

**“We just
happen to be
here. We just
happen to be
artists.”**

**How CVAN
EM brings
visual art to
audiences**

Case Study - Visibility

Visibility

CVAN EM is the Contemporary Visual Arts Network for the East Midlands. Our mission is to strengthen and develop the contemporary visual arts sector in the region, working to safeguard the future of artists and our sector as a whole.

We are a catalyst for new ways of supporting arts practice, regional connectivity and audience engagement. Using the small size of our organisation to our advantage, we experiment, innovate and adapt our approach in order to meet the needs of our network and contribute to a flourishing visual arts habitat where artists, organisations and audiences prosper.

We know that the success of the East Midlands arts sector depends on a thriving, connected network of artists and a profile which attracts audiences and talent to the region. As part of our recent programme (2015-18), we delivered a range of innovative projects which supported profile-building at both an individual and a regional level, giving East Midlands-based artists and curators the opportunity to promote their work and connect with audiences and peers.



**10 partner
organisations**

**12 featured
artists**

**21 activities
offered as
part of public
programme
live audience of
18,493 people
audience of 3.6
million in the
public realm**

**6 radio
interviews**

1 TV interview

£38,000 budget

The project was launched in May 2018 at a special event at the Attenborough Arts Centre in Leicester and was supported by a bespoke website, coordinated social media promotion and an extensive PR campaign, led by an external consultant. The collaborative aspect of the project allowed organisations to pool resources to widen impact, while CVAN EM's input ensured that this was done with a unified voice and approach. Nine out of ten partner organisations said they would take part in something similar again.



The project also generated significant development opportunities by investing in the profiles of the participating artists, several of whom are early in their careers, and enabling artists and venue staff to network with peers. Venues also benefitted from the involvement of a PR specialist, and artists had the chance to take part in broadcast interviews about their work, often for the first time.

“I really hope this first prototype of In Another Place goes on in the future to a phase two. The project has been completely unique. It has been so forward-thinking in removing barriers to access and widening audience engagement. I loved being part of it, both personally and professionally.”

In Another Place featured artist

In Another Place showcases CVAN EM's capacity to work innovatively, in this case experimenting with a previously untried method of collaborative delivery. It also demonstrates our ability to create an impact which belies our small size, as the project engaged a live audience of almost 18,500 people, an estimated audience of 3.6 million in the public realm and an audience of approximately 3.5 million via broadcast, online and printed material.



What the future holds

We have an ambitious agenda for the next few years. Building on the achievements of our 2015-18 programme, our future activities will continue to showcase the talent, capacity, and resilience of East Midlands artists, curators and arts organisations. Our goal is to develop the region's profile as a place where artists can thrive and achieve recognition, and audiences can connect with high-quality, inspiring art.

We recognise that the whole visual arts sector has a part to play in enabling that development. As part of our forthcoming programme It takes a region to raise an artist, we will forge new relationships, including with the media and tourism industries, and work collaboratively to investigate how a region can nurture and celebrate its artists, from school to higher education, post-graduation, and throughout their careers.

All we need now is the continued investment to expand our ambition and influence.

<http://cvaneastmidlands.co.uk/>
#ItTakesARegionTo



Contemporary Visual Arts Network East Midlands

Image credits

Adcredo - The Deep Belief Network, 2018
Joey Holder. On location in Derby for QUAD, In
Another Place. Photography: Robert Day, 2018

Pineapple NCM 1891-54 (Detail), 2018 Charlie
Birtles. On location in Nottingham for UK Young
Artists, In Another Place. Photography: Robert
Day, 2018

Le bibou n'est pas un éléphant, 2018 Mandy
Lee Jandrell. On location in Gainsborough for
The Collection & Usher Gallery, In Another
Place. Photography: Robert Day, 2018

Somnyama Ngonyama II, Oslo, 2015 © Zanele
Muholi, courtesy of Stevenson, Cape Town/
Johannesburg and Yancey Richardson, New
York. On location in Nottingham for New Art
Exchange, In Another Place. Photography:
Robert Day, 2018