

my first

agm

by foldgallery - aged 1¹/₂ years

a

annual report...



foldgallery annual report 2002/2003

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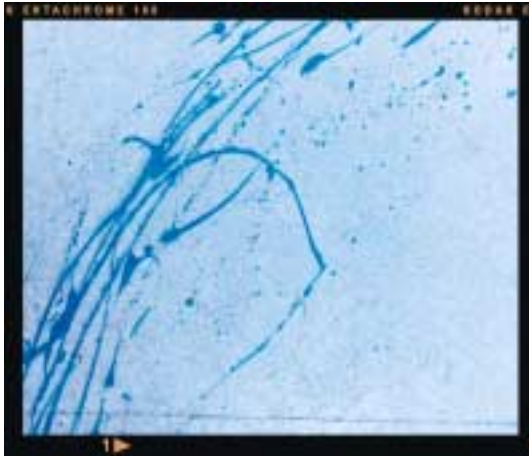
written & designed by steve messam

in the interests of saving unnecessary paper this report is also available in PDF format from the foldgallery website:

www.foldgallery.co.uk

b

beginnings...



The early years are a magical yet bewildering time. Everything's new and wonderful, sunny and happy. Everyday is a new and exciting experience. And yet we toddle around in our very small world, bumping into things, saying the wrong things and wetting the bed. The early days of Foldgallery are pretty much the same, with the exception of the bed wetting. At the beginning we were full of exciting ideas and endless potential, but lacked the structure to keep them in line.

C

constitution...



Eden CVS helped us create a constitution which while outlining our commitments and processes, gave us the flexibility to push the boundaries of arts promotion and provision in rural areas. It also left the management procedures flexible enough to not seem a drag on the creative impulses of those involved ...

... and such creativity too!



d

direction...

Six exhibitions of previously unseen work by sixteen artists from across the length and breadth of the UK. Community workshops for over 100 people. Widespread media attention on radio, TV, local and national press. Over 2,000 visitors to the website. All that for the price of 4 minutes play by Beckham. Value for money. That's what we are.

But let's not forget why we've done so well in our first year. Years of under-funding and neglect by metro-centric bodies have left many rural areas cultural deserts. Rural communities need life and opportunities in order to preserve them. Recognising that contemporary art is not an elitist or wholly an urban experience is one step in the right direction to acknowledging the wealth of indigenous talent in rural communities and nurturing it.



eden...



Eden Artists Forum

October 2002

Artists Forum with speakers from Eden Arts and North West Arts Board

In an effort to reach more local artists, we invited Eden Arts to host an Eden Artists Forum at the gallery space. It was great to see so many local practitioners packed into our tiny space. In fact, it quickly became a standing room only event. The main speakers at the event were Irene Faith, the recently new director of Eden Arts, and Andrea Hawkins, Visual Arts Officer for the North West Arts Board, which had recently taken over the Cumbria regional arts administration from Northern Arts.



feedback...

Other topics covered at the forum were feedback on the Open Studios Tour and other artist opportunities from Eden Arts. Despite Andrea making an early departure to get back home in Manchester at a reasonable hour before we could ask more specific questions, the after event networking was very rewarding.

g

groceries...



Baa Codes

October 2001

interactive sculpture by Steve Messam.

This exhibition was specially created to coincide with the Kirkby Stephen Charter Fair. While the rest of the town went back in time, foldgallery celebrated the here and now with a very contemporary installation piece. Resident artist Steve Messam created a sheep and shopping experience that played with ideas of consumerism and brand identity.

h
humour...



Despite worries that Kirkby Stephen might not be ready for conceptual installation art, the visitor numbers were higher than expected. The feedback from visitors was equally encouraging, particularly from the younger members of the community who congratulated us on not opening up another antiques shop! The big surprise however was the popularity of the on-line gallery. Thanks to links from a number of foot and mouth sites visitor numbers topped 250 in one week.



internet...



Foldgaller website

The website was created in October 2001 to enable visitors from outside the Eden area to view the Baa Codes exhibition. Since then every exhibition has had an online version which remains on the website in a back catalogue of shows. Since January 2002 we have been able to collect information about visitors to the website - which browsers are used most, how many mac users, the length of visits, which keywords are used to find the site - and make alterations to improve our visibility.



freeart.pdf

j

jumping on the
bandwagon...

in an effort to be environmentally conscious and save on our postage costs we use email to keep people informed with events and exhibitions at the gallery. This annual report is also available in an electronic format. For the past year we have offered a free piece of original art as a download from the site.

k

kitten...

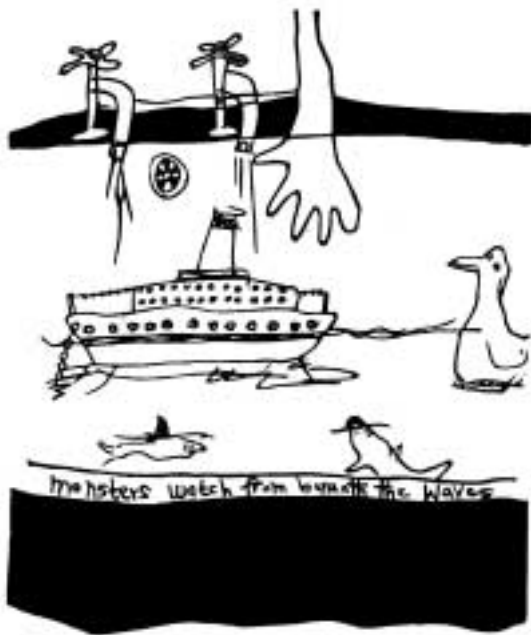


Menagerie

August/September 2002

Solo Exhibition by Melanie Wickham

Our first exhibition by an artist from outside Cumbria. Melanie Wickham creates beautiful and highly original lino-prints. Originating from a farm in Powys (the only other place in England and Wales with as low population density as Eden), Melanie draws her inspiration from the myriad of creatures, tame and wild, that surround her.



lino...

Her innovative approach to the medium produced work that elevated itself from 'tourist trinket' subject matter and proved that people who work the land can create exciting contemporary art too!



Accounts from 1st March 2002 - 28th Feb 2003

money...

Receipts

Sales

sale of artwork through gallery	432.3

	432.3

Other Income

interest from bank account	2.71

	2.71

Funding

funding from arts bodies	774
donations	11.67

	785.67

1,220.68

1,220.68

n

no money...

Purchases	
Sundry Purchases	9.26
materials for residency/workshop	
	78.36

	87.62
Cost of sales	
paid to artist for sale of work	
	339.5
Advertising	15

	354.5
Premises	
Rent	280
Insurance- events	64

	344
Staff	
payment to artist for	
residency/workshop	106.6
paid expenses for volunteers	40

	146.6

Office	
Printing	70
Postage	37.31

	107.31
Travel for artists	
Hotels	80
food & wine for private views	
	19.92

	99.92
Assets purchased	
Office equipment	53.75

	53.75
	1,193.70

Balance at 28 ,February 2003	
	26.98



overflowing...



Crammed with Crimson, stuffed with Scarlet

February 2002

Exhibition on the colour red by Richeldis

Just to get the ball rolling, Richeldis and Steve took turns in creating exhibitions for the gallery. This was Richeldis' turn. A low-key opening night (apparently lots of people had better things to do on valentine's day - you live and learn) became a popular show with visitors. A more 'traditional' exhibition of framed works on the wall encouraged visitors put off by the Baa Codes exhibit.

p

pink...



The on-line version of the exhibition remains the most popular part of the site (site meter ranking by page entry). One of the works in the exhibition is to be used on an album cover after being spotted on the website by an international recording artist.

q

quotation marks...



Punctuate!

April 2002

Interactive experimental installation by Richeldis and Steve Messam.

Another Steve and Richeldis installation. Punctuate was an interactive piece that explored the relationship between words and the interpretation of language. The availability of vacant space at the gallery enabled this experimental piece to be constructed in the first place.



r

reasoning...

One of the benefits of having an empty exhibition space is that it's easy to install a work for very little money. In this instance it had no opening party and so was no cost to foldgallery.

S

sand...



Sand sheep

July 2002

Sand Sculpture workshops and public art commission by Kate Robinson

Our first large scale community art project. Half a dozen life-sized sculptures of sheep were created from 3 1/2 tons of local red sand on the banks of the river Eden by Franks Bridge. We employed Glasgow based sculptor Kate Robinson to create the piece and facilitate 6 workshops open to all members of the local community. Of the original 36 places available on the workshops, we had approaching 100 booking enquiries, and in the end over 50 people helped in the final piece. Progress in construction of the piece was documented twice daily on the website as "sheep watch".



t
tup...

Media coverage of the project was greater than anticipated. Every day saw the arrival of another publication, radio station or TV crew. As the sculptures straddled a footpath used as part of the coast to Coast walk, visitor numbers were high. Without exception, the reaction to the piece was extremely favourable. Many local people wanted to mix concrete with the sand to make the sculptures permanent. Contrary to some comments that the sculptures were likely to be vandalised overnight, the inclusion of all sectors of the community created a sense of pride over the piece and no damage was sustained for over a week, by which time the sculptures had started to deteriorate naturally.

U

unconventional...



Snowcase

December 2002

Exhibition of multiples by Steven Barrett, Kate Brundrett, Kate Calico, Lawrence Cassidy, Adam Clarke, Claire Fell, S. Mark Gubb, Susie MacMurray, Steve Messam, Kate Robinson and Christine Stringfellow.

Not one to miss out on a bit of seasonal cashing in, snowcase gave us the opportunity to show and sell affordable works of art by exciting artists from across the UK. The inspiration for the show was "the Shop" by Sarah Lucas and Tracey Emin. In 1993, Lucas and Emin took over a disused shop in London's East End and, with other artists friends including Damien Hirst, sold T-shirts, mugs and other customised items as works of art. This artist-led approach to selling art directly to the public not only re-popularised the artists multiple, but was a key moment in the subsequent Young British Artist era, culminating in the Saatchi collected "Sensation" exhibition. In our own rural kind of way we invited a number of artists to supply mass produced artists multiples for sale at ridiculously low prices.



The pieces were exhibited in rough wooden boxes which the visitor had to open to discover the art inside. This gave the exhibition the feel of a Victorian collection of curios and gave the visitor a sense of discovery and interaction with the art. A change in our publicity strategy meant that while only 5 posters were printed, an extra A-board gave the gallery more presence in the town. The feedback from visitors (the largest number to date) and artists was overwhelmingly positive. Every artist sold work as a result of the exhibition, with many receiving further interest from other galleries and events.

W

workshops...



RealTea @ Mind annual conference

November 2002

Digital Art Workshop by Richeldis and Steve Messam

RealTea was the contemporary arts and mental health project that led to the formation of Foldgallery as an arts organisation. In recognition of its inclusive approach to mental health issues and use of new media technology in workshops, Richeldis and Steve were invited to run a "postcards from reality" workshop at the Mind Annual Conference in Cardiff.



eXistentialism...

The workshop enabled participants to explore concepts of their own reality and create a postcard image from those ideas through the use of digital imaging. The postcards are then printed and can then be posted to the participants with their own message from "reality". The workshop was full to capacity with people from across England and Wales. Positive feedback from the workshop continues to be received from the participants.

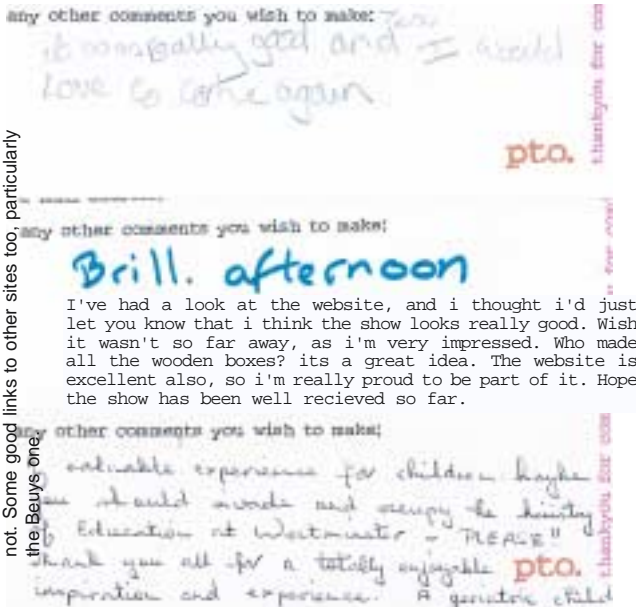
y

your comments...

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(UTC) FILETIME=[88A069F0:01C2A04F]

Hi there Steve, just wanted to say what a great job I think you've done with the web show. The walk through works really well. Also it's nice to see a gallery website that aims to educate people at the same time. It's all well and good us assuming people know why multiples exist etc. but it's invaluable to have that kind of history there for those that may not. Some good links to other sites too, particularly the Beuys one.

Feedback



visitors books and workshop evaluation postcards gave visitors and participants the opportunity to comment on their experience of Foldgallery. We are constntly encouraging feedback through the website in an effort to make our work as relevant as possible



foldgallery as an artist-run organisation relies on support from a number of people and organisations to carry out its objectives. Without them we would not be here a year later:

Eden Arts Trust
Northern Arts
North West Arts Board
North Cumbria Neighbourhood Forum
Kirkby Stephen Town Forum
Kirkby Stephen Town Council
Kirkby Stephen Garden Trail Committee
CIDA
Eden CVS
Eden District Council
Cerberus Printers
Alldays

not forgetting all the moral support given by visitors to the gallery, workshops and website.



supporting rural
contemporary art

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