

HOW TO BIENNALE! AT TATE EXCHANGE

**PART OF WINCHESTER SCHOOL OF ART'S ASSOCIATE PROGRAMME,
BUILDING AN ART BIENNALE, 8-13 MAY 2018**

**Tate Exchange, Southwark Room, Blavatnik Building, Level 5
Tate Modern, Bankside, London SE1 9TG**

**#WSAxTateExchange
#BuildingABiennale**



**UNIVERSITY OF
Southampton**

How to Biennale! at Tate Exchange on Wednesday 9 May invites all those engaged in making art events and exhibitions happen!

The afternoon event is devised as both a forum for the exchange of expertise and the site of production for a book, *How to Biennale! The Manual*. The book seeks to offer a practical and accessible guide to making art 'eventful' outside of formal institutional structures and expectations.

Limited 'draft' editions of the book will be given to all participants, who will also be encouraged to develop and contribute their own additions to the final version of the book (to be published later this year). The afternoon will provide a series of informal discussion groups, facilitated by those with key experience, across a range of issues from thinking through vision and distinctiveness to building a team and connecting with artists and audiences.

WELCOME
12:00 – 12:30pm: Introduction

A short introduction by Prof. Sunil Manghani, Professor of Theory, Practice & Critique and Director of Critical Practices Research Group at Winchester School of Art.

SESSION 1
12:30 – 1:15pm: Having a Vision!

The first session seeks to question the need and justification for more art events, exploring site and site specificity and how to think globally whilst maintaining a firm root in your local area and context.

GROUP 1:
Do we need another event?

The group asks participants to critically examine the justification for making your own art event in an age where more and more new art events of all kinds are proliferating in all corners of the globe.

GROUP 2:
Sites and Site Specificity

The significance of place, site and context to an artist work is everything. How do questions of site and site specificity impact the artwork and its reception and what are the key factors to consider when choosing the right place to host your event.

GROUP 3: BEING INTERNATIONAL, STAYING LOCAL

The 'globalisation of the art world' in recent years has also led to a growing sense of homogenisation in art production and discourse, supported by an ever growing 'art market' and itinerant globe trotting artworld community. How can we utilise curatorial and cultural strategies to ensure we can be international, whilst staying local?

1:15 – 1:30PM :REFLECTIONS

1:30 – 2:00PM: BREAK

SESSION 2 12:00 – 2:45: MAKING IT WORK

The second session seeks to explore the mechanics of your art event, what to consider when building your team, appointing specialists, considering organisational governance and how to market and publicise your activities to your potential audiences.

GROUP 1: BUILDING A TEAM

Building a team is perhaps the single most important organisational responsibility that you will face while creating and planning your art event, what are the key factors to consider?

GROUP 2: THE ART OF (AN) ORGANISATION

Even if you are a one woman/man show, you will still need to work with other people to make your art event a reality and success, what are the different organisational models to consider when building your event?

GROUP 3: MARKETING

Making your art event stand out and attracting your audience is an on-going challenge for any arts organisation. Audiences today are delivered with a massive amount of analogue and digital communications. How can your art event reach the right audience and maintain consistent communication over the various stages of your event?

2:45 – 3:00PM: REFLECTIONS

3:00PM – 3:15PM: BREAK

SESSION 3

3:15 – 4:00PM: MAKING IT HAPPEN

The final session asks participants to explore how we can ‘make it happen!’. The intention of any recurring event is of course firstly to establish itself, to successfully launch the first event. But, importantly, the measure of success is also about having a viable sustained future – what are the key points to consider?

GROUP 1: ARTISTS AND AUDIENCES

Working with artists can be one of the most rewarding aspects of creating and building your art event and they can bring inventive new ideas and energy. What are the challenges and opportunities of working with artists and keep audiences engaged?

GROUP 2: ALTERNATIVE FUNDING

Raising money may be one of the hardest things you will have to do whilst building your arts organisation and art event, this group considers practical solutions to fundraising, including Crowdfunding, as a possible tool.

GROUP 3: MAKING IT HAPPEN NEXT TIME...

Sustaining any successful event is about building on the initial conditions that made the first event a success, while learning from mistakes and developing a strategic plan of action. The group explores practical steps to ensure your event is a sustainable success.

4:15 – 5.30: DRINKS RECEPTION

ABOUT TATE EXCHANGE

Tate Exchange is an annual programme that brings together international artists, over 60 partners who work within and beyond the arts, and you. A journey of discovery into the different ways that art has become active over the last 60 years and how artists have changed our understanding of what art can be and what it can do.

ABOUT WINCHESTER SCHOOL OF ART

Winchester School of Art (University of Southampton) is one of the UK's leading art and design institutions. With history going back almost 150 years, the School is an international centre for ideas and innovation, committed to offering high quality education and engaging with broader social projects.

Please follow Winchester School of Arts on Facebook, Twitter and Instagram for updates on the programme and live coverage.

In your posts please include the hashtags: #WSAxTateExchange #BuildingABiennale

How to Biennale! is part of a week-long event, Building an Art Biennale at Tate Exchange, organized by Winchester School of Art, University of Southampton.

LOCATION:

Southwark Room, Blavatnik Building, Level 5,
Tate Modern, Bankside, London SE1 9TG

OPENING TIMES:

Tuesday to Sunday 12:00 – 18:00

PLAN YOUR VISIT:

www.tate.org.uk/visit/tate-modern

SOCIAL MEDIA:

Winchester School of Art on Twitter: @winchesterart
Tate Exchange on Twitter: @TateExchange
University of Southampton on Twitter: @unisouthampton