CASESTUDIES



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Case Studies

Marketing | C.I.C. Corporate Intelligence

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. 1233 HC/003

ARTS & CUTLURAL ENGAGEMENT DEVELOPMENT | CURRICULUM SUPPORT

Client

Lyndons Arts Trust McGregor Road Notting Hill London W11

ABOUT ARTS & CULTURAL ENGAGEMENT

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 involve all School Children present on the day.

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.



Children working on Curriculum Support.

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.

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

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.

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

Book Publishing (Created in collaboration with children & professionals)

Imagine (Imaginative Cities)

The history of Banking and Trade (HSBC)

TESTIMONIALS

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

"I loved every minute of the workshop".

Region: Brent Cross

Communities Served: 2,500 Peop

Hours/Service: 250 hours

Lead Awarding Body: University of East Londo

Cost:

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

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LOCAL SCHOOL INTERIOR DEVELOPMENT | GALLERY RESEARCH & VISITS

Specific Research Area

National Libraries, Colleges, Sixth Form Centres, Educational Institutions, Liturgical Institutions,

Churches

Community Groups,

Greater London area

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'.



This year, 2006, while Ms Hart completes her 'Degree' course in Graphic & Industrial Design, HART CULTURE is constantly relating 'Gallery Research' to the 'Wider Community' and ways that they can learn from and build curriculum around Public Exhibitions.

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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.

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KEY OUTCOMES

Global Recognition

Career Social Interaction

Power Networking

Research Unit

Gallery Visits

BRIEF

Visit and Research current Gallery exhibitions.

Develop social groups to talk and discuss current Exhibition Shows and increase attendance at Private Viewings.

TESTIMONIALS

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

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

Region: London & Central Londo

Communities Served: 65 Peop

Hours/Service: 375 hour

Lead Awarding Body:

Cost: £3,2

Read other HART CULTURE Publications & Learned Journals

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LOCAL SCHOOL INTERIOR DEVELOPMENT | BUSINESS SERVICES

Client

Commercial Clients, Simply Mayfair Luxury Markets Kensington London

ABOUT COMMERCIALISM

Hart Culture is now offering basic Business Services such as Design, Photography, Adverting 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.

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

KEY OUTCOMES

Global Recognition

Career Development

Power Networking

Design Services

Luxury Market Commercialism

BRIEF

Produce a Luxury themed Travel Website Template.

Interactive logo.

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: Londo

Communities Served: Commercial Market/Luxury Travel Market

Hours/Service: 40 hours

Lead Awarding Body: London Borough Of Newham

Cost: £1,200

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NATIONAL EXHIBITION | CORPORATE SOCIAL RESPONSIBILITY

Clients

Commercial Banks, Private Banks, Société General, Goldman Sachs, HSBC South Kensington, Tower Hamlets, Notting Hill London Borough of Kensington & Chelsea London

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 a 40% uptake of CSR between 2004 - 2006.

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.



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KEY OUTCOMES

Global Recognition

Career Development

Collaborative Arts practise

Art Therapy

Public Exhibition

BRIEF

Produce collaborative mixed - media pieces for Public Exhibition.

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

TESTIMONIALS

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

"Keep up the good work!

Region: London Borough of Kensington & Chelsea

Communities Served: 5,500 Peopl

Hours/Service: 400 hours

Lead Awarding Body: Lyndons Arts Trus

Cost: £5.750

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Ms Chermiah Hart

Team Leader & Workshop Coordinator