



Fermynwoods Contemporary Art
Thrapston House
Huntingdon Road
Thrapston
Northamptonshire NN14 4NF

T +44 (0)1832 731257
E info@fermynwoods.co.uk
www.fermynwoods.org

ART WORK PLACEMENT

An initiative from Fermynwoods Contemporary Art working with businesses in Northamptonshire

Infiltrating the Everyday: Art and Creativity Driving Innovation and Sustainable Growth

5 ARTISTS X 5 DAYS X 5 BUSINESSES

Sophie Herxheimer, Virginie Litzler, Jo Roberts, Tim Simmons, Simon Woolham

Delivered in partnership with Culture and Business Consultants Morag Ballantyne and Kirstin Irving

WHAT IS ARTWORK PLACEMENT?

Art Work Placement is a programme devised by Fermynwoods Contemporary Art (FCA) inspired by our belief that the arts and culture are essential to making Northamptonshire a great place to live, work, learn and play. Art Work Placement brings together professional artists and local businesses to build alliances that will enable staff to develop creative solutions to business challenges and identify new ways of thinking about their company processes and culture.

For the first phase of this new and exciting project we are looking for five businesses across Northamptonshire to partner with us. Art Work Placement is an innovative collaboration between culture and business which will explore how integrating art into daily working life can not only enrich the workplace, but can effect change within it.

We want to work with businesses to commission their own Artist in Residence, exploring how creativity can be used to address business issues such as:

- Performance and productivity
- Creating engaging and enjoyable places to work
- New solutions to old problems
- Working well with uncertainty and complexity
- Effecting change at speed and sustainably
- Maintaining a positive brand given the demands of civil society and with particular reference to ethical and sustainable practices

The programme will support five artists working with five businesses for five days, engaging with staff and making work. The artists are all Associate Artists with Fermynwoods Contemporary Art and are highly regarded for their expert practice and their ability to engage people and communities in their work. They are: Sophie Herxheimer, Virginie Litzler, Jo Roberts, Tim Simmons and Simon Woolham.

Businesses will commission their own Artist in Residence, to develop artwork in response to the context of their premises, and to explore the creativity of their staff and the culture of their organisation. The artists have been selected due to their experience and collaborative working practice, and their work ranges from; photography, to 'mapping' organisations, to interviewing staff and drawing the conversations, for example.

The five artists will create projects with their selected business, but the outcome will be to explore the effects of artistic intervention on organisational creativity and innovation overall. For detailed information about these artists look on our Associate Artists page: fermynwoods.org/associate-artists

Art Work Placement is a pilot project offered free of charge to businesses as part of Fermynwoods Contemporary Art's Catalyst programme, supported by Arts Council England.

WHY ART WORK PLACEMENT?

In Northamptonshire, as elsewhere, in order to succeed organisations and companies need imagination, innovation and creativity to perform and grow sustainably. There is an argument that creative talent is becoming the source of competitive advantage - artists can help people and organisations to become more creative with the skills and innovative qualities that derive from their artistic practice. Artists change perceptions, invent new meanings, engage people, offer contradiction and challenge and provoke new ideas.

The project is intended as collaboration between the artist and the business to look at new ways of thinking and doing things. This pilot aims to work with businesses to develop creativity and critical thinking and build strong, long-term relationships for mutual benefit. We aim to engage with the Northamptonshire's business community to develop individual skill and capacity in businesses and to explore the conditions for the successful application of newfound skills in the organisation.

WHAT ARE THE BENEFITS TO THE BUSINESS?

- Art Work Placement is a free programme that offers your staff an opportunity to look at your business differently by integrating art into daily working life.
- Artists are specialists in helping us to see the world a bit differently and at looking between the lines, so the expectation is that artists working in enterprise can unlock further innovation and creativity in the business.
- Support businesses to explore solutions to intractable problems, by working with artists to "see the familiar differently".
- Art and business – more than a sponsorship deal. Research shows that working in this way over time can deliver quantifiable benefits from increasing productivity and wellbeing to companies becoming more open-minded, innovative and self-confident.
- Art Work Placement can contribute to quality of life at work and to the wellbeing of staff.

HOW DOES IT WORK?

Participating businesses will be open enough to give this a go. They might be innovative in their thinking and company culture and willing to try something new; or, perhaps more challenging, they might not have a track record of real creativity and innovation but are willing to explore creative techniques to improve their productivity. Businesses will:

- Work with an artist in residence to develop artwork on your premises and explore the creativity of staff and to explore the individual creativity in your organisation and the possibility of it being fully expressed in the organisational context. The artist will create work in response to the business – this could range from digital, to photography, a 'map' of your organisation, to an artist interviewing staff and sketching. However, the process is as important as the final product.
- Take part in conversations around re-thinking work processes and practices.
- Work with an experienced and highly regarded Change Consultant and an artist to develop a bespoke training session around the theme of "Innovation through Art".
- The programme can be as involved or as light touch as you wish and we will work around the requirements of the business.
- The programme will take place over five days in any five-week period between end of May and the end of September 2017 to suit the demands of your business.
- Consultants Morag Ballantyne and Kirstin Irving will work closely with you to deliver the

project and to help you to assess the impact in your business. Morag is a Culture Consultant and accredited Business Coach; Kirstin is an Organisational Psychologist. Both have a strong track record in working with organisations to deliver change and leadership and governance programmes.

We will match your business with an artist whose work is relevant to your area of expertise and whose professional practice can be applied in your organisation. The initial stage will include discussions and agreement between the business and the artist about the process, the project, the kind of work that the artist might make and how this might be shown or developed in the business.

The artist will be 'in residence' in your business and will create artwork inspired by you and your staff which can be shown or displayed to staff and customers at the end of the residency. It's up to you and the artist to decide how you want to manage the project and how many people you want to involve – people can be active participants or the artist could work with small staff groups, or even just observe the business, its people and the culture.

The majority of the costs for this programme are being funded by Arts Council England, including all of the Artists and Change Consultant's fees. Businesses will be invited to contribute towards any exhibition presentation costs on their premises.

If we have whetted your curiosity and you are interested in taking part in this unique programme – the first of its kind for Northamptonshire – please contact:

Morag Ballantyne
Art & Business Consultant
Fermynwoods Contemporary Art
moragballantyne@gmail.com
07802 624025