

MYMURAL

Reporting on the MyMural, Acton funded by Cockayne - Grants for the Arts

With news that we had successfully secured Cockayne funding in May 2018, we were able to launch and begin the project earlier this year. Initially, planning and administration dominated, however over the summer, publicity and marketing began in earnest with contact with key local stakeholders, project committee meetings, liaison with South Acton partners, presentation to the local residents association, outreach, a public engagement exhibition, research event, and consultation with residents from the target estate. During this time we have built interest in the project amongst street artists, residents, partners and stakeholders in Acton. Aspirations and explorations of the project concept, journey and outcomes are underway.

Project publicity and marketing, public engagement and research:



Project Purpose: 'My Mural' is London's first 'matchmaking scheme pairing established and emerging street artists with resident groups to create new street art in mutually agreed locations.

Project Goals:

- Open access to spaces to be transformed into open galleries supporting creative placemaking and enhancing London's creative offer;
- Providing opportunities for new work by young and emerging artists, whilst nurturing their talents and skills;

- Promoting art and culture in the capital that is experimental, risk-taking and engages large and diverse audiences.

Project aim:

MyMural inspires and enables new artworks among everyday settings. The South Acton pilot is democratic, ensuring that local residents are engaged in the commissioning process of quality works. It also enables arts practice opportunities and offers artist workshops to local residents.

Consultation with street artists and residents:



Public engagement exhibition:



We are in the process of implementing the following **strategies**:

- We are developing and advancing opportunities for new visual arts through this our experimental scheme. The project supports the Mayor of London's ambition to empower new infrastructure for informal arts, bringing visual culture beyond galleries, and more accessible.
- This project is piloting the MyMural scheme.
- We are enabling experienced street/mural artists to access new opportunities to make context-reflective work on exciting public facing sites not usually accessible.
- Local and emerging artists people have already come to gain hands-on and paid experience as artists assistants, and are keen to be nominated local champions helping to curate what works.

Consultation with residents from the target estate:



- We have worked hard to establish manageable, equitable and supported processes between artists and residential communities, as critical and creative friends, to make things happen where it may not have happened before.
- Whilst working with the local authority, developers and residents associations, the project is removing much of the administrative burden from local authorities, via our trusted and GLA-supported initiative.
- The project is helping to dismantle graffiti stigma and the hurdles

that are a barrier to our diverse, talented and emerging visual artists working and publicly-visible urban contexts.

- The scheme is advancing innovative practice and research to broaden the use of shared residential and mixed-use settings as canvases for new art.

Research event:



The steps and actions achieved thus far:

STEP 1) Registration with the scheme

Artists are submitting expressions of interest and signing-up.

Residents' associations / groups and local authority are committed to MyMural.

STEP 2) Selection of champions

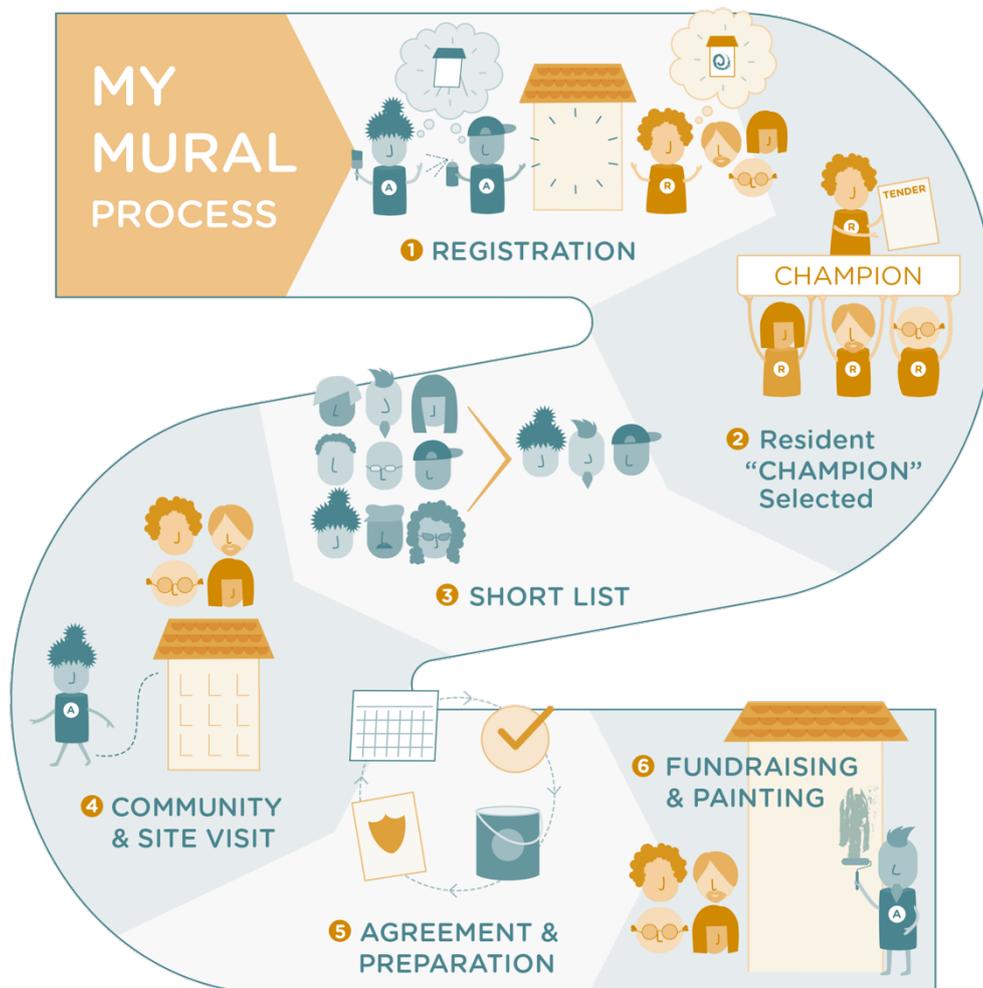
Resident Champions have been identified.

The opportunity 'tender' setting out details of the wall/s, surface/s, the context and timing has been produced.

Templates have been provided for preparing and submitting a new tender. Residents are being supported through this process.

The My Mural team are putting out a call for expressions of interest from local young or emerging artists and individuals looking to gain experience, as artist's assistant.

We are following steps to achieve the goals of the project and have reached Step 3.



Timing: The project is being implemented over a one-year period with 4 phases incorporating:

1. Development of scheme, Acton site and preparations, involving all necessary actors. Underway.
2. Acton site pilot. Underway.
3. Local dissemination and capture of stories, responses and impacts, to inform evaluation. & Transfer of learning and knowledge captured across to other MyMural pilots in London. Underway.
4. Project-wide reporting and dissemination, including Acton and the other 4 London sites included within the MyMural scheme pilot. Not yet complete.

Mapping and engaging:



Evaluation:

- The project committee has been set up, which meets regularly to monitor progress against anticipated goals
- Throughout ongoing support is afforded to participating artists and residents
- The project phases are being visually documented for reflection and evaluation purposes

Attachments:

Below and attached are a sample of the documents and responses received so far.

MY

You are warmly invited to help shape
the MyMural South Acton project

MURAL

MyMural inspires & enables new artworks among everyday settings.
The South Acton pilot will be democratic, ensuring that local residents are
engaged in the commissioning process of quality works. It also enables arts
practice opportunities & offers artist workshops to local residents.

s o u t h
a c t o n



**Drop in
between
5 - 8 pm
to find
out more
at W3
gallery**

(High Street, Acton, W3 9DJ)

Tuesday 25th September



COCKAYNE



MYMURAL

Artist's Brief - Resident Curated

SOUTH ACTON ESTATE

Use this page to inform the artist's brief which will be used for South Acton Estate resident groups to help invite and co-curate artists through the MyMural scheme and Artification, to develop the best possible new artworks in the area. Continue your responses overleaf if you need more space.

In a few words, tell us or the artist something about your community or neighbourhood organisation and the immediate area served by the new artwork/s to be created.

1

Which particular location do you suggest would benefit first from largescale new artworks around the South Acton Estate? Name between one and three specific sites.

2

What approaches, styles, artists, colours or methods would you most like to see, or find particularly inspiring?

3

Are there any stories, topics or hopes which you think the artists should bear in mind, be they local or from further afield?

4

List up to 3 key words to help stimulate the best artwork for the site/s you have identified:

5
