



Exchange

Autumn 2012

Sharing the skills, knowledge and
experience of working with exhibitions

www.teg.org.uk



Welcome to the Touring Exhibitions Group's *Exchange* publication.

Exchange is published twice yearly to keep TEG members and associates informed about forthcoming events, membership services and resources and the latest additions to our web site, including a list of titles of TEG members' newly available exhibitions for hire. In addition, each issue of *Exchange* features a review or case study to help TEG members to share ideas and practical tips on organising, touring and hosting exhibitions. We are keen to hear from any member who would like to contribute to *Exchange* – please email: judith@teg.org.uk.

Please note that views expressed in articles published in *Exchange* are those of the individual contributor and are not necessarily held by TEG.

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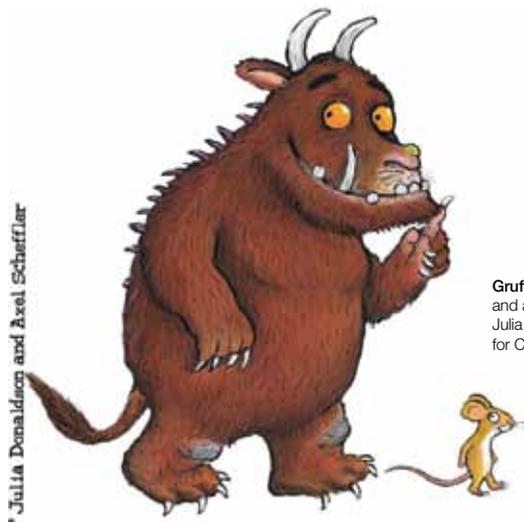
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Gruffalo and Mouse, from *A Squash and a Squeeze: Sharing Stories with Julia Donaldson*, Seven Stories Centre for Children's Books

News

TEG Training Needs Survey

Many thanks to everyone who responded to our Training Needs Analysis survey earlier this year. Unfortunately responses were not as high as we had hoped, which may mean that our membership are either unable to afford the time or funds to attend training at the moment, or feel there is adequate provision in the sector. We would like to you keep in touch with us if you have issues around training, as our Professional Development working group are keen to tailor future provision to your needs.

Responses indicated that training may be required at two levels – a basic introduction to touring for those new in post, or taking on extra duties around touring in their current role. Several topics were raised as needing more advanced level training and particular types of training including practical sessions. Site visits were flagged up as particularly effective.

Look out for further information and future opportunities in the monthly newsletters, and if you want to contact us about professional development, please email us via membership@teg.org.uk.

TEG at the Museums & Heritage Show, London

The offer of a free stand at this year's Museums & Heritage Show held in May at Earl's Court, London, enabled TEG representatives to introduce our services and activities to a number of museums who had not previously heard of us. We have been pleased to welcome several new members as a result. Our eye-catching display benefited from exhibition posters contributed by Graphicus Touring, Ideas Ltd and the Victoria and Albert Museum. Special thanks are due to Cabaret Mechanical Theatre for kindly lending an automaton from their collection and also to TESS Demountable, a corporate member and sponsor of TEG, for the loan of one of their showcases.



Exhibition case study

Made in the Middle

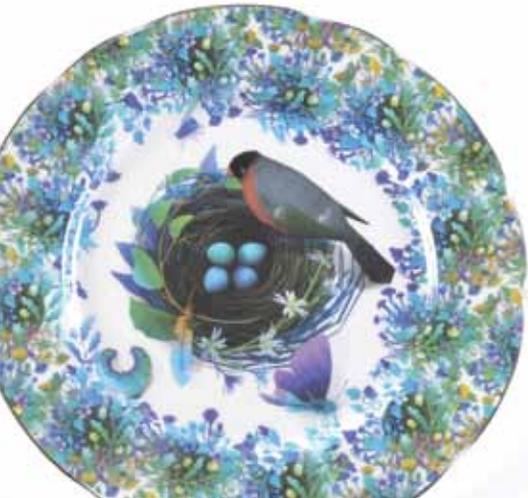
A touring exhibition partnership between **Craftspace** and **mac birmingham** in collaboration with The National Centre for Craft & Design

By Emma Daker, Exhibitions and Project Manager, Craftspace

Background to the exhibition

Made in the Middle is the Midlands' principal open selling exhibition of contemporary craft. With a twenty-year history, the cross-discipline show originated by Craftspace highlights work from makers with links to the East or West Midlands. Featuring 35 talented makers, the exhibition explores 'Pathways to Craft' with a focus on digital techniques.

The periodic nature of *Made in the Middle* provides the opportunity to examine current issues within the craft sector. The inspiration for this exhibition was a response to growing concern about recent closures to university applied arts courses and what alternatives existed; consequently 'Pathways to Craft' became the curatorial theme.



The cross-discipline content also enables reflection on new developments in making and it was impossible to ignore the growing use of digital technologies. By asking makers to outline in their applications their route to making and use, if any, of digital technologies, we were able to plan the interpretation accordingly.

The exhibition design

As Craftspace is a craft development organisation, we're keen to push boundaries and perceptions of crafts practice and presentation, not only through exhibits but also the build and interpretation methods adopted. Following a Grants for the Arts award from Arts Council England, we were able to open tender for the exhibition design and Wolverhampton-based furniture designers Pottinger+Cole were selected. In addition to their furniture practice, they had completed a number of public commissions, but exhibition design was new to them.

As *Made in the Middle* highlights the portfolio nature of makers' careers and Pottinger+Cole were also selected exhibitors, it seemed a natural fit for their first exhibition design commission. It became a very successful partnership. It was vital the designers understood the touring needs of the exhibition and to create a flexible but robust build. Natalie Cole has worked at Bilston Craft Gallery for nine years, which gives her, as a

Andrew Tanner & Unanico, English Hedgerow, photo: Richard Battye



Display of Jennifer Collier's paper work, photo: Craftspace



Exhibition overview with ceramics by Jenny Creasey, photo: Craftspace

designer, a unique and extensive practical knowledge and understanding of touring shows.

The resulting design has the duo's clean and contemporary aesthetic, which makes for an attractive exhibition, complementing but not overpowering the exhibits. The design utilises an unusual mix of materials including felt, ash, powder-coated mild steel, Perspex, polycarbonate sheet, magnets and vinyl, and the open nature of it alludes to its making. The free-standing interpretation walls can be used to divide large gallery spaces, or the panels can be removed and wall-mounted in smaller venues. The designers have created a flexible build with ease of installation and transit well thought through.

Using new technologies in interpretation

The design also supported Craftspace's desire to explore the development of new technologies in interpretation. The organisation endeavours to make exhibitions accessible to audiences through layered interpretation; consequently, we wanted to explore the potential of QR Codes (Quick Response Code), a matrix barcode which when scanned by smartphones takes the user to a webpage.

After minimal training from PCM Creative we easily produced our own QR Codes, which could also monitor usage. These were sent to the designers in a Jpeg format for inclusion on the interpretation vinyl. The QR Codes were used in a number of ways; one was generated to promote the exhibition on marketing materials. This code grouped the partner organisation's websites and the exhibition blog. Then within the exhibition six exhibitors are highlighted in routes to practice case studies, each one features a QR Code so visitors can visit the makers' own websites.

The blog, www.madeinthemiddle.org, launched before the exhibition opened. We asked six exhibitors to send us images and captions showcasing their process to feature on the blog during the exhibition's development. Then QR Codes were used on the relevant object labels so that visitors can see an outline of the process when standing at the final piece. A folder with the process images is also included in the exhibition for visitors without smartphones. The final QR Codes were generated to enable visitors to download the two smartphone apps related to the exhibition; one for *Stirring the Swarm*, an app commissioned by Craftspace created by ceramicist Anna Collette Hunt and the second a result of a collaboration exploring ceramics and augmented reality by ceramicist Andrew Tanner and animation company Unanico.

Another first for Craftspace was the use of an iPad for interpretation. With a focus on career pathways, we wanted to signpost visitors to opportunities or support.

Working with Creative and Cultural Skills we utilised case studies from their Creative Choices website. These are featured on the iPad within the exhibition, through an app created swiftly and efficiently by Kuku Apps. Although the iPad isn't connected to the internet due to a lack of WiFi in venues, the case studies provide a resource and links which visitors can follow up.

Lastly, a key element in the development of every Craftspace touring exhibition is an action research project. The focus for *Made in the Middle* was Apprenticeships in the Making, which explored the potential of craft apprenticeships for young people with no previous making experience. The resulting film is featured in the exhibition and online: www.youtube.com/watch?v=m5DymiUJl7s.

Forthcoming tour venues 2012-13

Shire Hall Gallery, Stafford

15 Sept – 27 Oct

Hereford Museum & Art Gallery

10 Nov – 2 Jan

Rugby Art Gallery and Museum

15 Jan – 9 Mar

Bilston Craft Gallery

23 Mar – 11 May

Northampton Museum & Art Gallery

25 May – 6 July

Web links

www.craftspace.co.uk

www.pottingerandcole.co.uk

www.pcmcreative.weebly.com

www.kukuapps.com

www.creative-choices.co.uk

www.annacollettehunt.com/#!about

www.andrewtannerdesign.co.uk

www.unanico.com

New Exhibitions for Hire

The following new titles have been added to the Exhibitions search database at www.teg.org.uk between January and July 2012.

TEG members can view full details and send booking enquiries via the web site. To search for exhibitions listed enter the title or select the organiser's name from the drop-down list on the Exhibitions for Hire webpage.

Aberystwyth Arts Centre

- Call the World Brother
- Shani Rhys James: The Rivalry of Flowers
- Zoe Childerley: Petrified in Storyland

Astrognome

- Mars – The Red Planet
- The Moon

Battle of Prestonpans Heritage Trust

- Battle of Prestonpans Tapestry

Brewhouse Theatre & Arts Centre

- Heavy Words – Stories from the Cervix

Cabaret Mechanical Theatre

- The Mechanicals

Cheltenham Art Gallery & Museum/ Adrian Sassoon

- Casting Brilliance – Colin Reid Glass

Chenderit School

- Drawing the Line: The Animated Art of Joanna Quinn

Crafts Council

- Raw Craft: Fine Thinking in Contemporary Furniture
- Redefining Luxury (working title)
- The Yellow Wallpaper

Dovecot Studios

- Weaving the Century: Tapestry from Dovecot Studios 1912-2012



Exhibition overview with mixed media vessels
by Zoe Hillyard, photo: Craftspace

Craftspace[®]

Craftspace and its business partner, Husqvarna Viking sewing machines, are delighted to announce that their partnership has won two prestigious national awards for 2012:

The Arts & Business award for People Development (sponsored by Prudential), and the Arts & Business Award for excellence from Business in the Community (presented by Prince Charles).



Clockwise from top left:

Untitled Rug 2012 by William Crozier, Weaving the Century exhibition, Dovecot Studios

Mother Smoking by Shani Rhys James, from Shani Rhys James: The Rivalry of Flowers, Aberystwyth Arts Centre

Battle of Prestonpans Tapestry, Battle of Prestonpans Heritage Trust

Yellow Wallpaper Installation at Danson House, Bexleyheath, The Yellow Wallpaper exhibition, Crafts Council, Photo: Sophie Mutevelian/Crafts Council



Emma Warren

- Little Works of Art: 100 Years of Greeting Cards

EMS Exhibits

- 100 Masterpieces – Art of Forgery – Forgery in Art
- 1000 Years of INCA Gold
- CSI: The Experience
- Dino – Live
- Leonardo Da Vinci – Man – Inventor – Genius
- Leonardo Da Vinci – Man – Artist – Genius
- Star Trek – The Exhibition
- The Terracotta Army of the First Emperor of China

Exhibitions on Tour Ltd

- Bees
- Beyond: Visions of our Planetary System
- Blaschka – Crystal Creatures of the Sea
- British Wildlife Photography Awards
- Earth Song
- Life: A Journey Through Time
- Water Portraits

Fashion & Textile Museum

- Catwalk to Cover – A Front Row Seat
- Designing Women: Post-War British Textiles

Garden Photographer of the Year (GALPA)

- Wildlife in the Garden

George Mogg

- Cuclus Prospectus by Clair Chinnery

Hayward Touring

- Eduardo Paolozzi: General Dynamic F.U.N.
- Michael Craig Martin: Alphabet
- Outrageous Fortune: Artists Remake The Tarot
- Reflections on the Self: Five African Women Photographers
- William Kentridge – Artist as Printmaker

IDEAS

- OBEY

Herbert Art Gallery & Museum

- An Inland Voyage: Life on the Canals
- Fresh Paint: Street Art in its Rawest Form
- Seas of Grass: Textiles and Paintings by Michala Gyetvai

Keith Pattison

- Coalfield
- No Redemption: Photographs of the 1984/85 Miners' Strike in the Durham

Luton Culture

- Perfect Pets
- Victorian Child

Maidstone Museum & Bentiif Art Gallery

- Albert Goodwin – Visionary Landscapes

Monnow Valley Arts

- Image and Word: The Julian Francis Collection of Private Press Books and Engravings

Museum of British Surfing

The Art of Surf

National Museums Liverpool

A Healthier Ewe
The Pirates! In an Adventure with Scientists

Roo Waterhouse

ReCollection: Playtime Memories

Royal Botanic Garden Edinburgh

- From Another Kingdom: The Amazing World of Fungi

Sainsbury Centre for Visual Arts

- There is Here

Seven Stories, Centre for Children's Books

- A Squash and a Squeeze: Sharing Stories with Julia Donaldson

The Civic, Barnsley

- In Situ

Titanic Honour & Glory

- World War One Experience

Tyne & Wear Archives and Museums

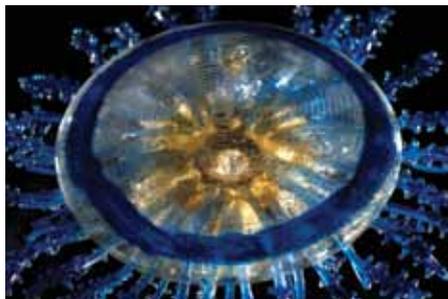
- Futureland Now

Victoria and Albert Museum

- A World to Win: Posters of Protest and Revolution
- Kalighat Paintings
- Modern Masters in Print: Matisse, Picasso, Dali & Warhol
- Queen Elizabeth II by Cecil Beaton: A Diamond Jubilee Celebration

Wellcome Collection

- Bobby Baker's Diary Drawings
- Felicity Powell: Charmed Life
- Skeletons



Clockwise from top left:

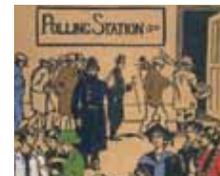
Forager Bee Covered in Pollen, from Bees, Exhibitions on Tour Ltd

Porpita mediterranea by Heidi & Hans-Jurgen Koch, from Blaschka: Crystal Creatures of the Sea, Exhibitions on Tour Ltd

Nonkulukelo (2003), Nontsikelelo Veleko, from Reflections on the Self: Five African Women Photographers, Hayward Touring, © the artist 2012

Catwalk to Cover exhibition, Fashion & Textile Museum

Little Big Eyes by Mark Smith, British Wildlife Photography Awards, Exhibitions on Tour Ltd



Clockwise from top left:

From Another Kingdom: The Amazing World of Fungi, Royal Botanic Garden Edinburgh Photo: Matt Laver

Skeletons exhibition, Wellcome Collection, Courtesy of the Museum of London/Wellcome Images

A Cat with a Prawn ca 1850-90, Kalighat Paintings exhibition, © Victoria & Albert Museum

Suffrage Atelier, Polling Station ca 1910, from A World to Win: Posters of Protest & Revolution, © Victoria & Albert Museum

Report

TEG Marketplace 2012 at the National Museum of Scotland

More than 100 delegates from organisations throughout the UK attended our 2012 Marketplace held on 27 April at the redeveloped National Museum of Scotland in Edinburgh. As well as taking advantage of the networking opportunities offered by the Marketplace to discover new touring exhibitions and form partnerships and collaborations, delegates enjoyed a lively programme of tours and visits and were able to take part in a varied seminar and discussion session on Touring Partnerships.

The day was buzzing and inspiring with very positive feedback from delegates who enjoyed meeting new contacts, discovering the diversity of exhibitions on offer at the Marketplace and exploring the stunning venue, not to mention the delicious lunch. TEG is grateful to the staff of National Museums Scotland for the effort and care they put into making the Marketplace so successful. Thanks also to the organisations in Edinburgh who hosted our accompanying visits and tours, both on the day of the Marketplace and during the previous day: Dovecot Studios, Inverleith House, the Royal Botanic Garden Edinburgh, the Royal College of Surgeons of Edinburgh, the Scottish National Gallery of Modern Art and the Talbot Rice Gallery.



Photos: Alice Briggs



"What a fantastic event last week in Edinburgh; as a developing museum and visitor attraction we were blown away by the diversity of exhibitions out there. The tour of the Scottish National was brilliant – please pass on our thanks to the guide. And the whole buzz of the day was inspiring, thank you very much."

Pamela Telford and Michelle Bowe from Haig Colliery Mining Museum

"I talked so much I lost my voice; none-the-less, TEG Marketplace 2012 was so amazing.... It was great to meet everyone in person and put faces to names."

Don Jack, Ideas

"Enjoyed Edinburgh, made some promising contacts and renewed friendships. Many thanks for creating the opportunity there... and what a great museum."

Janet Waring, Artist



Marketplace 2013 Monday 22 April National Museum Cardiff

TEG is delighted to announce that Marketplace 2013 will be hosted by National Museum Cardiff on Monday 22 April. Further details of the programme will be available soon at www.teg.org.uk/marketplace.



How to contact TEG

The Touring Exhibitions Group is an independent membership network of galleries, museums, libraries, art and science centres and other organisations and individuals committed to exchanging exhibitions as a means of sharing ideas, materials and resources. We aim to promote professional standards and consistent practice and to encourage exhibition touring as widely as possible in order to extend public awareness, knowledge and enjoyment of historical and contemporary culture.

For full details about TEG membership benefits and to join online, please visit the Join webpage at www.teg.org.uk. For a complete list of TEG's Executive Committee members, see the Contacts webpage.

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