

---

# CASESTUDIES

---



All rights are reserved: no part of this publication  
maybe reproduced, stored in a retrieval system or  
transmitted in any form or by any means, electronic,  
mechanical, photocopying or otherwise without  
the prior written permission of the Publishers.

First published 2010

HART CULTURE PUBLISHING  
HART CULTURE PUBLISHING 2010

Tate & Lyle PLC,  
Factory Road, Silvertown  
London, E16 2EW  
info@hart-culture.co.uk

**Copyright © HART CULTURE C.I.C, 2010**

HC C.I.C. Mission: Strive to engage with non traditional audiences in the arts and foster active cultural engagement working with local volunteers and respective arts organisations

CAT NO. 1237\_HC/007\_003

## ARTS & CULTURAL ENGAGEMENT

### Client

London Borough of Newham  
London

### ABOUT ARTS & CULTURAL ENGAGEMENT

Since 2005 HART CULTURE has supplied Good quality Team Leaders and Volunteers to work with Charities and Not-for-profit organisations for five years.

Over 500 Children have benefited from Team Leaders voluntary hours covering Basic Arts Education such as 'Art in the Classroom', 'Art History and Reading'.

### TECHNIQUES

Typically, such workshops will start to engage wider participation of Schools and Community groups that would be sectioned off into 'Tiers'. This is outline in the spiral bound Business Manual published every year.

HART CULTURE also developed the 'concept' of 'corporate social responsibility that links Schools and Professional institutions to work together during the 'working day'.

This allows better 'well being' for both parties involved, and allows 'something different' for Children and working

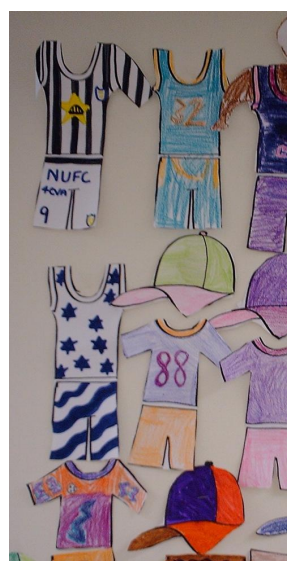


Each year one of our main objectives is to ensure that we produce a viable Exhibition of the Pupils and Students Work.

### FORWARD THINKING

HART CULTURE'S main aims for forward thinking workshops, such as the Mural Paintings and Interior development is there to go beyond the 2d wall on which they are painted. From Design to Production the entire process or 'Journey' is designed to be tactfully stimulating to the brain and intellect.

Workshops such as that of Lyndons Arts Trust put Adults back in touch with 'Scissors and Glue' for over 25 years.



### KEY OUTCOMES

Community Education

Arts based Workshops

Corporate Social Responsibility

Practical Techniques

Assisted Teaching hours

### BRIEF

Book Publishing (Created in collaboration with children & professionals)

Imagine (Imaginative Cities)

The history of Banking and Trade (HSBC)

Ongoing Wiltons Music Hall Arts History

### TESTIMONIALS

*"Coming out of these workshops makes you feel like you need to get a life".*

*"I loved every minute of the workshop".*

Region:	East London
Communities Served:	2,500 People
Hours/Service:	250 hours
Lead Awarding Body:	London Borough of Newham
Cost:	£2,000

### Read other HART CULTURE Publications & Learned Journals

**THE ALKALINE PHACTOR**, HC Publishing, 2004  
<http://www.alkaline-phactor.com>

**THE PRIDE CARBON**, HC Publishing, 2004  
<http://www.thepridecarbon88.info>

## CURRICULUM SUPPORT | OFF-SITE RESEARCH & VISITS

### Clients

National Libraries, Colleges, Sixth Form Centres, Educational Institutions, Liturgical Institutions, Churches  
Community Groups,  
Greater London area  
London (Inc. Central London)

### ABOUT LOCAL ALTERNATIVE THERAPY IN LOCAL COMMUNITIES

During the year of 2006, Ms Hart has specifically entwined her rich Arts background History with her virtuoso Violin playing experience to engage local communities.

The first few years have now seen HART CULTURE exploring and researching the visual language of 'Music and Artistic interpretation'. This year has proved another successful combining of the two disciplines.

Chermiah has studied upto Grade 7/8 in Music theory and Practise. Awarded from Grade 1 + by the Royal Academy of Music.

### TECHNIQUES

Usually, the host group would provide the budget for the 'workshop' relating to Art therapy. Funding has been sought for in regards to the development of the Industry of Art Therapy.

For larger outdoor murals that require specialist paint, we usually buy these in the 'overall budget'.



Leader of HART CULTURE C.I.C. Foundation at the Serpentine Gallery, Royal Borough of Kensington.

### FORWARD THINKING

HART CULTURE'S main aims for forward thinking workshops, such as the Mural Paintings and Interior development is there to go beyond the 2d wall on which they are painted. From Design to Production the entire process or 'Journey' is designed to be tactfully stimulating to the brain and intellect.

Team Leaders, discuss the concepts and themes covered i.e. Education, Learning and Reading and engage with students as to what it means to them.

### WIDER PARTICIPATION

Creative Director, Ms Hart has always been engaged in including 'Wider audiences' into the Artistic process and journey.

For this reason, the workshops usually spill over into 'Culture' and wider learning for life skills. The Workshops are highly recommended by Teachers, Pedagogues, Church's, Schools, Universities and Colleges.

### KEY OUTCOMES

Community Education

Arts based Workshops

Corporate Social Responsibility

Practical Techniques

Assisted Teaching hours

### BRIEF

Visit Iconic British Architectural Sites.

Public Exhibition of '1960s Architecture'

Book Publication, 'Raw Talent'.

### TESTIMONIALS

*"We picked up a lot of Skills at the HC Workshop".*

*"Chermiah is just a great girl and positive influence".*

Region:	London & Central London
Communities Served:	200 People
Hours/Service:	270 hours
Lead Awarding Body:	LEA
Cost:	£1,200

### Read other HART CULTURE Publications & Learned Journals

THE ALKALINE PHACTOR, HC Publishing, 2004  
<http://www.alkaline-phactor.com>

THE PRIDE CARBON, HC Publishing, 2004  
<http://www.thepridecarbon88.info>

HC C.I.C. Mission: Strive to engage with non traditional audiences in the arts and foster active cultural engagement working with local volunteers and respective arts organisations

CAT NO. 1237\_HC/007\_003

## BUSINESS DEVELOPMENT | HC BUSINESS SERVICES

### Client

Commercial Clients, Simply Mayfair, Lyndons Arts Trust, Local Councils, Joined up Design for Schools, The Sorrell Foundation Project  
MEMBERSHIPS: Newham Chamber of Commerce  
Newham  
London

### ABOUT COMMERCIALISM

Hart Culture is now offering basic Business Services such as Design, Photography, Advertising and Marketing as some of our major basic services. The release of the online portal ensures that people all around the world have upto date information and access to the UK's No.1 Arts & Cultural Firm.

We have already structured five essential 'Business Services', which will always come under 'HC Business Services', at a fraction of the price of 'High Street Commercial Agencies', but similar if not Better quality.

### COMMERCIALISATION

HART CULTURE has a House-style of dealing with new clients so that all clients are treated fairly, in good time and with respect no matter what background.

A qualified HC Team Leader is always available to meet with local clients via email, telephone or in person.

This ensures that Clients feel that they have a real sense of a link with HART CULTURE C.I.C. once they are a 'paying customer'.

We ensure that 'full members' or 'Clients' that qualify for HC Business Services have top priority of the Calendar Appointments.



The official opening of the HC Business Services was launched across the growing HART CULTURE Network. The Super store currently sells over 150 Products and Services, which can be accessed via the Portal launched last year 2009 [www.hart-culture.co.uk](http://www.hart-culture.co.uk)

### FORWARD THINKING

HART CULTURE wants to ensure self-sustainability by 2020.

By offering high quality Business Services such as 'Design', to local communities, we know that this can help us with daily cash flows issues, as the business is generating income for itself.

This has been a successful method at current, however will review the performance of this 'item' annually.

### WIDER AUDIENCES

Offering 'Business Services', we hope that 'wider audiences' can get the opportunity to work with HART CULTURE in some different way. We have seen a 85% increase in the take up of HC Business Services and Membership

This Service opens up the doorways for the 'Wider Audience engagement', and encourages interaction with people from all walks of lives and across all professions.

This is proving a powerful way to gain meaningful Market Presence and awareness about HC Services.

### KEY OUTCOMES

- Architecture
- HC Online Portal
- Power Networking
- Design Services
- Commercial Markets

### BRIEF

Offer a world class service promoting HART CULTURE C.I.C.

### TESTIMONIALS

*"HART CULTURE is unique, I have never seen anything like it".*

*"Hart is in a world and dimension of their own. Onwards and Upwards".*

Region:	London
Communities Served:	Greater London Schools
Hours/Service:	325 hours
Lead Awarding Body:	The Sorrell Foundation Project
Cost:	£750

### Read other HART CULTURE Publications & Learned Journals

THE ALKALINE PHACTOR, HC Publishing, 2004  
<http://www.alkaline-phactor.com>

THE PRIDE CARBON, HC Publishing, 2004  
<http://www.thepridecarbon88.info>

HC C.I.C. Mission: Strive to engage with non traditional audiences in the arts and foster active cultural engagement working with local volunteers and respective arts organisations

CAT NO. 1237\_HC/007\_003

## BASIC ARTS EDUCATION COURSES | ARTS

### Workshops

The East London Photography Club | London Camera Club Network  
 'Iconic East' Exhibition  
 London, USA

#### ABOUT ART THERAPY & GROUP COLLABORATIVE ARTS

As Ms Hart continues to successfully develop the Industry of Arts & Cultural Engagement, Corporate Social Responsibility has played a major role in raising awareness about it and has seen relatively positive engagement from local communities in the UK.

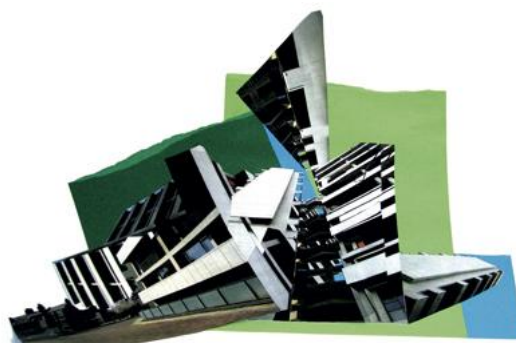
#### TECHNIQUES

Most of the Workshops techniques applied to these CSR Workshops are devised through Hart Culture, as it always teaches Artistic Principality from the Hart Culture Ideologue Philosophy.

This ensures that Arts workshops are not just about learning; however also offer opportunities from enrichment.

Research, plays a major part in these workshops too, as the Client team usually would have a budget specifically for work that will go on prior to the Workshop day.

This covers stimulus material, any library visits prior to the Workshop day and a full workshop day schedule.



Mural painting themes, techniques and tools have been a popular request by Local authorities and Schools. This maybe because of their versatility and volume of work, which can be produced in a short period of time by the Students and Team Leaders. This photo was taken after a powerful CSR Workshop with Mixed Media recreating Architectural spaces

#### FORWARD THINKING

HART CUTURE'S main aims for forward thinking workshops, such as the Mural Paintings and Interior development is there to go beyond the 2d wall on which they are painted. From Design to Production the entire process or 'Journey' is designed to be tactfully stimulating to the brain and intellect.

Team Leaders, discuss the concepts and themes covered i.e. Education, Learning and Reading and engage with students as to what it means to them.

#### WIDER PARICIPATION

Creative Director, Ms Hart has always been engaged in including 'Wider audiences' into the Artistic process and journey.

For this reason, the workshops usually spill over into 'Culture' and wider learning for life skills. The Workshops are highly recommended by Teachers, Pedagogues, Church's, Schools, Universities and Colleges.

#### KEY OUTCOMES

Global Recognition

Career Development

Collaborative Arts practise

Art Coordination

Public Exhibitions



#### BRIEF

Produce collaborative mixed - media pieces for Public Exhibition.

Produce a mixed media Pieces based on active Research, photography and Artistic processes.

*"Chermiah is a dedicated Arts Leader and Trustee - She is an Asset to our Organisation".*

*"We would love to have Chermiah back any day!"*

Region:	London
Communities Served:	270 People
Hours/Service:	1,125 hours
Lead Awarding Body:	Lyndons Arts Trust
Cost:	£1,000

#### Read other HART CULTURE Publications & Learned Journals

**THE ALKALINE PHACTOR**, HC Publishing, 2004  
<http://www.alkaline-phactor.com>

**THE PRIDE CARBON**, HC Publishing, 2004  
<http://www.thepridecarbon88.info>

**HARTCULTURE** C.I.C.

**c/o HART CULTURE C.I.C.**

Tate & Lyle PLC  
Silvertown, London  
England  
E16 2EW

**Switchboard:** +44 (0) 207 476 5928

---

**Opening Hours:**

Monday, Tuesday and Thursday 10 - 4pm

**General Info:**

**e:** [info@hart-culture.co.uk](mailto:info@hart-culture.co.uk)

**Secretary**

**e:** [alisa.siew@hart-culture.co.uk](mailto:alisa.siew@hart-culture.co.uk)  
**W:** [www.hart-culture.co.uk](http://www.hart-culture.co.uk)

**Basic Arts Education**

**e:** [mark.morose@hart-culture.co.uk](mailto:mark.morose@hart-culture.co.uk)

**Press Office**

**e:** [press@hart-culture.co.uk](mailto:press@hart-culture.co.uk)

**Subscriptions**

**e:** [subscriptions@hart-culture.co.uk](mailto:subscriptions@hart-culture.co.uk)

---

Registered in England & Wales  
Company Registration No. 7292046  
Registered Charity No. 101536