
CASESTUDIES



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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. 1232_HC/002

ARTS & CULTURAL ENGAGEMENT DEVELOPMENT | PhD SUPPORT STIMULUS

Client

Ravinda Atwal
Katherine Road Community Centre
Newham
London E7

ABOUT ARTS & CULTURAL ENGAGEMENT

Hart, as a Team Leader was contacted by a PhD Student and Award winning Asian - based Artist - Ravinda Atwal to complete her PhD Program at UEL.

This is a very common sort of request, as students seek to employ talented and yet competent support Art workers to enhance their project work or simply assist them with the research & development stage.

TECHNIQUES

The Client, 'Ravinda Atwal', briefed the Team Leader to take a series of photographs that captured her signature Asian dancing performance to be made into a live, still and animated visual projection.

Atwal was presented with the colour schemas that the Team leader sought out appropriate.

The final pieces were then made into a live animation film where the Artist performed 'Live dancing' before the audience during the very last performance.

The PhD Work consisted mainly of projected screens and animation onto a flat surface presentation backdrop. The Student was based at UEL, so there was a major opportunity to explore different Artistic outcomes.

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.

In this particular case study, Ms Hart was working primarily with the Asian Sikh Community.

KEY OUTCOMES

Community

Arts based Workshops

Power Networking

Practical Techniques

Assisted Teaching hours

BRIEF

To process and stimulate visual materials for the still images of Banghra Sikh dancer - Ravinda Atwal and project it onto the wall in a Private performance and exhibition.

TESTIMONIALS

"I had a fantastic time and learnt a lot from the workshops".

"I feel that I have picked up some life skills from the workshop".

Region:	London
Communities Served:	500 People
Hours/Service:	125 hours
Lead Awarding Body:	University of East London
Cost:	£0

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>

CAT NO. 1232_HC/002

LOCAL SCHOOL INTERIOR DEVELOPMENT | MUSIC & ART THERAPY

Client

National Libraries, Colleges, Sixth Form Centres, Educational Institutions, Liturgical Institutions, Churches
Community Groups,
Newham,
London

ABOUT LOCAL ALTERNATIVE THERAPY IN LOCAL COMMUNITIES

During the year of 2005, Ms Hart has specifically entwined her rich Arts background History with her virtuoso Violin playing experience.

The first few years of HART CULTURE were dedicated to exploring and researching the visual language of 'Music and Artistic interpretation'. This year has proved successful of combining 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'.



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KEY OUTCOMES

- Global Recognition
- Career Development
- Power Networking
- Art Therapy
- Collaboration

BRIEF

Develop the industry of Art Therapy.

establish a basic curriculum for local communities to engage with Art Therapy through further Education i.e. Art & Design at Central Saint Martin's College of Art & Design.

TESTIMONIALS

"I wish I could this sort of thing everyday".

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

Region:	London
Communities Served:	1,025 People
Hours/Service:	125 hours
Lead Awarding Body:	Cancer Research
Cost:	£250

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LOCAL SCHOOL INTERIOR DEVELOPMENT | SIMPLY MAYFAIR

Client

Simply Mayfair
Luxury Markets
Kensington
London

ABOUT COMMERCIALISM

Hart Culture is beginning to offer Business Services such as Design, Photography, Advertising and Marketing as some of our major basic services.

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.



Mural painting themes, techniques and tools have been a popular request by Local authorities and Schools. This may be because of their versatility and volume of work, which can be produced in a short period of time by the Students and Team Leaders.

FORWARD THINKING

HART CUTURE 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

By offering 'Business Services', we hope that 'wider audiences' can get the opportunity to work with HART CULTURE in some different way.

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.

KEY OUTCOMES

- Global Recognition
- Career Development
- Power Networking
- Design Services
- Luxury Market Commercialism

BRIEF

Produce a Luxury themed Travel leaflet brochure.

TESTIMONIALS

"We always receive a quick and prompt answer to our queries".

"Hart is a Team that we trust 100% with our ideas and know will always deliver".

Region:

London

Communities Served:

2,500 People

Hours/Service:

150 hours

Lead Awarding Body:

London Borough Of Newham

Cost:

£300

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NATIONAL EXHIBITION | THE SERPENTINE GALLERY

Workshop Profile

The Serpentine Gallery
 South Kensington
 London Borough of Kensington & Chelsea
 London

ABOUT ART THERAPY & GROUP COLLABORATIVE ARTS

The Arts field in Newham is a very small and 'niche' area. Ms Hart went on a course at The Serpentine Gallery to develop and experience 'Arts Development' from actual Art Master Pieces in a Public Gallery. This Gallery was The Serpentine Gallery.

TECHNIQUES

Most of the work produced for this exhibition was researched and compiled throughout the A - Level Key stage course.

Themes challenged the 'traditional' route to 'self identity'. In this 'case', Ms Hart begins at the point of recognition that she set apart from the 'group' mainly because of her high pigmentation in her skin. This affects features, nose, proportion and ultimately the 'Portrait'. No European Artist has ever studied and detailed the beauty of the Black Skin before, and therefore, had to start somewhere as to how to 'represent' the very best of the 'Black portrait'?

Research, Test Studies and comparison studies in print, block print, pastel and acrylic was used to explore the matter.



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KEY OUTCOMES

- Global Recognition
- Career Development
- Collaborative Arts practise
- Art Therapy
- Public Exhibition

BRIEF

Produce a collaborative mixed media piece for Public exhibition

Produce a mixed media Magazine with related narratives

Visit to the Royal Academy of Art.

TESTIMONIALS

"Chermiah is a dedicated Arts Student. I wish all of my students were like her and had her level of dedication".

Region:	London
Communities Served:	1,125 People
Hours/Service:	100 hours
Lead Awarding Body:	The Serpentine Gallery
Cost:	£5,000

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