

## Digital Futures ARTIST ROOMS Session, Thursday 9 June 2011

### ARTIST ROOMS Learning and Social Media

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### **Session Title: ARTIST ROOMS: A National Collection and Learning Resource**

Introduction: Sarah Saunders

#### Introduction: to ARTIST ROOMS Collection

ARTIST ROOMS was donated jointly to National Galleries of Scotland (NGS) and Tate by the contemporary art collector and curator Anthony d'Offay in 2008 and acquired with the support of the National Heritage Memorial Fund, the Art Fund and Scottish and British Governments. Anthony d'Offay's vision for ARTIST ROOMS was that world-class post-war and contemporary art would be available to audiences nationwide, through monographic exhibitions and displays that would be used to inspire future generations. The national touring programme was inaugurated in 2009, supported by the Art Fund and the Scottish Government, and involved twelve Museums and Galleries (Associates) across the United Kingdom who were invited to work with the collection as part of ARTIST ROOMS On Tour. NGS and Tate also showed multiple ARTIST ROOMS displays in 2009, accompanied by specific learning programmes.

Background, Learning and Online: Christopher Ganley

#### Background

- The ARTIST ROOMS Team
  - Managing Curator
  - Learning Coordinator
  - Programme Coordinator
  - Registrar
- ARTIST ROOMS On Tour Guiding Principles:
  - monographic exhibitions and displays
  - shared with audiences nationally
  - to inspire future generations
- Monographic displays and exhibitions
  - The rationale behind the monographic display format is to add to the intensity of experience and heighten the sense of intimacy for the gallery visitors and learners, where the absolute concentration of focus on the work of single artists obliges the learner to develop their own reading of the work.
- Shared with audiences nationally
  - The national touring programme *ARTIST ROOMS on Tour with the Art Fund*, supported by the Scottish Government, was inaugurated in 2009. It was supported by the Art Fund and, within Scotland, the Scottish Government. By the end of 2010, over forty AR exhibitions and displays were presented at nearly thirty venues across the UK (including displays at NGS and Tate), with over twelve million visitors.
  - Associate partners across the UK have covered a broad geographical spread from Pier Arts Centre in Stromness, Orkney to the De La Warr Pavilion in Bexhill on Sea. AR offers Associates exhibitions from its collection, with additional support to develop learning and marketing programmes.
  - Artists from the AR collection are selected by the Associate venue through application process, occasionally including additional works, often from NGS, Tate or private collections, and frequently contextualized by the Associates permanent collection.
- To inspire future generations
  - The motive to focus AR primarily on a young audience was initiated by Anthony d'Offay. He hoped the displays would replicate 'the experience that defined his life',

when he first encountered art and artefacts at the New Walk Museum and Art Gallery in Leicester as a young person.

- The collection was built over several years, with the raison d'être being the engagement of audiences, and specifically young people, across the UK as part of national collections. The collection includes well-known names such as Damien Hirst and Andy Warhol and other artists, which are less familiar to UK visitors, such as Robert Therrien and Francesca Woodman.
- The collections pedagogical potential could be said to lie in the themes prevalent in the collection, such as mortality (as in the work of Damien Hirst), sexuality (Robert Mapplethorpe) and the notion of 'the outsider' (Diane Arbus).

### Learning Aims of ARTIST ROOMS

- Engage young people in a meaningful and enjoyable way
- Establish and maintain effective collaborations to maximise potential
- Build and make available learning resources for young people
- Explore sustainable ways to develop and maintain communities of young learners

### ARTIST ROOMS Online

- ARTIST ROOMS Collections
- ARTIST ROOMS Collections Themes
- ARTIST ROOMS On Tour

### ARTIST ROOMS: The Game

- Brief
  - To raise the profile of ARTIST ROOMS with young people motive to focus
  - The collection was built over several years, with the raison d'être being the
  - To challenge young people to discover artists in the collection and the range of skills needed to work in a gallery
  - To create digital communities around ARTIST ROOMS
  - To create a virtual ARTIST ROOM display with realistic conditions in terms of selection of works, time, resources, interpretation, environmental conditions, press/marketing and number of virtual visits all of which, participants are scored on.
- The virtual gallery is saved into a virtual world
- The user can revisit their gallery and drive traffic to it by posting it on facebook or by tweeting
- Visitors can then view the gallery and are encouraged to make their own and also to retweet and share with other facebook friends.

### Question

How can we build sustainable digital community for ARTIST ROOMS?