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# CASESTUDIES

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

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CAT NO. 1239\_HC/009

## ARTS & CULTURAL ENGAGEMENT | THE EAST LONDON LIFESTYLE FESTIVAL

### Project

The East London Lifestyle Festival  
 The Energy of Conversation  
 The Community Links Head quarters, Barking Road  
 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 bond 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 Professionals. It is an environment that they would not usually find themselves in.



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.

### 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

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>

# HART CULTURE C.I.C

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\_013

## CURRICULUM SUPPORT | ORGANISING CORPORATE TRADE DAYS

### Project

Trade & Industry

Tate & Lyle PLC Headquarters/HART CULTURE C.I.C. HQ

Silvertown

London

### ORGANISING CORPORATE TRADE DAYS

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'.



Art Coordination and Travel Photography in Washington D.C  
The photographs were then published in the Official 'Guide to Washington' to represent George Town.

### FORWARD THINKING

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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.

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### KEY OUTCOMES

Community Education

Practical Techniques

Travel & Documentary Photography

Social History

### 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  
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## 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: 21 HC Business Members  
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 up to 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 **co-operative** bank  
good with money

HART CULTURE is now appointing The Co-operative Bank as official Bankers to HART CULTURE day to affairs. All HC Business members will use this account for all Business Transactions.

TITLE: **HART CULTURE C.I.C.**  
Bankers: **The Co-operative Bank**  
SORT: **08-92-99**  
ACCOUNT: **65446421**

### 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. Products & Services.

### 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

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## SOCIAL HISTORY | 44<sup>th</sup> PRESIDENT BARACK OBAMA

### 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.



To the Obama Family - With love and admiration!  
Michelle Oham Barack

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

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### 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

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**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

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**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)

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**Subscriptions**

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

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