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**East Wing 2018**

**Message: Invitation to apply for East Wing 2018**

**To: 2017-18 BA2 and BA3 Students.**

**From: The Director, the Dean and the President of the Student Union**

**Date: 18 August 2017**

Dear Students

**Now entering its thirteenth incarnation, East Wing Biennial is now open for committee applications.**

As you will all know, Courtauld students have curated a biennial exhibition entitled either the *East Wing Collection*, or *East Wing Biennial*, with an additional subject title since its first incarnation as The Courtauld Loan Collection 1991.

The history of this exhibition goes back to the moment that The Courtauld moved into Somerset House in 1989/90 when a group of students, led by the late Joshua Compston attempted to remedy the ‘horror vacua [that was] experienced more than a year ago when faced with seminar rooms of such bareness, that the eye and mind revolted.’ Compston’s Courtauld Loan Collection was intended to ‘restore to its rightful position art in everyday surroundings’.

Since then, the exhibition, now known as East Wing Biennial, has become an established Courtauld tradition. Early exhibiting artists included Howard Hodgkin, Gilbert and George, Damien Hirst and others who had recently graduated and were at that very moment stretching the boundaries of the British art scene. The list of distinguished artists has continued, and includes: Grayson Perry, Tracey Emin, Gavin Turk, Jeremy Deller, Yinka Shonibare, Edmund de Waal and Marc Quinn.

East Wing Biennial has established a creative and exciting history, with past exhibitions being titled ‘Artificial Realities’, ‘Culture Bound’, ‘Looking With/Out’ and ‘Urban Networks’ amongst others. it offers an opportunity for Courtauld students to explore the contemporary art world and to gain valuable practical skills in preparation for a career in the arts sector. Previous heads of exhibition have gone on to work for companies such as Christies, Sothebys and Tornabuoni Art London.

The last East Wing Biennial, opened in January 2016 and closed at the end of March 2017.

We are keen to maintain this project and to ensure that it is an enjoyable and creative experience for students. Over the past two years we have therefore been in discussion with the 2016-17 East Wing team and some previous East Wing teams about the best way to take the project forward, both in the short and in the longer term.

Our aim is both to ensure that the experience of the project is a positive and useful one in terms of personal experience and career development, and in practical terms for the institution as a whole.   
  
For these reasons, and given our need to remain flexible in terms of Courtauld Connects forward planning, we propose that the 2018 exhibition take a slightly different format and modus operandi, that it be seen as a pilot, which can then be reviewed and the findings taken into account for subsequent years’ exhibitions.

***We would now therefore like to invite Courtauld students about to enter BA years 2 and 3 to develop team proposals to undertake the exhibition, following the rubrics below.***

**Please do this using the attached form, by 18 September 2017**

***Please also note that there will be an interview discussion on the project proposal with the Director, Dean, Head or representative of The Courtauld Gallery and the Student Union President on a date in the week beginning 25 September (SPECIFIC DATE TO BE CONFIRMED).***

**Terms of reference**

Dates:

The next East Wing exhibition will take place between January and March 2018 or after the end of examinations in June 2019 (exact dates to be agreed with successful team on appointment).

Scope:

The exhibition will take place in East Wing of Courtauld – where the following spaces can be used:

Seminar 1

Seminar 2

Seminar 3

Seminar 4

Corridors on 1st Floor

Student café

East Wing back staircase

Team structure:

The key members of the team should be identified in the application

* There must be an identified Exhibition Director (as distinct from a lead curator) who will take responsibility for coordinating the team and who takes ultimate responsibility for the project.
* Other key roles are:
  + Lead curator/s
  + Head of interpretation
  + Registrar Head of finance
  + Head of fundraising and sponsorship

In addition there will be need for a

* + Head of Design
  + Head of PR and Marketing
  + Head of events & public programmes

*Further details of these roles are included in the application form at Annex 1.*

Concept and content:

A basic concept for the exhibition, with a clear indication of types of work and names of potential artists should be presented initially. It is expected that this concept will continue to develop. The suggested timetable is appended below.

*Works may only be borrowed from sources within the M25, in order to manage costs.*

Budget, finance:

The total cash budget must **not exceed £20K** but can be lower than that.

This is the cash sum that should be raised through external sponsorship. **However** it will be *underwritten by The Courtauld in order that the project can proceed while fundraising continues.*

The budget **must include all** costs below with full specification:

* All packing and transport and courier costs (in **and OUT**)
* Any new painting and decoration of walls or other parts of the fabric of The Courtauld **both before installation** **and after take down**
* All installation costs **and deinstallation costs**
* All graphic costs
* All marketing costs
* Opening and all other agreed events costs
* All programme costs
* Budget statements should clearly indicate in kind and cash lines

Any costs **covered in kind** should be clearly specified in the budget and financial statements, clarified **and confirmed in writing**.

Sponsorship:

A clear sponsorship strategy should be developed and followed through.

Support

The East Wing team will **be supported** by the following individuals and departments:

* One member of the Academic Board who will advise on the intellectual and art work content
  + One advisor for practical aspects of curation (registrarial issues/hang)
  + The Head of Facilities (Anthony Tyrell) who will advise on security, technical issues
  + One member of the Development team who will advise on philanthropic approaches and clear approaches to specific donors and sponsors
  + One member of the Finance team who will advise on budget format and layout, monitoring and management

All members of the appointed East Wing team **must attend** an exhibition project management training workshop to be arranged by The Courtauld

Project management recording:

* Records of ALL decisions and transactions must be maintained on electronic files which **must be transferred** to central Courtauld filing at the end of every week for record security purposes
* Formats for project recording will be agreed with project advisors

Object loans:

* Object borrowing must be **restricted to London and within the M25** in order to keep costs reasonable
* Basic Loan agreement contract paperwork models will be provided by registrarial advisor and final version must be agreed with advisors
* All aspects of an object loan must be sorted and agreed in principle before a final agreement is signed off.
* In particular, any terms and conditions to do with care of object and return to lender, and any financial implications must be clarified in advance of finalisation of loan.

Timetable:

To coincide with regular reporting to the SU President and Committee and to the SMT at the following points in the project (exact dates to be agreed)

* + late September :
    1. Initial application with:
       1. Project team members and defined responsibilities
       2. Concept of exhibition at headline level
       3. Examples of works of art sought
       4. Budget outline
       5. Fundraising and sponsorship headline strategy
       6. Project plan and target opening date/s (checked against Courtauld calendar)
  + END September: appointment of Exhibition Director and team and approval to proceed to Phase 1.
    1. Approval to proceed Phase 1
  + Late October:
    1. Report to advisors, SUP and SMT
       1. Confirmation of theme
       2. Confirmation of full team
       3. Finalisation of object list, report on progress of in-principle requests
       4. Finalisation of all record and document formats
       5. Detailed budget based on proposed loans and proposed installation
       6. Fundraising, sponsorship documents, list of funding targets, strategy for asks
    2. Approval to proceed with project.
  + Late November:
    1. Completion of planning :
       1. full project report to advisors, SUP, SMT:
          1. Final object list – with status report
          2. Design and installation proposal
          3. Final budget (within £20K cash)
          4. Fundraising and sponsorship report
          5. Marketing and PR strategy
          6. Events programme
          7. Opening event proposal
  + Mid December:
    1. Final reports on all fronts
       1. Budget update
       2. Sponsorship update
       3. Detailed spec and schedule and timetable for installation, catalogue, opening event, educational programme.
  + Early Jan to opening date:
    1. Installation
    2. Graphics and catalogue complete and print
    3. Other to be confirmed.

**East Wing 2018**

**Application form**

**Applications are welcomed from teams of students from the 2017-18 cohorts of BA2 and BA3.**

**Applications must be submitted to the Student Union President by 5pm on Monday 18 September**

**Please note that details given on this application form will not be considered final; they are intended as an exercise in exploring your initial ideas.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Title** of proposed exhibition |  | |  |
| **Brief explanation of concept** (Please give a brief explanation of your theme in  not more than 150 words) |  | |  |
| **Likely content** (including artists or works that you aspire to borrow) (not more than 150 words) | **ARTIST** | **ART WORK** | **GALLERY** |
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| **Reasons why you wish to undertake this project.** |  | |  |
| **Team** | **Note: In organising your team it may be beneficial to source team members from various student cohorts. This will allow a wealth of experience and skills to be combined into one team.** | | **Name/s** |
| **Exhibition Director** | *The Exhibition Director will be responsible for the general management of the project. They will serve as the main point of contact between staff and the committee. They will be responsible for chairing the committee and coordination of committee members. The Exhibition Director will assume ultimate responsibility for the project and thus must feel competent in each aspect of the project. In particular they will be responsible for ensuring that the funds available and the agreed final budget are in total alignment, including all costs for take-down and return of art objects to owners.* | |  |
| **Lead Curator/s** | *The Lead Curator/s will be responsible for the organisation of the content and concept of the exhibition. The Lead Curator/s will propose a coherent theme and structure for the exhibition for review and sign off by the Exhibition Director after critical review by the overall project team. Working with the exhibition’s theme and title they will be responsible for sourcing artworks which speak to that theme. They will be the principal writers of catalogue essays and wall texts on which will serve as interpretative guides for the exhibition working with the Head of Interpretation).* | |  |
| **Head of Interpretation** | *The Head of Interpretation will cultivate a meaningful and concise interpretation plan which will enable visitors to connect with the exhibition material. They will advise the curatorial team on writing an appropriate narrative for the exhibition and contribute to the organisation of the catalogue and guidance materials. Working with the Head of Communications and identifying and agreeing target visitor groups they will advise on how to structure different strands of engagement and create experiences which appeal to the needs of each group.* | |  |
| **Registrar** | *The Registrar will be responsible for all records relating to the artworks selected for the exhibition. They will oversee the management of loan agreements, and keep files with records on each art work. They will manage the care of the collection whilst on loan at The Courtauld, will oversee both installation and de-installation, packing and logistics. They will be responsible for records of the indemnity and insurance of artworks. This work therefore involves primary physical descriptions of artworks, records of all decisions from loan request to its receipt back by the owner, insurance valuations, condition reporting on receipt and at end of show, locations of loan artworks at all times (ie both in transit, during set up and take down) and during show, both primary copies of loan agreements, and an electronic record of each transaction as well as a total record on one spreadsheet of all transaction.* | |  |
| **Head of Finance** | *The Head of Finance will be responsible for overseeing the creation of the budget of the exhibition and then managing the budget. The Head of Finance will be responsible for advising the curatorial team on decisions relating to budget, ensuring the overall financial health of the project and ensuring that a final budget figure is assessed and agreed and that it does not exceed the £20k limit set by The Courtauld. They will maintain records of all committed funds and actual expenditure, in a format to be agreed with The Courtauld’s Finance Department and will be responsible for the final financial statements and sign off at the end of the project. They will liaise directly with the project head of fundraising and sponsorship to ensure costs are covered by funds incoming, recording all fundraising, pledges and actual income lines regularly reporting to the Exhibition Director.* | |  |
| **Head of Fundraising and Sponsorship** | *The Head of Fundraising and Sponsorship will be responsible for securing sponsorship both financial and in-kind to cover the costs of the exhibition. They will take advice from the delegated advisor in the Development Department to identify potential prospects, to avoid clashes with other Courtauld interests, and to decide on methods of approach to funders. They will create a short fundraising document, working in conjunction with the Lead Curators and the Head of Communications. They will keep accurate records of all contacts made and keep the Development Department fully informed of these. They will ensure all donations and sponsorship of the exhibition are properly and appropriately recognised and that all in-kind donations and financial agreements and transactions are handled and recorded by the project Head of Finance.* | |  |
| **Head of Design** | *The Head of Design will work with the curatorial team and their vision to conceptualise the visual identity of the exhibition, both in its physical manifestation within the building and in all graphic formulations. They will co-ordinate the design of all materials relating to the exhibition. They will commission and guide the design of the catalogue, any in-exhibition texts, other exhibition guides and communication materials including, but not limited to, the exhibition website, mailouts and social media graphics* | |  |
| **Head of PR and Marketing** | *The Head of PR and Marketing will devise a strategy for promoting the exhibition. They will be responsible for managing all communications and ensuring the exhibition is promoted in a coherent, consistent manner. They will liaise with the Head of Design to incorporate the visual identity of the exhibition into all communications. They will work alongside a member of the Courtauld Marketing and Communications team to ensure that the marketing of the exhibition complements the Courtauld’s own communications strategy.* | |  |
| **Head of Events and Public Programmes** | *The Head of Events and Public Programmes will organise an outreach programme that spans both educational and social interests. They will organise education workshops in collaboration with a member of the Courtauld Public Programmes team. They will coordinate an opening reception for the exhibition as well as any previews/private views for donors, sponsors or other stakeholders.* | |  |
| **Any other team members you feel would be necessary for your project.** |  | |  |

**East Wing 2018 - Application Form – Due 18th September 2017**

Please provide the name of the lead applicant (this person should also be the prospective Exhibition Director):

|  |  |  |
| --- | --- | --- |
| **Name of lead applicant/s** | **Signature/s** | **Date** |
|  |  |  |

**Thank you for registering your interest in East Wing 2018.**

**Initial interviews for applicants will be held week beginning 25th September.**