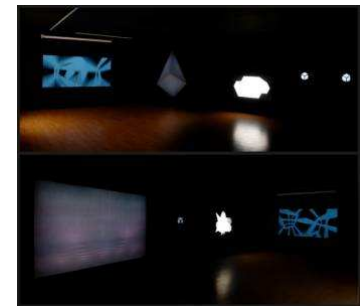
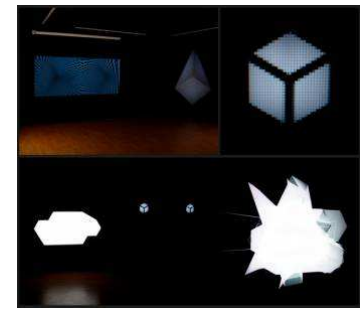


Visiting Arts

“Strengthening intercultural dialogue through the arts”

Why?

- *Global- the importance of intercultural dialogue*
- *The Arts - one of the most powerful agents of change*



Visiting Arts

- Globalisation – trade and communications
- EU Enlargement and the EU “family”
- UK priorities
 FCO and Millennium agenda
- Cultural community attitudes
- Audiences and the public’s attitudes



Visiting Arts

- *Stretched tolerance and understanding – global conflicts*
- *Migration making multilayered identities*
- *Climate change shifting relationships between developed and developing world*



Visiting Arts

- **Provide information and intelligence** in order to strengthen intercultural dialogue
- **Create opportunities** to experience intercultural exploration. This is done through mediated performances, exhibitions, and by initiating and promoting collaborations
- **Expand the skills and knowledge** of existing cultural players and develop new talent to ensure a wide, diverse and sustainable group of players.

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Visiting Arts... developmental objective

To increase the reach of work within the UK by greater involvement of a wider range of people, particularly the diaspora communities



Visiting Arts – Our square mile

Research for Connections through Culture China-UK needs analysis

- Greater interest in diverse cultural approaches than “exotic” arts
- Acknowledgement of the diversity of nations
- Importance of mutuality, respect and collaborations

Searching for a project for the 21st Century

- A globalised world – the anachronism of “touring products”
- Reflecting contemporary issues – migration, security, climate change
- Understanding local context and global connectivity

Ideas led and artist led

- Open ended framework rather than a “programme”
- Breaking down “access” and “excellence” construct
- Giving time for reflection and communication

Visiting Arts – Our square mile

The Objectives

- To encourage a sense of shared futures within communities and across borders through responses to the protection of biodiversity, pollution reduction, conservation etc.
- To celebrate the UK's cultural diversity and to address negative perceptions of different cultures and faiths by introducing positive creative voices from overseas – particularly those from the countries of origin of diaspora groups
- To enhance access to participatory arts across social groups and to enrich lives through active learning
- To achieve a significant and lasting creative output

Visiting Arts – Our square mile

The Project

An artist and environmentalist work for three months within a community, setting to map a Square mile in terms of:

Bio diversity,
cultural diversity,
aesthetic diversity



To track the changes and pressures over three months and then to place results online to share with communities across the world

Visiting Arts – Our square mile

Partnerships

Local authorities – for community engagement and sustainability

Arts organisations – for professional engagement and continuity

Other partners – for specific expertise/engagement e.g. library/schools

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Visiting Arts – Our square mile

Outputs

- On-line dialogue and artistic manifestations
- Intercultural exchange and residencies
- Community leaders' exchanges and work placements/shadowing
- Major collaborative programmes/exhibitions/performances
- Symposia/conferences/seminars

Visiting Arts – Our square mile

Potential Outcomes

- Connectivity of communities through culture
- Greater understanding and respect of diverse cultures
- Greater understanding of the pressures and challenges in neighbourhoods
- Development of shared solutions and celebrations