

ARTification

'Celebrating Art, Culture, Community'

2016-17 Report

Registered charity 1152149

Notes from the Chair & Director

"Pilgrims on their way to the shrine of St Iago in Compostella encourage one another with cries of Ultreya! Which means onwards and upwards, which perfectly encapsulates this last year for ARTification.

We have continued to move forward, involved in many projects especially our ongoing work with street art, and we are establishing a reputation beyond the confines of west London. But most of all, after a long exile without any permanent base, we have returned to the W3 Gallery next to the George and Dragon on Acton High St. It is great to be a physical and visual presence in the community again. We have reopened with an excellent exhibition and many more are planned.

With growing confidence we are reaching out to more sections of the community, and providing space for local artists to show their work. Thanks go to all the brilliant team of volunteers and especially to Rachel for being the presiding genius animating it all.

There has never been a better time to get involved with ARTification and open up yet more opportunities for the arts in our area." Robbie Pearson, Chair

"In April 2016, ARTification launched into a new era, building on the positive track record developed since we were established in 2003 with renewed focus and energy. The time was right for us to reflect on our values and vision, consider the needs we address, our role and priorities. Whilst the contemporary context remains challenging, we continue to explore and embrace options and opportunities." Rachel Pepper, Director

Overview

ARTification (formerly known as Acton Arts Forum) coordinates and delivers innovative, empowering arts experiences having built a reputation as a trusted, community rooted cultural organisation, working across perceived and real boundaries. Our engaging projects demonstrate how the areas diverse and disparate communities can imagine and co-create a future together. Our open, inclusive approach to engagement has established us as an empowering community rooted organisation. We recognise the important role that the arts play in community development especially in such a diverse, changing area. Our proactive style creates empowering arts experiences benefiting participants and the wider community by facilitating expression and understanding.

ARTification addresses the need for proactive, creative and effective initiatives that work with and support understanding, integration and participation of vulnerable, diverse communities. We develop community-rooted projects that address issues and ideas imaginatively. We enable and support people to make their communities a better place to live through building imaginative ways to engage, share and envisage futures together.

Having successfully led and delivered both Arts Council and Heritage Lottery projects over recent years in Acton and across Ealing, we have a positive track record of coordinating creative and local history community engagement cultural programmes. We are the focus of arts and cultural activity in Acton and beyond, running the W3 gallery, North Acton Pavilion, Acton TV and leading on numerous community arts initiatives. We have played a significant role in the community engagement and creativity across the South Acton Regeneration area.

The charity's objects are:

- The advancement of the arts and their public appreciation
- The advancement of education in the arts and different cultures and heritage for the public benefit

Impact

We make a difference by:

- Building community cohesion
- Affirming cultural identity
- Promoting creative industries
- Encouraging the self-confidence of marginalised communities and individuals
- Promoting artistic expression and art uptake by individuals who otherwise find barriers to involvement
- Supporting the work of local artists and arts organisations
- Facilitating partnerships between local artists, venues and community groups
- Promoting Acton/Ealing as the cultural hub of West London
- Engaging people with art who normally do not take up cultural activities
- Contributing to the social regeneration of Acton
- Celebrating local emerging and established talent and artistic excellence
- Bringing art to a regenerating high street in an area with little/no arts facilities
- Creating physical bases for the arts in Acton

ARTification's work also makes a difference in line with the **Ealing Arts & Culture Strategy's aims:**

- Enabling more opportunities for people of all ages to participate and get involved locally
- Maximising the contribution that arts, cultural activity and heritage can make to the vibrancy of Ealing as a great place to live, work, study, visit and do business
- Building the capacity of the arts and cultural sector to attract funds and resources to extend the local offer and build strong partnerships
- Raising greater awareness of the arts, cultural and heritage offer in Ealing

Patron of the Arts

We are very proud that internationally acclaimed photographer, James Barnor, is our Patron. James exhibited with us in 2004, went on to reach international recognition for his work, and continues to work positively with us.



Recreating his 'Ever Young' studio at the V&A this year.

Governance

The role of our Trustees is leadership, guidance and practical in nature as the organisation faces challenges and opportunities. Thanks to the Trustees for their ongoing advice and vision: Robbie

Pearson (Chair), Tim Owen (Treasurer), Bruce Harron (Secretary), Haddi Rayton, Tim Norris, Carrie Riechardt, Mark Wydler. Welcome this year to new Trustees Jewel Goodby, Joanna Dudzinska, Lori Bell, Christian Smith and Al'adin Maherali.

Staffing & Operations

ARTification is a registered charity with the Charity Commission. We are registered with HMRC; HR is undertaken by Thomson Jenner LLP; AllTaxUK Ltd independently examines and prepares our accounts; and we are insured with Unity Insurance. The small, part-time staff team hold weekly staff meetings concentrating on the work in hand, their responsibilities and project delivery. We are working toward a simplified vision, greater ownership, clearer processes enabling us to effectively achieve our vision together. We have numerous volunteers supporting our work as each project generates interest and involvement. We keep our followers up-to-date with opportunities and activities.

The ARTi team

The ARTification team continues to grow. We began holding weekly ARTi Volunteer afternoons at the Pavilion that attracted a new cohort of volunteers. Team and partner meetings, training and creative sessions take place on a weekly basis as plans are developed, skills gained, project ideas discussed.



ARTification Acton TV

We are proud to have developed Acton TV this year, the media branch of not for profit group Artification. Our goal is to promote the diverse and thriving community of the boroughs of West London. Led by Documentary Maker, Ward Scott working with a team of videographers our coverage of Acton news grows.

The most recent Acton TV short documentaries include coverage of the Ealing Jazz Festival and a feature on North Acton Pavilion. The films can be seen on our website and youtube channel. We are planning for the TV studio to be set up at W3 gallery.

ARTification development

This year we have built a reputation as a well respected and significant arts and cultural organisation. It significantly also saw the smooth transition from Acton Arts Forum to ARTification. The AAF 2015-16 AGM marked the end of that chapter in our history, and firmly launched us into the new era of ARTification.

The ARTification logo competition to submit a simple and clean design for the shortlisting panel to consider the 35 designs we received. Which were narrowed down to 4 different designers, which went to the public vote. The winner of our logo design competition is Adam Wright.



2015-16 AGM

Last year was a year of reflection and planning, relationships and collaborations, development and renewal. This year has been one of consolidation and development. Thanks to Tim Norris for sharing his wonderful work and inspiring presentation. Also thanks to Aruna Reddy and Carl Gabriel who stood down as Trustees, with a special thanks to Carl having been involved since our earliest manifestation back in 2003.



Topical debate & discussion

State of the Arts Conferences. With a number of exciting Key Note Speakers presenting at our conferences this year, promoting the work they do locally and internationally, the event was also be an opportunity to network with like minded people. Hikayetna, Double Helix Resources and West London Arts Factory were amongst the organisations that presented their valuable work at one of these.



Our November 2016 conference included art industry key speakers Carol Stewart (Assistant Director Arts Heritage and Libraries), Lori Hoinkes (Old Oak and Park Royal Development Corporation), Erduan Xhaferi (Society Dance) and Tim Norris (Sculptor) who gave talks about creative expression, cultural opportunities as well as the current and future state of the arts. There was also another screening of the East Acton Heritage film, participants' helped with choosing the new ARTification logo and took part in some lively debate.

East Acton Heritage Project "Old Town-New Town"

A major initiative that stretched over 2-years was this local history project which included:

- **History Club Film** The children selected and rehearsed episodes from history. Editing the film is complete; it was screened at our Heritage exhibition, schools and is now on the web.
- **History Mural.** APPLE workshops created and completed the John Perryn playground History Mural.
- **Filming, editing & photography** continued over the summer with further hands-on selection and editing sessions, completing and sharing the project documentary..
- **Acton Carnival** explored and expressed the theme 'Acton, old town – new town.'
- **The Heritage Exhibition** with the Private View took place on 17th September.


Old and new in East Acton

Local event coming up?

Contact **Joanna Dudzinska** and invite her to come along to cover it for The_Ealinger:

Find Joanna on Facebook:

 **English Lessons Online and Offline**

 **Ealing Walking, Talking and Exploring Group**

NORTH ACTON PAVILION W3 > The_Ealinger freelancer Joanna Dudzinska went along to the opening of the **East Acton Old Town – New Town Exhibition** on Saturday, which "celebrated the end of a 16-month project documenting East Acton heritage through film, art, photography and live presentation".

Below: Director and project manager **Rachel Pepper** explains what happened during the project, as Ealing Mayor **Dr Patricia Walker**, who had earlier opened the exhibition, listens.

Bottom: some of the portraits on display; while a visitor is inspired to take his own photos.

 **East Acton Heritage**



- **East Acton village sign.** Having completed extensive research at Gunnersbury Museum, Acton History Group, at community events, in school, with significant historical figures and residents, sculptor Tim Norris completed the design and sign. The Unveiling of this beautiful addition to Acton public art and wayfinding was cause for celebration. The local community, residents associations, Acton History Group, Ealing History Centre, local historians and East Acton Primary School all turned out to celebrate this historic moment.



The end of project exhibition celebrated the ending of our 16 month East Acton Heritage Project and featured a selection of Photography, Film Screenings, Fine Art, Presentations and more, all collected throughout the project. Our HLF officer visited the exhibition and the final report was submitted, whilst the legacy continues...

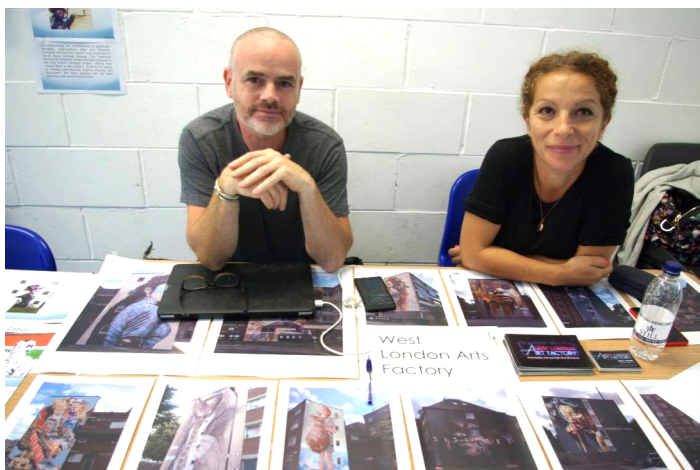
Acton Public Art Project

ARTification is at the heart of enabling and promoting street art in West London. Monumental art is now a feature of Acton, against a backdrop of transformation in the town, over recent years public art has taken the form of increasingly epic art.

After some time planning and consulting with local people about their preferred artist and design, Spring 2017 saw the making of one of the tallest pieces of street art in the UK emerge on Barwick House in South Acton. One hundred meters away on sister block, Charles Hocking House, stands the highly acclaimed 'Big Mother' created by Stik in 2014 and standing 40 meters high.

We undertook the South Acton Street Art Consultation to gather residents' opinion on the street art we have created thus far, as well as thoughts on proposals. We contributed to the development of an Arts Strategy for the area with Acton Gardens and the Community Board. Carrie Reichardt and I presented to the Acton Gardens Board, and a South Acton arts sub group has been established to consider designs and locations.

Public Street Art is one of the important and reoccurring themes we have been exploring as an organisation. We continue to involve people in the design, style, location, engagement & creation of street art.



Consulting about street art.



Cross sectoral partnership working

We are very pleased that the Hope Gardens project is underway. Site visits and meetings with partners from QED and Ealing Council have been very positive. Ealing's innovative solution to homelessness using container homes and supporting dignity to people in challenging living situations is underway. ATM will create the high level work. Youth and community engagement workshops at Bollo Brook Youth Centre, W3 gallery and at Actons Homeless charities.



Hope Gardens received planning permission that has public art written in at the planning stage. A huge step forward.

The planning consent has a condition relating to the public art, which reads:

The details of the external materials, including the provision of public art if relevant, shall be submitted to the Local Planning Authority for approval prior to the commencement of superstructure works. The development shall thereafter be finished in the approved materials, which shall be retained in good condition for the duration of the temporary planning permission.

Citizen 2020

This project focused on the need for more proactive, creative and effective initiatives in supporting understanding, integration and participation of diverse communities. We planned an innovative local response to the global issue of refugees and mass migration, but also addressing the needs of host communities that they attempt to integrate with. We have had the privilege of being a part of an amazing group of people who continue to commit to an expressive journey filled with opportunities to discuss and explore deeply meaningful issues and ideas.



The creative part of the Citizen 2020 Project developed creative ideas and ways to explore identity through Art, Film, Music, Writing and all things creative. The project concluded with a touring multi-media exhibition of all the work that was created including:

- 25th March, visual arts and film at North Acton Pavilion,
- 13th May, performing arts at West London Trade Union Club.





This project continues to develop with on-going interest and the evolution of content as people actively engage in its focus on identity and cultural expression. Local people have responded to the global issue of refugees and mass migration, expressing verbal and visual journeys exploring and expressing deeply meaningful issues and ideas. The Citizen 20:20 project has resonance with contemporary social concerns and is making a difference to personal development and community cohesion.

The second event included C2020 poetry from Ayaka Littlejohn, the Acton Poets & Flamenco from Nathaniel JP Wills. This celebratory event took a different route to the first visual arts expressions with performance art including beautiful flamenco guitar, vibrant drumming, inspiring poetry and spoken word. Once again the event captured the essence of the project with the diversity of contributions and social interaction remarkable.

"Overall, the evidence suggests that the project has achieved its aims (to promote social interaction and social action) highly effectively, with a number of other – related – benefits and has generated substantial capacity and opportunities for future sustainability.

In over 20 years of evaluating local programmes and projects I have not seen a project on this small scale have such an impact. In my view this is due to the depth of experience in the team, their local knowledge and embeddedness in the local community, their expertise and the transformative potential of the delivery model. I believe it is also due to the 'fusing' that has occurred between deliverers and participants, within a bounded environment of exploration and trust. Of course this would not have been possible without the openness to new ideas and creativity demonstrated by the participants who have fully engaged with the project over a period of several weeks, giving up their own time on Saturday afternoons (and at other times) to participate in the training, the discussion groups and to develop their artistic pieces. This collaboration has continued beyond the project sessions in preparation for an exhibition in March 2017 where the full range of creative pieces were presented to the south Acton community; with plans for further exhibitions later in the year."

Evaluation of the Citizen 2020 project, Bob Townley

We plan to roll this project out to different areas, as the model and outcomes have been so positive. Working closely with Double Helix, we are pleased to announce that we are sharing this project across Europe, sharing good practice with partners across the European Union.

The Story Continues.... @ Home in Ealing.... 2017

Our second Arts Council project focused on Ealing as a place of diverse narratives where communities come from all over the world to make their '@home in Ealing'. They bring with them their distinct cultures and expressions that are unified in a common desire to create a home for themselves and their families. Migration, settlement and home are universal themes for life in the city and a focus for Ealing Libraries is 'a library in your living room'. We are imaginatively addressing this theme through our creative programme of events.

We launched the year-long cultural extravaganza in January 2017. The project opened on 11th February with Kora musical performance by Nas and David on drum, Syrian poetry from Amir Darwish, Lyrical Irish harp from Sheila Moylan and flute by Martin Lau, Story telling with Richard Neville, Speeches from the Mayor and all the project partners, Afghan heritage from the Afghan Academy, Creative workshop with The Art Box, sign up for The Story Continues programme, refreshments, film screenings and social.



Tuup, our Roving Griot and Mike our Artist in Residence developed a dynamic oral and visual narrative from all areas and across the life of the project. Visual arts responding to experiences of '@home in Ealing' involve exploratory library based workshops supporting residents to creatively express themselves. The Story Continues visual arts exhibition included a wide range of mediums and was held in W3 gallery. Carnival arts activities linked the project to Ealing Festivals, Massive Impact Festival, Hanwell and Acton Carnivals. Literature & spoken word activities celebrated Ealing's old & new communities through written, oral & performed genres. Other creative activities included:

- Acton Library ARK creative workshops that explored identity, culture and belonging;
- The Flower of Life project in Southall Library where individual elements combined to make a beautifully crafted and deeply meaningful collective piece.

- Ealing Central Library poetry, musical performance, storytelling and art activities organised by Afghan Academy International.
- The Art Box family focused, book related creative arts activities where children researched their favourite book in the library, then created their own book cover at Ealing Central.
- Hands On mask making Hanwell Library.
- Japanese Art workshops from internationally acclaimed artist Hiroko Oyama and community workshop at Southall Library.
- The W3 gallery '@ Home in Ealing' visual arts exhibition with 26 visual artists, spoken word and musical events, artist talks, film screenings and more.
- WAPPY & TUUP at Ealing Central Library explored 'What I like about Ealing...'
- Hikayetna & ARK Space. Spoken word, poetry, literary activities will be taking place at Ealing Central and West Ealing, Libraries and W3 gallery.



Young peoples workshop



Mungo Jerry performs



Ealing Blues Festival



Impact Theatre puppet show

The 'Living Room in your Library' mobile art installation has been on tour to the various Ealing Summer festivals, in Ealing Central Library and residing at the W3 gallery. The installation provides a living room setting where people can read or share stories from.

The project will conclude with the 'Shaping identities through the arts' conference. This cross-cultural celebratory event is where creative partners will offer their take on Home, Identity and a Sense of place. Live performance of new work, debates and creative writing workshops will explore the concept of '@ home in Ealing'. This high profile event will creatively explore ideas and narratives concerning the role of the arts in placemaking and shaping identity.



Shaping identities through the arts

A collaboration between Artists, Creatives and local Residents creatively exploring the role of the arts in place making.

1st & 2nd December 2017

Dominion Arts Centre
112 The Green, Southall UB2 4BQ

For further details or to make a booking
Email info@artification.org.uk
Tel 020 8896 9247







Community engagement

Community involvement, engagement and events have ensured on-going communication, opportunity and dialogue with local people. Project and event delivery over the last year has included:

Acton Carnival 2016

Preparations for carnival began later than usual, as due to capacity issues, ACF asked us to lead. We held our first planning meeting in April, the heritage theme was agreed linking the carnival to a long history of Acton carnivals dating back more than 100 years.



ARTification, Ealing Events team and the Safety Advisory Group coordinated the infrastructure, legal, safety and event management of the event. Supporting community involvement, ARTification hosted Acton Carnival meetings which attracted more than 50 people over the planning and debrief meetings held.



There were numerous opportunities for people to get involved in different ways, from the planning, procession, stewarding, with a stall, on stage, or running activities and help in promoting the event. There is clear passion for this annual community event, and we value the positive ideas and contributions of local people.

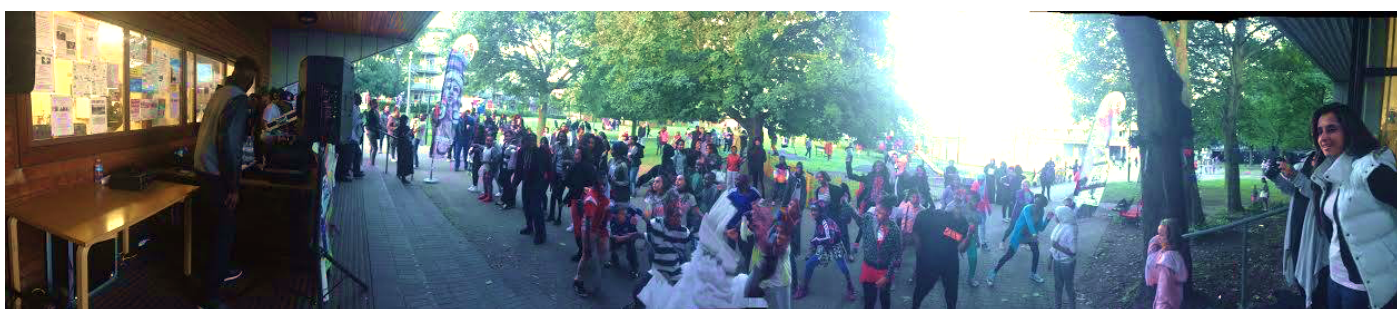
Planning 2017 carnival began early in the year with Carnival Open Evenings where people signed up to get actively involved. Organised this year by ARTification & Ealing Events, we aimed for a

more ARTi carnival with Carl Gabriels sculptures flanking the stage, more vibrant procession and live music on the main stage.



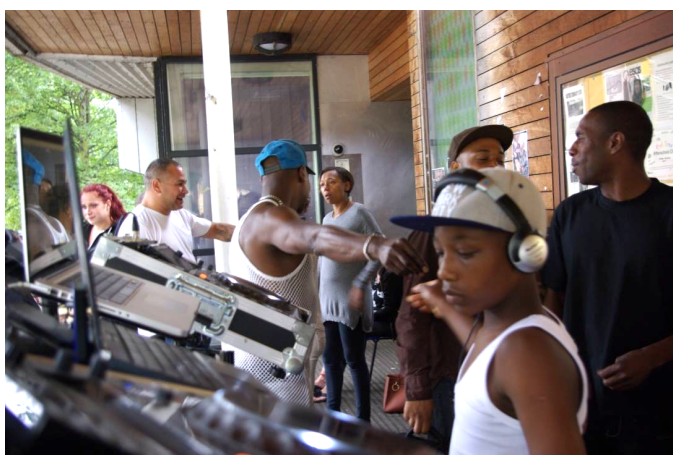
South Acton Festival

Despite the rain, half the funding and a shorter event, the South Acton festival is still seen as an important way to celebrate the area.



The Party for All brought neighbours and the community together and 20+ stalls, arts, crafts, music, dance, sports, health & wellbeing, community information and advice, food and good spirits. Most importantly, building community relationships and celebrating together lies at the heart of this annual event taking place in the heart of South Acton estate.

"Hi my name is Javonte I am a 12 year old DJ who would like to DJ at South Acton party I know this is a late email but this has always been my dream so please could I come and entertain the crowd where I was born into and grown in."



Opportunity for young DJ, & Film maker

Lyra Court

Lyra Court, Portal Way plans have progressed, slowly. Partners met to overcome the latest hurdles, and on-going discussions have been moving the project forward. This includes inclusion in the

Great Place Scheme application that we are developing with the Old Oak Park Royal Development Corporation and Ealing Council. The space has great potential for arts, exhibitions, community activities, and events that all appreciate, and now need to be progressed. We organised its decoration by CSR Volunteers. LBE Change of Use was applied for due to the simplified plans that deviate from the original agreed layout. The success of the OPDC Made in Park Royal fund over 3 years could provide the impetus and some of the content to see Lyra Court finally open.

Muslimah Matters

In partnership with Acton Community Forum, Artification ran workshops aimed at empowering Muslim girls and women enabling their voices to be heard through engaging workshops and activities that were run in schools and the local community. Participants also had the opportunity to earn an accredited qualification and train as mentors and form their own Muslim Women's Forum.

Workshops began in September at Dormers Wells School, Villiers High School, Acton High School, the Young Adults Centre and at Bollo Brook Youth Centre. During these sessions, young people learnt how to make their own documentary films, exploring themes like identity and culture, led by our professional film makers Mike Mikenzie, Heman Yones and our UWL volunteer Valencia Tyrell. We held a celebratory event in March 2017 at Dormers Wells High School that was linked to International Women's Day where we screened the films made by the participants.



With the Muslimah Matters project films complete and the website launched (<https://muslimahmatters.org/>) further funding has been sought to develop the project.

The future of ARTi

Going forward, strategic moves and pursuing opportunities to secure ARTifications future have paid off. We recently secured not one, but two premises with effect from 1st September 2017. W3 gallery, our premises of 3 years (2012-15) is now ours on a 5-year license, plus North Acton Pavilion and café with a 7-year lease being prepared. A taste of the vision and mission for these spaces:

W3 gallery

The W3 gallery will be the heart of cultural arts in West London. We plan to utilize the prime, high street location to run a number of ventures including:

1. ARTification HQ from which we deliver our cultural programme and community arts projects
2. Acton TV studio filming Acton news features
3. Themed programme of Visual arts exhibitions
4. Performance opportunities (spoken word, acoustic et al)
5. Arts & cultural venue and meeting place of cultural industries
6. Events and functions, meetings and socials

7. Delivering a range of arts, music and literary tasters and workshops
8. Community engagement programme



W3 gallery & North Acton Pavilion

North Acton Pavilion

Our vision is to develop the North Acton Pavilion as an arts and cultural hub in Acton, benefitting the area with dynamic arts activities and the growth of a vibrant cultural sector. ARTification has the experience and vision to develop the venue as a community arts hub that would benefit Acton and beyond. We are preparing to run the café with a community focus. We plan to relaunch the Pavilion, and are developing a new and exciting programme.

Finance & Fundraising

Raising funds has been, and continues to be, a key focus as the need for a firm foundation for the organisation remains a priority. Fundraising continues to dominate with more bids being developed going forward. The diminishing grant funding opportunities, increasing need for a consortia approach to funding and a competitive funding world. The research undertaken, feedback received, opportunities suggested and partnerships identified, all require core and project costs covered. This requires constant development, and we need to build our reserves. We continue to apply for grants, tender for projects, look at sponsorship and marketing opportunities.

Support

Thanks to all of the creative and cultural groups, artists, musicians, performers, volunteers, partners, residents and friends of ARTification for their ongoing support for what we do and how we do it. Thanks to ARTification Trustees for their commitment and guidance in all things arts and culture. Thanks to the funders who supported ARTification and the projects we have delivered this year including: Heritage Lottery Fund, Arts Council England, Ealing Council, Acton Charities, Acton Gardens L&Q.

