**Project Title: Promoting Fine Art Exhibitions to Develop Professional Practice**

**Mariana Cruz and Kerry Stewart**

**School of Arts**

**Academic Year 2018-2019**

|  |
| --- |
| **Section 1. Executive Summary** |
| At the start of the second term I (Mariana) attended the Networking Event. While learning about the event and previews projects, I decided that I wanted to create a project that would help promote our exhibitions. I had been thinking for a while about promoting our Fine Art exhibitions.  Kerry, my tutor helped me sent out an email asking who else would like to do the project to me to the whole course. I got a reply from quite a few people. Together we applied.  From the beginning we knew how we wanted to promote our exhibitions (posters, Instagram, website) however we also wanted to have an event where we could talk about our exhibitions to people outside the Fine Art circle.  Once we had finish filling out the documents to start the project. We were only a couple of months away from our exhibitions. We talked as a group and we decided to change the original plan and just to do what was possible.  We had a few issues too, which made it harder to complete our project. For example, we weren’t able to reach to some of the group members, we weren’t sure how we could calculate our results, and we also had some issues with people in our course concerning the project.  At the end we ended up making the Instagram page and the website and we also printed out posters for the 1st and 2nd year exhibition and the Degree Show. |

|  |
| --- |
| **Section 2. Background and Aims** |
| The inspiration for the project came from my experience in my Fine Art Mixed Media course. At the end of each term we to put up an exhibition and it became clear to me (Mariana) most of the people attending the exhibition were in the Fine Art social circle. That’s when I decided I wanted to start promoting our exhibitions to the rest of the university.  Talking among each other we decided that the best way to reach out to people was by promoting our exhibitions as direct as possible. From our previews experience the people who mainly show up were the ones that were invited in a more personal level.  Our aim was to promote our exhibitions by building social platforms and promoting our exhibitions around the campuses by using posters.  We did end up printing out some posters that my fellow classmates had already made and distributed them around the campuses. We also ended making a website where we would write down our upcoming exhibitions and an Instagram account. |

|  |
| --- |
| **Section 3. Methods** |
| *Our method included the making of the Art Events Website and the making of the Instagram account.*  *Apart from promoting our exhibitions digitally we also planned to distribute posters around the campuses. In order to get people to start following us on Instagram and start checking our website. We planned to have an event in Harrow Campus where anyone would be welcome, and we would also have some snacks and refreshment. In the event we would talk about our project and our upcoming exhibitions.* |

|  |
| --- |
| **Section 4. Results** |
| *We never really had time to de the Art Events Project event in Harrow Campus. However, we did do everything else we had planned. We got some followers on our Instagram and I (Mariana) explained our project to my year group in a presentation.*  *The way that we would have been able to record our results would have been by recording the amount of people that showed up to our exhibitions before and after our project. We were not able to do this.*  *What was very clear though is that the Degree Show had a great turn out, although we cannot know for sure if this was because of us.* |

|  |
| --- |
| **Section 5. Discussion** |
| From the beginning this was a very ambitious project and everyone’s busy schedules just made it harder and harder to achieve. As the team leader I struggled to get everyone in the group to finish filling out the documents or do the task we had agreed on time and often I would have to end up doing it all by myself.    As the date for our exhibitions came closer, we made adjustment to the original plant to make sure that we could achieve it in the amount of time we had.  While promoting the Degree Show for the 3rd years some of the 3rd years got mad that we were promoting their exhibition with our posters and in our Instagram page. They asked us to take down the posters and to make the Instagram page private until their exhibition was over.  While making the posters for our exhibition we found out that some of our classmates had already done some posters, so we decided to use theirs and print them out.  When it was time to calculate our results, we found it hard to calculate the impact of our project. The problem was that there were no previews record of how many people had shown up to previews exhibitions and it was really hard to calculate how many people had shown up to the exhibitions we promoted. Also while the exhibitions happened we were still in the process of building the platform.  When presenting the website a got a very positive response from my peers and I would like to keep working on that. |

|  |
| --- |
| **Section 6. Conclusions and Recommendations** |
| My conclusion from this project is that we are not the only ones trying to promote our exhibitions. There a many people who are also making posters and this can get confusing. As a team we could have a set a more realistic goal giving the time we had. I would recommend to do more research on who has promoted the exhibitions in the past and how. By doing this we would have been able to avoid some of the problems we had. |

|  |
| --- |
| **Section 7. Dissemination** |
| As a team you should discuss to whom your report should be circulated. In this section you should list whom this report is being sent to. |

|  |
| --- |
| **Section 8. Reflection** |
| Looking back at the whole experience, it is clear to me that I am not the only one in the fine art course trying to promote our exhibitions. Having a lot of people promoting the same exhibition with the same posters could get confusing. We are a very big group so trying to agree on who is making the posters the exhibitions is really hard. I  decided that since I got a very positive response on from my website, I am going to focus on that instead. I want to keep developing and promoting using the help from the people from my course. |