



WORK : SPACE

CHEAD Annual Conference Manchester, 19 – 21 March 2014



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Work:Space CHEAD Annual Conference 2014

Manchester Metropolitan University, 19-21 March 2014

Estates, capital projects and space consolidations have been a prominent feature across the landscape of universities, faculties and schools of art and design in recent years. The CHEAD Annual Conference 2014 presents an opportunity for us to reflect on the values behind new – and existing – spaces. Like the post-Coldstream debates that inspired many art and design school 1960s building projects, we aim to generate a debate within the CHEAD community about what it is that we are trying to achieve in our universities, faculties and school buildings.

Are these learning and work spaces developing learners prepared for the world that they will be working in?

How do our universities, faculties and schools of art and design relate to their communities, and how do they contribute to the notion of 'place-making'?

This conference will focus on the overarching notion of the purpose of space, both in creative arts higher education and in the creative industries with which we collaborate.

The CHEAD conference 2014 is aligned with the GLAD conference 2014 (Group for Learning in Art & Design), which was held at Sheffield Hallam University, London 27 February. Indeed, our Thursday morning session will be chaired by GLAD and draw out some of the challenges posed by the changing notion of 'the studio' as the space for learning and teaching.

We are excited by the line-up of speakers from schools, industry and recent graduates, whose work addresses some of these issues, and to whom we look forward to inspire but also to challenge some of the assumptions behind what we do.

This year's CHEAD conference will therefore investigate the contribution that art and design can make in different areas of our society and how robust research is vital to communicating this value.

Networks and Practical Help

Continuing from last year, this conference will also provide open sessions for subject-specific networks, and on practical issues that affect members' work:

- CHEAD HEI Galleries Network: a support network of leaders of our member institutions' galleries staff, which aims to enhance the contribution of the gallery to the art, design and media curriculum and the gallery's potential in the future for art schools and the student experience;
- CHEAD Subject Associations Links Group: a forum for debate and exchange of ideas at the studio and subject level
- CARA Defending Academic Freedom: The Art of Resistance (DAF): This is an information session about the DAF art competition, which inspired art students from univerities and art colleges across the UK to produce A5 sized artwork on the theme of academic freedom. CARA is the Council for Assisting Refugee Academics
- New to CHEAD: an open session focusing on CHEAD, what it does and proposals for areas of future action;

Exploring Manchester and the Manchester School of Art

We are grateful to be hosted by Manchester School of Art, Manchester Metropolitan University. The new award-winning Benzie building offers a valuable background for the conference theme.



Delegates will have the opportunity to join a guided tour of the building during the conference. Alternatively, student ambassadors will take delegates on a tour through Manchester's Northern Quarter, visiting several studios and enterprises that are using their spaces in new and innovative ways.

We hope that this will make the conference a lively market place that can offer something for everyone.

Professor Linda Drew Chair, CHEAD Deputy Director, Glasgow School of Art Christoph Raatz Executive Secretary CHEAD



Wednesday, 19 March			
10:30	Benzie Building	Arrivals and registration / tea & coffee	
11.30		Welcome to Manchester and the Manchester School of Art Prof. David Crow, Dean of Manchester School of Art	
11:40	oor	Introduction to the conference Prof. Linda Drew Deputy Director, Glasgow School of Art, Chair of CHEAD	
11:40	Lecture theatre, 4 th floor	 Provocation: Are we really teaching our students for the world that they will be working in? Professional environment has changed. How do we reflect this back into the art school? Is our L&T space still adequate to do this? How to include the international element? Speakers: Eddie Berg, Director of Partnerships, British Film Institute Prof. Juan Mateos-Garcia, Creative Economy Research Fellow, NESTA Kwong Lee, Director, Castlefield Gallery John Mathers, Chief Executive, Design Council 	
1230- 1330		Lunch	
1330- 1730	4 th floor	 Visits of professional spaces: Examine companies' use of space. Companies which have been influenced by art schools in terms of how they've been set up Staff to talk about how the use of space has evolved. Recent graduates to discuss how they use the space vs how they may have used space art university Delegates to split into 2 groups BBC North - Media City ITV The Sharp Project MagneticNorth Rogue Studios New Art Spaces Federation House - Castlefield Gallery 	
1730- 1900	Radisson Blu Edwardian Hotel	Reception Introductory note: Sarah Elderkin, Cultural Economy Team Leader	



Thursday, 2	20 March 2014	l de la constante de
0930- 1130	Benzie Building, 4 th floor theatre	Introduction World café rotation of discussions on pedagogy of place This workshop aims to provide a forum for delegates to discuss key themes from Day 1 of the conference. The focus of the event also draws on some of the outcomes of the recent GLAD conference held in March, The Studio: Where do we Teach? Where do we Learn? Particular consideration is given to the meaning of 'place' and 'learning' to different constituencies and how expectations are met or otherwise. Chaired by the Group for Learning in Art & Design
1130:1200		Email break
1200- 1330	4th floor	Creative Brunch Led by Manchester School of Art graduates, this will be an interactive session, which shall be informal but which shall also engage delegates in discussion
1330- 1530		Optional sessions 1. <u>Room 106</u> : New to CHEAD
		 <u>Room 103</u>: CHEAD HEI Gallery Network <u>Room 303</u>: CHEAD / HEA Subject Association Links Group <u>4th floor backspace:</u> CARA - Defending Academic Freedom: The Art of Resistance
1530- 1700	Meeting point: Benzie Building foyer	Networking element: Tour of Manchester School of Art Tour of Manchester Northern Quarter, comprising: • Craft Centre • MadLab (Manchester Digital Laboratory) • Magma Books •and others
1800	Manchester Art Gallery	Annual Dinner
Friday, 21 I	March 2014	
0930- 1230	Benzie Building, 4 th floor theatre	Student work show-case Focus: students from Salford and Manchester Metropolitan Universities who have used the city as a resource Confirmed speakers: The architect's role in the negotiated city: Exploring the production of urban space through co-housing created with older people Mark Hammond MIRIAD M.Phil/PhD candidate 'Digital Design for an ageing society' Ash Spurr MIRIAD MA Research student
1230		Lunch / close



Speakers' Biographies

Kwong Lee

Kwong Lee is an arts manager and artist. Since 2005, he has been the Director of Manchester's Castlefield Gallery, an artist-focused organisation and agency that has a successful track record of developing artists and engaging audiences with new contemporary art. He co-chairs Contemporary

Visual Arts Manchester and was a panellist at the 3rd Turning Point National Summit. Lee has presented his professional work at conferences, seminars and symposia, and has enjoyed chairing discussions on contemporary art practice, both at Castlefield Gallery and for other organisations. He is also part of the HEI/cultural organisations forum.

His freelance work includes being an artistic assessor for Arts Council England and visiting lecturer at a number of universities. He has delivered curatorial work for organisations such as The Lowry, ISEA, Situation Leeds. As an artist Lee has exhibited work in the UK, in Japan and Hong Kong.

John Mathers

My role as CEO of the Design Council is to lead it into the next chapter of our rich history that dates back to 1944. Recently we re-constituted as a charity and merged with CABE (the Commission for Architecture and the Built Environment). We champion great design to improve peoples' lives. Our work places design at the heart of creating value by stimulating innovation in business and public services. We also use design to improve our built environment and tackle complex social issues such as ageing and obesity. We inspire new design thinking, encourage public debate and inform government policy to improve everyday life helping to meet tomorrow's challenges today.

I have been working for over thirty years in the brand and design industry, leading a number of marketing, brand and design consultancies in the UK and Internationally, as well as a number of roles within FMCG and retail, including Head of Brand at Safeway. I joined the Design Council from an International CEO role at the Holmes & Marchant group and previously had ten years at the helm of the Brand Union (was Enterprise IG), WPP's flagship brand design agency. Over the last ten years, I have been actively committed to the development of the design industry, serving as President of the DBA (Design Business Association) for three years as well as being involved in various ways with the Design Council and the broader design community.

Juan Mateos-Garcia

Juan is a Research Fellow in Economics in the Creative Economy team for Policy and Research.

He is interested in how new production and distribution tools, social media and widespread data access are transforming innovation and learning in organisations, communities, industries and society.

He is working on a programme of research around the impacts of big data and analytics on innovation and growth, and what they mean for policy and practice.

Previously, Juan worked on Next Gen, an independent review to transform the UK into the best global source of talent for the video games and visual effects industries, A Manifesto for the Creative Economy, which proposed a plan to help the UK creative economy remain a global leader in digitised creative markets, and Creative Clusters and Innovation, which created the first geography of the British creative industries.



Outside of work, Juan reads science fiction novels, interacts with budding artificial intelligences in video game applications, listens to weird music and plays around with his cats. You can find him talking about this stuff at twitter.

Prior to joining Nesta, Juan worked as a researcher at SPRU (Science Policy Research Unit), University of Sussex, and CENTRIM at the University of Brighton. He remains a Visiting Fellow in CENTRIM.

Juan has a background in economics, and an MSc (with distinction) in Science and Technology Policy from SPRU.



Visit of Professional Spaces

Delegates will have the opportunity to visit prominent organisations from media, art and design in Manchester. These companies have been influenced by art schools in terms of how they have been set up, and they may now offer useful insights into innovative ways of working within and using space.

BBC Media City UK

http://www.mediacityuk.co.uk/occupiers/bbc

The BBC has been operational at MediaCityUK since 2011, producing thousands of hours of content for television, radio and online.

Around 2,700 staff work in twenty-six departments including BBC Children's, BBC Learning, BBC Radio 5 live, BBC Sport, BBC Radio Manchester and BBC Breakfast as well as Religion & Ethics, the BBC Philharmonic and parts of Research & Development, Drama and Comedy.

ITV Studios

https://www.itvstudios.com

The UK's biggest production and distribution company is making it big on the world stage. ITV Studios makes, distributes and sells over 40,000 hours of high quality television around the globe.

Our worldwide audience is growing fast and they're falling in love with home grown shows made by us and our partners.

UK Production

We have a team of people at ITV Studios who are well known for making great entertainment, factual and lifestyle shows. And top quality drama, quiz shows, talk shows and reality television are also part of their repetoire. ITV Studios don't just make tv shows for their colleagues at ITV, they make them with pride for our very good friends at the BBC, Channel 4, Five, Sky and a few more besides.

International Production

If you're going to make it big, make it at the biggest show in town. We're talking about the USA, where we've become the fastest growing tv production company thanks to a slate of successful shows from ITV Studios America and our new colleagues at Gurney, High Noon and ThinkFactory. Ratings are going through the roof. And local audiences in Australia, France, Germany and the Nordics are also tuning into shows made by us especially for them.

ITV Studios Global Entertainment

We've got a whole world to entertain. ITV Studios Global Entertainment works in close partnerships to bring a wide range of television and film to audiences wherever they may be. We're one of the world's leading international TV distribution and consumer products businesses responsible for representing over 40,000 hours of award winning, prestigious and top quality programming to more than 3000 international broadcasters.

New Art Spaces Federation House - Castlefield Gallery http://www.castlefieldgallery.co.uk

New Art Spaces is CG's 'pop-up' project spaces initiative offering opportunities for artists, artist groups and artist development agencies. Federation House has been made possible through the generous support of NOMA.

Since its founding in 1984 by artists, Castlefield Gallery (CG) has been one of Northern England's most active and successful organisations/agencies for developing emerging contemporary artists and practice. Its ambitious curated exhibitions programme responds to national and international trends, promoting artists at key stages of their careers, including



subsequent Turner Prize nominees/winners and exhibitors at international festivals. Central to CG's activities is an artist development programme that has launched major commission winning artists.

Castlefield Gallery's vision is for the North to be a place where artists can live and produce work, while presenting their work in national and international contexts. Its mission is to nurture talent, explore cultural trends and deepen audience's relationship to contemporary art. CG is supported by Arts Council England through Grants for the Arts (2012-14) and is a cultural partner of Manchester City Council (2012-15). CG is a limited company (Reg. No. 1838334) and registered charity (No. 515571) that owns its city centre venue thanks to Arts Council England's capital lottery funding in 2000.

On 9 August 2012, CG re-launched with a renewed vigour for artist development. The past 2 years or so have been a crucial period of CG's re-development – its strategy and plans have been updated; it has invested in minor refurbishment to unlock its building assets, e.g. in converting its meeting room into a rentable office and improving its galleries to gain short-term space hires; and it is currently rebuilding this website that incorporates www.theartguide.co.uk – the contemporary art listings site that CG initiated in 2005 to promote artist-led and independent public facing exhibitions and events on the same platform as the institutions.

Team CG has rediscovered the entrepreneurial spirit that started Castlefield Gallery in 1984, when artists and art lovers got together to build a gallery to showcase emerging contemporary artists. The fundraising auction in May 2012 auction demonstrated the incredible support that CG has from artists, the arts community and art buyers, in raising ground-breaking sales of £33,000 towards its future plans for talent development. CG extends a huge thank you all the artists who donated work, helped out in the build up to and at the event, and especially to artist Pavel Buchler who gave advice and time to be the auctioneer, and also to gallery director Stephen Snoddy (New Art Gallery Walsall) and to DJ and writer Dave Haslam.

Team CG looks forward to working with many more artists and welcoming visitors to its venue.

magneticNorth

http://thisismn.com

magneticNorth (or mN to our nearest and dearest) is an independent, multi-award winning digital design company. We've been doing digital since 2000 and in that time we've created an unrivalled collection of digital firsts for some of the world's most interesting companies and brands. Whether it's a Smart TV app, a Smart city solution or a good old fashioned website, our approach is firmly focused on large scale engagement of people in new and interesting ways.

Rogue Artists Studios

http://www.rogueartistsstudios.co.uk

Established in 1995, Rogue is a not-for-profit artists studios providing members with accessible and affordable workspace in Manchester city centre. A five minute walk from Piccadilly Station, Rogue is now the largest independent studio group in the North West with ninety seven artists working in 30,000 square feet of space over three floors of Chapeltown Mill. Members range from recent graduates to established practitioners working in a wide range of disciplines and media; including drawing, film and video, illustration, installation, interactive art, painting, performance, photography, printmaking, sculpture, and textiles.

Once a year, Rogue opens its doors to the public in its Open Studios event inviting fellow artists, curators and the general public to access all areas of the studios while affording members an opportunity to exhibit and offer work for sale. This years Open Studios will take place over the weekend of September 27th-29th 2013.



Rogue also runs a programme of events in the Project Space, which is used primarily for temporary exhibitions, residency and exchange projects and one off events.

The Sharp Project

http://www.thesharpproject.co.uk

The Sharp Project, home to digital entrepreneurs and production companies, is where Space, Power, Connectivity and People converge. Occupants at The Sharp Project make, manipulate or move around the world, digital content.

The Sharp Project offers affordable, flexible office space for rent to companies that make, manipulate and move round the world digital content.

- 200, 000 sq ft building
- Converted shipping container glazed offices housed internally in the Red Street
- 40 serviced offices (Gold and Blue)
- 4 production stages with 3 phase power ranging from 3, 700 sq ft, to 28, 000 sq ft

The Sharp Project has been a multi-million pound investment by Manchester City Council, Northwest Regional Development Agency (NWDA) and the European Regional Development Fund (ERDF) specifically to help grow and build on the creative and digital sector in order to create job and career opportunities in the area.

It is important to create an ecosystem on site which allows this growth to develop, as companies collaborate as well as compete with each other for business.

To enable this we carefully select companies who offer complimentary or additional services which will allow creative companies to develop their skills and support their businesses to grow for example, legal expertise in intellectual property, venture capital funding or specific to sector training.

The Sharp Project's objectives strictly adhere to the City of Manchester's economic growth strategy. Working with tenants in this way allows a balanced ecosystem to develop at the Sharp Project and we measure admissions against this phrase:

"involved in, or support thereof, the making, manipulation or moving around the world of digital content in order to make money and grow the sector."

WORK : SPACE CHEAD Annual Conference Delegates

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