

Art Alive

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How it happened

- Norfolk Show
- South Norfolk Council

Partnership

- Norfolk County Council
- South Norfolk Council
- Breckland Council
- North Norfolk District Council
- Norwich Catholic Cathedral
- St Peter Hungate
- HEART

Funding

- 2008 Awards for All
- 2009 Heritage Lottery Fund
- 2010 No major funder
- 2011 Art Alive to work with 3 events only. Churches wishing to take part under Art Alive to find own funding. Diocese to provide help and umbrella for events

Churches and heritage

- Norfolk has more churches than any other county in England, and the highest number of graded listed buildings in the world.
- The churches are rich in medieval design and buildings as are their artefacts. For example, the painted screens and extant brasses are some of the finest anywhere.

Churches and heritage

- The bill for maintenance and restoration stands at £25 million, which is probably conservative.
- There are also not enough trained artists and heritage crafts people to carry out repairs and restoration.
- This is where Art Alive is so important in getting information over to the general public

Artists

- Tried to involve people with a feel for the traditional crafts
- Involve artists from locality where possible
- Craftspeople who practice skills which are a dying art
- Demonstrations and exhibitions

How Art Alive works

- Church and Artist matched
- Church works with artist
- Advertise locally
- Diocese does regional + national PR
- Specific Art Alive Visitor books detail visitors

Logistics

- Toilets
- Signage
- Refreshments
- Communication
- Funding

Leaflets

- Map
- Postcode information
- Event information

Other Marketing

- Website
- Facebook
- Twitter

PR and Media

- Paul Dickson
- EDP features

The Future

- Churches keen to be involved
- More emphasis on the churches running the event
- Easier to get small pots of funding rather than one big pot
- Artists need to be flexible
- Art Alive to go European but not yet....