

ARTS STRATEGY UPDATE AND 2017/18 ACTION PLAN

1. SUCCESS SO FAR AND PRIORITIES FOR 2017/18

- 1.1. Two major successes of the art strategy can so far be seen in Robert Montgomery's *Hammersmith Poem* and the Kings Mall Residency. In *Hammersmith Poem* we have an original piece of public art that embodies the three of core tenets of our strategy; 'Destination' in making Hammersmith a place people go to enjoy and experience art. 'Creation' that we don't simply co-opt existing practices but that we founder organic artistic projects anew and 'Inclusion', that the arts activity we are running should have relevance and meaning for all. Each of these pillar themes cannot be missed in the commission and social media data /footfall metrics reflect the positive effect it has made on the lives of the thousands of people who pass it every week. The work has likewise been celebrated in print and digital media and its status as a manifest symbol of the borough's dedication to the arts is confirmed.
- 1.2. The King's Mall Residency is a pilot programme directly addressing the crisis in affordable studio space for the borough's emerging artists as referenced in the strategy. In collaboration with the King's Mall and HammersmithLondon we were able to offer entirely complimentary studio space for fifteen participating artists. In total 8 weeks were spent in Unit 50 of the Kings Mall shopping centre, running workshops, staging exhibitions and operating the space as a fully functional daily workspace. By opening the otherwise vacant unit the programme energised the arcade with the spark of creative endeavour to the benefit of artists and members of the public alike.