

ARTification
'Celebrating Art, Culture, Community'
2018-19 Annual Report
Registered charity 1152149



ARTification 2018-19 Annual Report

ARTification coordinates and delivers innovative, empowering arts experiences. Having built a reputation as a trusted, community rooted cultural organisation, we worked across perceived and real boundaries that are evident across London and beyond.

Mission Statement: The ARTification vision is to connect people and places through art. We make this happen by responding to local needs and developing our arts and cultural venues, with initiatives that bring communities together to catalyse change. ARTifications work is transformative, as we have witnessed that making and experiencing arts and culture transforms quality of life for individuals, communities and indeed neighbourhoods.

Notes from the Chair & Director:

"ARTification can be proud of the way in which it has served the arts community of our area, becoming in the process a vital and integral part of that community." *Robbie Pearson, Chair*

"On behalf of ARTification, I would like to express our thanks and gratitude to our Patrons Stik and James Barnor. Stik's act of generosity in supporting our work through two charity auction donations that have proved a wonderful opportunity to develop (since the demotion of his iconic 'Mother and Child' mural in South Acton.). Thanks also to James Barnor (who celebrated his 90th birthday this year) since we first met and shared his work in 2003 and who's pioneering and innovative images have gained international recognition. We are proud to be associated with these two great artists." Rachel Pepper, Director

ARTification is the glue that holds communities together, the expressive outlet that gives voice to the voiceless, quietly connecting people, building relationships, providing opportunities for people to explore, empathise, imagine, inspire, share and celebrate. These simple acts nurture and demonstrate our interconnectedness and the resilience we need in a time of upheaval and transformation. ARTification responds to local needs, building the confidence and resourcefulness of local people to dynamically empower, connect and influence in a period of fracture and division.

Connection

ARTification is in an ideal position to deliver, capitalising on relationships formed in the delivery of previous projects:

- We have built over 138 local partnerships with diverse ethnic, religious and age groups as well as with the statutory/service sector.
- Our Arts Council projects supported residents in telling their stories of '@Home in Ealing' which increased cultural expression and inter-cultural understanding.
- Our HLF local history projects included intergenerational activities where school children interviewed older residents for a film about their neighbourhood.

Impact

- Increase skills and engagement of residents to actively participate in local life through empowerment, training and skills development.
- Members of target groups will become facilitators of new groups and activities.
- Creation of new opportunities for increased social interaction to take place as new community-run groups form.

We know this will work because our past work shows that the more dynamic and inclusive the interaction, the more successful the integration.

Stakeholders: ARTification stakeholders are first and foremost the marginalised, and also the Trustees, Artists, local/national government, developers, and disadvantaged communities.

The Why, What & How: We create opportunities through art. At our core we support community cohesion and development, with education and employment outcomes delivered through our arts and cultural ventures.

Statistics: An illustration is The Story Continues which engaged 308 artists, with 265 days of employment, creating 129 new commissions, 34 training days, 1,122 active participants, 240 performance / exhibition days and with audience numbers reaching 62,538 (& reaching 10K+ via web & social media channels).

Activity Plan outline:

Action	Outcome
Connect people through the arts	Transform and unite people by proactively cultivating arts & culture experiences
Develop arts initiatives	Public engagement and education initiatives create a stronger community
Improve arts venues	Cultural spaces developed with innovative and engaging art and cultural activities,
Establish creative input into placemaking	Improve where we live and create a stronger community with shared aspirations. Co-creating the human & physical landscape.
Build community resilience	Connect diverse people, creating a stronger community that can cope with challenge and change

Ownership: ARTifications delivery plan is rooted in research and consultation with local people, creatives, partners and project participants to identify needs and priorities that align with our vision, mission and values. Based on identified concerns we develop creative solutions, endorsed by our Trustees, delivered by experienced creative teams, staff and volunteers, whilst coordinated and overseen by the Director and Trustees.

The Charity

ARTification has coordinated and delivered innovative, empowering arts experiences since 2003 having built a reputation as a trusted, community rooted cultural organisation. Registered as a Charity in 2013, we work across perceived and real boundaries that are evident across London and beyond. The Charity objects are:

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

Role

ARTification develops well-grounded, exceptional projects that have a long-lasting impact in the area, for residents, businesses, visitors as well as in physical spaces. We work with local people to shape our premises and projects whilst adding a creative twist. Working with key stakeholders and delivery partners we link and work with our extensive local network of arts, heritage and cultural organisations and projects. We collaborate with our partners to provide the appropriate balance of skills, experience, strategy and delivery.

Planning

We have been reflecting on our organisation, our mission, values and vision for the future. This is taking some soul searching as we retain our principles and passion, whilst adapting to our changing context and new challenges. This has taken the form of the North Acton Pavilion and W3 gallery vision documents that we are using as a foundation for the planned premises development. Further work has taken place shaping the ARTi Business Plan that we use as a dynamic, 'go-to' document for our cultural hub improvements, raising funds, and on-going organisational development. ARTification Trustees, staff, volunteers, partners and participants are all involved in these discussions and we are planning training, further debate and action planning to aid us on our journey.

Research

ARTification builds projects around identified need. We ask people for their ideas and input into local need. Through a variety of qualitatively and quantitative methods, we ask for input and feedback. This informs the development of our projects. This year we gathered further evidence by collected surveys at our community events, venues and via social media. We asked people what they feel are the local needs and issues, and how they think ARTification can address these through the arts and creative processes.

Situational Analysis

The Greater London Authority (30.11.18) Intelligence Update 'The Wealth Gap in London' highlighted recent trends that are clearly evident in Acton. Key Findings:

- There is a significant gap between the rich & poor in London, both in terms of their wealth & their income.
- A higher proportion of the wealthiest households are in the South East of England than in London.
- Pension wealth accounts for more than half the wealth of the richest ten per cent of the population.
- In London, the tenth of the population with the highest income have weekly income after housing costs of over £1,000 while people in the lowest tenth have under £94 per week.
- The gap between rich & poor is growing, with the difference between the average income for the second highest tenth & second lowest tenth growing around 14 per cent more than inflation since 2003.

Governance

Trustees: Robbie Pearson (Chair), Bruce Harron (Secretary), Al'adin Maherali (Treasurer), Tim Owen and Tim Norris.

Patrons: Internationally renowned London-based pioneering Ghanaian photographer, **James Barnor**; and socially conscious **STIK** who creates monumental artworks with communities across the world.



The ARTi team

1 f/t, 3 p/t, 3 admin volunteers, 10 gallery volunteers & 88 project volunteers. Director with the organisation since 2003; Finance & Facilities Manager since 2016; W3 gallery manager since 2017; Operations, Marketing & Communication since 2016.

- Director / Coordination, Management: Dr Rachel Pepper.
- Operation / Project Management: Italia Nappo & Chantel Thomas.
- Finance / Financial Management: Waqas Muazam & Mufarrah Sikandar.
- Marketing & Communications: Heman Yones & Sedacael Afework.

We rely on our **ARTi volunteers** who are a great asset to us, support the work of the charity, keeping the gallery open, organising events, delivering activities, supporting regularly as part of the ARTification family.

Organisation information: ARTification is a registered 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 Scrutton Bland Financial Services.

Funders: Charitable donations, Venue rental income, Acton Gardens Community Chest, Cockayne, London Community Foundation, John Lyon's Charity, Freshwater Foundation, Acton Charities.



Arts & Culture Strategy

ARTification’s partnership with Ealing has been established over many years, and our work continues to make 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

Focus		Monitoring
People connected through the arts		<ul style="list-style-type: none"> • Evidence of people’s connection demonstrated. • Measurement of sustained relationships tracked • Repeated engagement measured • Testimonials gathered • Perceived barriers crossed & tracked • Illustrations captured e.g. Citizen 2020
Arts developed	initiatives	<ul style="list-style-type: none"> • Evidence of need demonstrated • Programme of initiative take up measured • Marketing routes & response rated • Initiative delivery tracked • Projects monitored • Events monitored • Evaluation undertaken

Arts venues improved	<ul style="list-style-type: none"> • W3 gallery improvement schedule identified, costed, undertaken, monitored. • Pavilion & café building improvements schedule identified, costed, undertaken, monitored.
Creative input into place making	<ul style="list-style-type: none"> • Creative place-making initiative targets set • Creative place-making initiatives monitored • Illustrations captured e.g. MyMural
Community resilience	<ul style="list-style-type: none"> • Evidence of community resilience tracked • Impact of empowerment initiatives demonstrated • New community-led projects demonstrated • Sharing of good practice illustrations • Illustrations captured e.g. carnival

Founded: First established in 2003

Milestones:

- Established Acton Arts Forum in 2003,
- First Acton Street Art created 2005,
- Independent organisation founded in 3rd September 2007,
- W3 gallery opened 2012,
- Charitable status in 22nd May 2013,
- Tallest street art in UK created by Stik 2014,
- Relaunched ARTification 23rd July 2016,
- North Acton Pavilion managed by ARTification from September 2017.
- STIK charity auction donation of £155,000 IN 2018.

Achievements:

- Hope Gardens where street art a planning condition of the Homes for the Homeless development in South Acton engaging the neediest in society. Engaging 50 local residents in 5 creative activities, and public art enjoyed by 1,000's.
- Associate in European Union projects sharing best practice across Europe. To illustrate, 'We Hear You' project with eight European partners, fifty active practitioners, six transnational project meetings and reaching thousands throughout Europe.
- W3 gallery established as a vibrant cultural hub in West London. In 2018 the gallery held 12 exhibitions, 46 events, engaged 274 artists & creatives, involved 30 volunteers, and 2,031 event & workshop participants.

Premises

Since the end of the ARTification reporting and financial year in March 2018, we refocused our energy and attention on developing our key assets: our premises. ARTification operates and benefits from two cultural hubs in Acton. The W3 gallery with a 5-year license with Remarkable Pubs, plus North Acton Pavilion and café with a 7-year lease with Ealing Council. We welcome a new chapter in ARTifications development as we invest in our premises, build our cultural hubs with their sustainable, income generating potential, as well as furthering our charitable creative offer and activities.

North Acton Pavilion

Building improvements and decoration were agreed as an important step in raising the profile of the Pavilion and its offer as a cultural hub. It continues to develop thanks to the efforts of all involved. The weekly timetable is growing with new groups running regular activities, as well as more events and functions. ARTification's office base is here, and we hold many of our project and partner meetings at the Pavilion. An increasing number of artists used the space as an art studio, adding to the fine art on display, as well as public art adorning the outside of the building. We launched with a community event in April, putting user groups, local partners and us on the map with our first neighbourhood celebration. All of this is

contributing to the establishment of The Pavilion as a West London cultural hub. We are receiving an increasing number of regular bookers including most recently for use as a Training venue.



W3 gallery

The High Street location, our exhibitions and promotions continue to attract new artists and audiences. We aim for a balance of themed group exhibitions which are often linked to projects that we are delivering, and gallery rental for solo shows, workshops and events. We also delivered workshops, drop-ins and training opportunities at the gallery. There has been a shift in roles at the gallery with management as we thanked and said farewell to Laura Barker, and welcomed Chantel Thomas. Both supported by our reliable team of volunteers whose roles include gallery decoration, exhibition hanging, gallery sitting, gallery admin, promotion, social media, workshops and events. Volunteers keep the gallery open, and we are thankful to their on-going support. As valued members of our team, we ensure that volunteers receive support, benefits and opportunities.

Despite promotions many people still 'miss' the gallery. To address this we are working with Vinni Kiniki to create new street art for the gallery fascia. Catching a lot of new attention and increasing the gallery footfall. The building improvement programme began in earnest this year with works to improve the gallery space and facilities. Volunteer efforts, commission on sales and artist admin fees continue to contribute to gallery running costs. Exhibitions during this period include:

- Outside the World: commemorating the life, poetry and art of Tony Butcher. Curated by Danny Butcher.
- The Acton Open: 45 artists. Curated by Tim Norris.
- Eco-Arts. 19 artists. Curated by Italia Nappo & Sedacael Afework.
- 'a means of production' solo exhibition and art talks by Simon Brewster.
- The Affordable Art exhibition gift shop with 25 artists & included opening night, craft workshops and our Xmas party.
- Interpreting Portraits. 25 artists with an array of 2- & 3-D portrait styles. Curated by Sedacael Afework.
- The Gender Agenda. 17 artists. Exhibition and events curated by Italia Nappo.
- The Pain Exchange. Curated by Ros Yates.

Our exhibition programme and events often complement our Landlord neighbours live music events at the George and Dragon as we share local creative talent such as a 'London Zulu' performance.

“Since completing an Arts residency at Canary Wharf last year, my Fine Art practice has begun to make more overt references to political and environmental issues. The series of works I have made over the past year are small and intimate, yet aspire to evoke dark themes such as slavery, corporate capitalism and systems of power and control. I'm interested in notions of Art as a commodity. I celebrate qualities such as impermanence and fragility and often use found, appropriated or degraded raw materials. Small scabby artworks wouldn't look right in the Head Office foyer. The electrical activation of many recent works creates a shift in how they are seen as artworks. Through activating the piece the viewer becomes complicit. Who can resist a little red button? Some are intended to evoke a sense of repetitious futility and absurdity. Several works are camouflaged to appear to be part of the fabric of the gallery space. This is mischievous; but it invites questions about where the work stops and the showing space starts, and about what is valuable.” Simon Brewster



The Gender Agenda opening night Forro workshop

Projects

Citizen 2020II

Launched in April, C2020II was developed and activities began in May. The project brought people together from different communities to explore and understand their personal and community legacies as a foundation on which to build friendships and relationships of trust. We discussed identity, culture and our experiences of belonging; we created, and displayed artwork and expressions that empower, sharing experience and personal journeys. Sessions attracted a diverse group of amazing people with ordinary and extraordinary stories to share. The project focuses on:

- Qualitative accredited training exploring identity,
- Discuss & create art & expressions that empower,
- Share this personal journey through exhibition.



C2020II culminated in a summer exhibition and evaluation at The Pavilion café including the film screenings and discussion of the C20/20 film by Haddi and Vinnette. The art was created by project participants and included multimedia explorations of identity including films, photographs, poetry, painting, drawing, text, montage, mask, prints et al.

Project sustainability took the form of further creative activities, discussions and events including the visiting EU delegates sampling the C2020 best practice; 'Who we are, who we aren't' Bollo Youth exhibition in Hackney; Reflective and creative journey, on the Citizen 2020 II South Acton project at W3 gallery. 'Spiritual Flavours' exhibition, film screening and Q&A with Laura Cuch at Watermans Arts Centre and partnership in the delivery of 'Together' with Hikayetna.

Citizen 2020 South

Citizen 2020 South is a deeply engaging and powerful project that continues to attract more people and interest. The feedback is remarkable, with participants sharing how positive the experience is personally and as a group. The reflective and creative sessions at W3 gallery addressed the need for a creative initiative supporting understanding, integration and participation of diverse communities.



C2020Youth

The JLC grant enabled us to work in partnership with children and youth groups in Acton to explore their ideas of identity, develop understanding of their relationships with others and to create and express this imaginatively. C2020Youth addressed the need for a more proactive, creative and effective initiative in supporting understanding, integration and participation of diverse communities. The project steps:

1. Deliver learning to the young people (based on five tools of Inclusive Identity and Community Development)
2. Participation with young people at school, youth and community venues in the neighbourhood.
3. Support application of learnt skills and human qualities into personal and community life.
4. Use art to demonstrate and explore their thinking and learning with young people
5. Exhibition of work created in the W3 gallery with the BELONGING exhibition and event.
6. Sharing project achievements and future plans.
7. Project tasks achieved and shared, and regular partner communications.



Public Art

ARTification coordinates and creates Public Street Art which is an important and reoccurring theme that we have been exploring as an organisation. We continue to involve people in the design, style, location, engagement & creation of street art. 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. However, this year we lost more of the art we initiated including STIKs 'Big Mother', ATMs owl, Jay Mac and Leonard Lesic art as the homes of Charles Hocking House were demolished. New this year:

1. Hope Gardens community mural incorporating ATMs design proposal submitted, consultation complete & art created 2018.
2. North Acton Pavilion public art: 'Waiting for Doggo' created by artist Teddy Baden spring 2018.
3. MyMural preparations for Acton Launch of street art across London in partnership with Central St Martins, GLA, the Mayors Office & London Councils.

ARTification featured in Decembers Around Ealing. The featured article on our Acton Street Art project went through every door and library across Ealing, as well on line. Great publicity for us.



HOUSING

Rachel Pepper on the mural bench

Acton's show homes

A huge bird of prey, sea creatures, bright colours, historical murals; South Acton is brighter than ever thanks to an urban art project that has brought grey buildings to life and made 'a big difference to people's daily lives.' *Phil Brent* reports.

ARTification (formerly Acton Arts Forum) has been co-ordinating the project at South Acton estate, which is being radically modernised in a 20-year regeneration scheme called Acton Gardens. The intention of the art was to keep a connection to the past, as well as brightening the site up, while the extensive building work took place.

The art group has led the community's choice of the 20 pieces of public art so far through workshops with residents and artists, and liaising with Ealing Council. Hundreds of people have been involved and Rachel Pepper, director of ARTification, said its success has come from being rooted in the community in this way.

"We have had so many residents and people passing by telling us how much they like the painting and appreciate it being there," said Rachel. "It makes a big difference to their daily lives and cheers them up."

TREE OF LIFE RELIVES HISTORY
One of the most well-known pieces of the art was particularly designed in this way and sits beside South Acton station. The 'Tree of Life' highlights the area's heritage and local community, as well as harking back to the origins of the town's name, which

16 around ealing | December 2018

HOUSING

The 'Tree of Life' mural

apparently derived from the number of oak trees it had. It was created by famous artist Carrie Reichardt (from the Treatment Rooms collective), who lives locally and was also responsible for the distinctive mosaic bench in South Acton Recreation Ground, which is also replete with historical local references.

There are other pieces by European artists respected across the world such as Thierry Noir, who first came to the world's attention with striking graffiti that adorned the Berlin wall.

'A CULTURAL CONNECTOR'
Rachel said: "The rise of public art in South Acton has blossomed over the years because of its roots in the community. It has been successfully creating opportunities for local people and artists to design site-specific, evocative visual art in the urban landscape. ARTification's bridging role as a 'cultural connector' is key to this complex meeting point in the ever-changing social, spatial landscape."

'THE ART HAS HAD A BIG IMPACT'
Earlier this year, a disused garage site on the estate was used to install modular homes for homeless families and help tackle the housing crisis. It was named Meath Court and a kestrel was painted on one of the sides of the four-storey construction, above a wildflower meadow scene. Jacqueline Simms, a Meath Court resident, said: "The art has had a big impact for residents. When people move in, it can be daunting for the children and getting involved in the art can help with their social, intellectual

and emotional skills. They learn through play and it helps them express themselves, and it's fun."

Council leader Julian Bell said: "To see the community come together and combine their ideas and enthusiasm to continue the regeneration of South Acton is captivating. ARTification has started something special and it highlights what can be achieved when residents care about their community and the way it looks."

Visit www.artification.org.uk for more details.

17

Hope Gardens

The Hope Gardens mural is unique in that public art is a planning condition of this development. Happy to be working in partnership across the sectors, and seeing these 'homes for the homeless' now occupied with families enjoying their new homes. Beautiful to see the mural emerge, evolve and get finished. Local residents helped make the community art for their new homes in South Acton. Thanks to ATM, Karen and the community. The feedback from participants, residents and passers-by has been fantastic, including references to the environment: "Nature, that's what people need, Beautiful!"

MyMural

MyMural Acton is funded by Cockayne grants for the arts, and has so far included planning meetings, outreach and engagement, promotions, research and information sharing. South Acton estate residents were invited to co-curate and develop new artworks in the area. Community engagement, events with local residents explored potential styles, sites and artists. This provided an opportunity for residents to help to inform the artist's brief. Further consultation with the school, community and residents took place during this period. The Artist Opportunities identified the preferred message, style and location.

Environmental projects

Green Refuge

The 'Green Refuge' project aimed to create an urban oasis and "green" South Acton Estate. We worked with residents, children, young people and older people to help make ecological art, plant vegetables and flowers. We ran workshops, community events and a harvest festival to engage people in food growing, arts and community activities. We planted vegetables, herbs and flowers that are available to residents to enjoy (& eat!) Creative artworks transformed the environment by the imaginative planting and placing of art and wooden features, including the creation of insect hotels, bird boxes and other installations. Greening the estate was made possible with support from Acton Gardens community chest and through the combined efforts of an amazing partnership. Thanks to all the positive contributions from The Living Room 'Acton Service Project', Berrymede Junior School and the Gardening Club, Eco Warriors & Year 6's, Kew Gardens 'Grow Wild' project, Acton Gardening Association, Cultivate London, Bollo Youth Club & the Eco

Talent young people, CPPLC, Ealing Council, QED, local residents and of course Touchwood Trees and ATM.

Greening South Acton

This environmental project grew out of the Green Refuge project and began with planning meetings with the Redbrick Residents Association, partners and residents. An estate walk-about helped to identify the sites to focus the project on across the estate. This project is as much about community engagement as it is about planting and art. We ran taster workshops, continued to green the estate with people of all ages and are creating a South Acton Orchard Trail.



EU projects

The EU projects continue to benefit from the creative input from ARTification in partnership with Double Helix Resources. As an Associate, Rachel Pepper brings community partners and creative ideas to the projects.

ERASMUS + WHY? - WE HEAR YOU. Within the framework of the European programme, the project partners continue to meet and develop the project and intellectual outputs. The third meeting was held in Syros with all our partners from Sweden, Belgium, the Netherlands, England, Italy, Greece. 30 people from 6 Countries from 8 different bodies, psychologists, social workers, teachers. We are creating 2 distance courses for professionals, and a database of tools to engage young people. The London meeting held in November was a success. Our European partners got to know London whilst working on the project. The group sampled the UK's best practice model of Citizen 2020, were visited by MP Rupa Huq, visited the Pavilion, the West London Trade Union Club and Europe House for our meetings, where they experienced empowering guest speakers who shared their stories and practices.

SIMRA

The SIMRA project is focused on working with migrant women and girls. So far it has involved meetings and training with our community partners. Our community partners and associates will deliver this EU programme across a range of settings including the Centre for Armenian Information and Advice, Berrymede Junior school and with Afghan International Academy, ARK Space, Hikayetna and others.



Community engagement

Community involvement, engagement and events ensure ARTifications on-going communication, sharing of opportunities and dialogue with local people. Events & pop-ups over the last year include Acton Carnival & the North Acton Seasonal Community Events.



Acton Carnival 2018

This remains the longest standing and biggest community-led event in Ealing. Outreach and promotions, the performance programme, procession, and event stalls, festival activities, stewards, coordination and team meetings keep the event an important focus for community cohesion.



North Acton Seasonal Community Days

We transform North Acton Playing Fields and Pavilion with our quarterly community events, music, art, culture and community. These events are delivered in partnership with local residents, businesses and community groups.

Monitoring

Project evaluation and monitoring information are used to evidence ARTification outputs. We monitor the organisation as a whole, our venues and projects. Evaluation involves using information we have collected to answer questions about how well the organisation is doing, to identify any gaps and improvements we can make and to demonstrate our outcomes e.g. the difference that involving volunteers makes. It involves analysis of monitoring information and feedback, case studies, volunteer experiences. Regular monitoring ensures that we are meeting our agreed aims, objectives and making any necessary revisions or adjustments to targets or activities to our plan.

Finance & Fundraising

Rental income from our premises has generated a significant shift in our finances this year, along with an increase in donations. Raising funds continues to be a key focus for us as the need for a firm foundation for the organisation remains a priority. Fundraising continues to dominate with more bids being developed against the backdrop of diminishing grant funding opportunities, increasing need for a consortia approach to funding and a competitive funding world. The charity needs constant development, and we strive to build our reserves. We continue to apply for grants, tender for projects, look at sponsorship and marketing opportunities. Please see Financial Report 2018-19.

Support

Thanks to all of the people that have joined us on the 2018-2019 journey. The residents, participants, creative and cultural groups, artists, musicians, performers, volunteers, partners, and friends of ARTification for their ongoing support and involvement. Thanks to ARTification Trustees for their commitment and guidance. Thanks to our partners and funders who supported ARTification and the projects we have delivered this year and in particular STIK for his generous donation.

Stik Charity Auction Donation

The artwork, painted on half a ton of brickwork was placed in Phillips auction where it sold for a record £193,750 (\$247,500). Proceeds from the artwork, with the second highest price achieved in the sale, has gone to ARTification, a local community arts and cultural charity.

“‘Big Mother’ is about the importance of social housing to those who live there, it’s demolition has immortalised this message. Rachel Pepper and the ARTification team helped me create the original ‘Big Mother’ mural and I hope that the sale of this piece will help them to continue their ground-breaking work in the community.” -STIK

“The sale of ‘Big Mother’ is a life-line for our charity and has secured our future as a cultural hub. This will help us to continue working with displaced and marginalised people to deliver community-led art and cultural projects, creating a happier, stronger community for years to come.” -Rachel Pepper, ARTification
We’re especially pleased to have set a new world auction record for Stik’s ‘Big Mother’, which sold for over seven times its pre-sale estimate, selling for £193,750 with proceeds going to a very worthy cause.” -Simon Tovey, Head of the New Now Sale in London

Need: Supporting young people, South Acton residents: High school work experience, then volunteering with us led on to an Arts degree with her dissertation being a film animation about her community in transition, screened at W3 gallery. She now pursues a successful career in the arts.

Testimonial: *“ARTification has been instrumental in coordinating and delivering the creative, arts and community input in major regeneration areas over decades. Not least the massive South Acton regeneration where they have supported the developers, council, residents and creatives over a period of transition. ... ARTification animates and celebrates through the arts, enlivening areas across the generations utilising arts and enterprise, communities, creative industries and culture.” Ealings Economic Development Team*

Evidence: *“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.” Independent project evaluation, Dr Bob Townley, York University



ual: university of the arts london central saint martins | The London Community Foundation | COCKAYNE | Ealing www.ealing.gov.uk | ACTON GARDENS LONDON W3 | QED

Double Helix Resources | W3 gallery | REMARKABLE PUBS | L&Q | Dulux DECORATOR CENTRE | COUNTRYSIDE Places People Love

london transport museum | NEAR NEIGHBOURS BRINGING PEOPLE TOGETHER | THE STORY CONTINUES

cultivate london growing together | European Union Flag | Hikayetna

the freshwater foundation | Heathrow Community Fund | Acton (Middlesex) Charities | ARTS COUNCIL ENGLAND Supported by ARTS COUNCIL ENGLAND

LOVE ACTON | YJ | ARK | ART ification | JOHN LYON'S CHARITY