

PROMOTING

THE ARTS

GUILDFORD  
ARTS

# News & Views

January - April 2020

Registered Charity Number: 1089777

## What's the Future for Guildford's Town Centre?



Throughout Britain and other advanced countries, out-of-town and internet shopping are threatening the key economic element of most town centres. Guildford's town centre, because of its intrinsic beauty, its fine array of multiple and specialist shops and its position and compactness, has not suffered anything like many other towns. However, given the continued growth of the internet, complacency about the vibrant future of our much loved town centre would be misplaced.

What brings people into any town centre? What will continue to make Guildford a destination town for people? As the Local Government Association's own handbook on Town Centre Revitalisation puts it: *'People are increasingly looking for a leisure experience rather than simply a range of shops to visit'*. They want to be intrigued and entertained. The same report suggests that in planning an integrated approach, care is needed to make sure that the daytime, evening and night time activities in the town are addressed as distinct periods in the day.

The arts, in the broadest possible sense of the word, have a huge part to play in creating and defining that entertainment landscape. To unite the dominant day-time visitor economy of shopping with the highly successful night-time one of performance, in addition to bars and restaurants, perhaps Guildford should consider what it lacks through the day which many other towns have found to be a crucial element of their success. An improved museum experience will appeal to some. More widely, what has clearly worked elsewhere and would revolutionise the day-time/evening experience in Guildford would be a centrally placed **Cultural Centre**. If this was planned at the start with inputs from the whole community, it would provide an eclectic dynamic range of changing experiences of both high and popular culture. People would be entertained and encouraged to return again and again.

*'Can Guildford afford such a cultural centre'* is one question? However, given the town's centre's medium term vulnerability, perhaps the more vital question is *'Can Guildford afford not to have a successful cultural centre?'* Bill Ward, GA Chairman

**Guildford Arts is a charitable organisation that supports and promotes the arts**

# 'Delight in Libraries' Programme

Guildford Arts, through our 'Small Grants Scheme', was pleased to be one of the sponsors of the 'Delight in Libraries' programme that took place earlier this year. The project brought together Weyfield Primary Academy, Guildford Library and Surrey dance company 'Made by Katie Green' to deliver a pilot project that brings the magic of books to life for primary school children.



On a visit to Guildford Library, Year 2 children (aged 6 to 7) were treated to a specially created promenade dance performance that transported them into the pages of the books around them. In the following five weeks, choreographer Katie Green, a professional author, and the class teacher helped the children to write their own story and bring it to life with dance.

Family and friends were invited to the children's own performance at the Guildford Library helping them to celebrate their creative achievements and to increase parental engagement with the school, library and local arts. The class teacher also learnt new skills and confidence through co-developing the project with the professional dancers.

The project was very successful in achieving the proposed outcomes. It helped to break down barriers to participation in the arts, encouraged children to become more active through dance, improved literacy and reading skills, encouraged use of the local library and built teacher confidence to use dance in school.

Teachers helped to track the children against target outcomes, both before and after the project and, as can be seen from the table alongside, the results were in general very gratifying and the overall success of the project makes sure that the programme is meeting target outcomes and has made a positive change in the children that have taken part in this innovative programme.

Development areas	BEFORE				AFTER			
	1	2	3	4	1	2	3	4
Social								
Enjoyment in Learning								
Resilience								
Self-worth								
Artistic								
Movement literacy								
Mastery of dance								
Academic								
Oracy								
Able to articulate new learning								
Parental Engagement								
Parent contact with class teacher								
Attend child's participation in events								

Mike Beckwith - Guildford Arts, Small Grants Team

# Guildford Arts 2020 Pictorial Calendar

By now all of our members will have received their free copy of our new Pictorial Wall Calendar, which we hope will provide a constant reminder of the importance of the arts in our local and national society. In Guildford Arts we are constantly trying to do all we can to help the arts to flourish locally.

Thanks to the generous permission of the many fine artists involved and two of our Committee who master minded all the work in producing the end result, this new initiative will help us do more in our principal of '*promoting the arts*' objective.

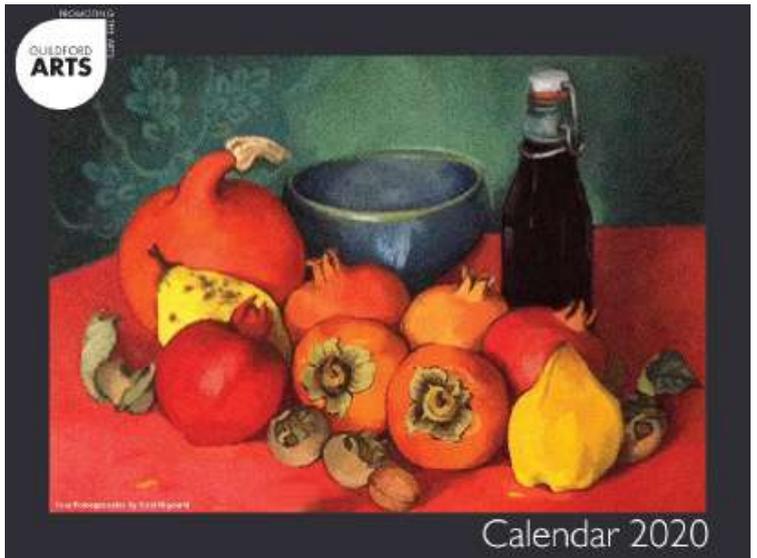
Our First Guildford Arts Calendar therefore aims to:

- 1) Keep us all more easily informed!
- 2) Prompt all of us receiving one to hang it prominently and keep GA's name and contribution constantly in mind.
- 3) Make Guildford Arts better known.
- 4) Mark the contribution that all of us who are members of Guildford Arts make locally to the health of the arts.
- 5) Encourage others to join and strengthen our charity.

Our Calendar certainly seems to be a hit; perhaps next year we will be able do a lot more with it. We could make it a constant reminder of the range of arts events locally. We could sell it more widely to generate more funds that we can plough back into the Arts. We could celebrate more of our good works from the past year and look forward to the great things we are planning to achieve in the next. We will be able to engage with more of our fellow citizens.

Let us know of any other ideas that you may have?

[gachairman@guildfordarts.com](mailto:gachairman@guildfordarts.com)



# Five Reasons Why Public Art Matters



Art in the public realm plays a distinguishing role in our country's history and culture. It reflects and reveals our society, enhances meaning to our civic spaces, and adds to the uniqueness of our communities. Public art humanises the built environment and provides an intersection between the past, present and the future.

Our communities gain cultural, social and economic value through public art.

1. **Economic growth and sustainability:** Public art is a powerful tool in the planning, design and management of open spaces. It lends a positive contribution towards enhancing growth and sustainability so that communities can thrive economically. Art is the fuel in the engine of life!



2. **Attachment and Cultural Identity:** Public art directly influences how people see and immediately relate to a place. It plays a distinguishing role in our country's history and culture. It reflects and reveals our society, enhances meaning in our civic spaces and adds a uniqueness to our community identity.



3. **Social Cohesion and Cultural Understanding:** Public art provides a visual mechanism for the understanding of other cultures and perspectives and reinforces social connectivity with others. Art, in all its forms, is a declaration of the very essence of humanity.

4. **Artists as Contributors:** Public Art provides an ecosystem that supports artists and other creative people by validating them as important contributors to the community. Artists are highly enthusiastic and entrepreneurial and are a very important ingredient in the self-employed work force.



5. **Public Health and Belonging:** Public art addresses public health and personal illness by reducing stress, providing a sense of belonging, and addressing stigmas towards those with mental health issues. Public art is noted as slowing down pedestrians to enjoy their space and providing a positive impact on mood.



Editorial

## Have you heard of SMARTIFY?

Early in November, Sue Dragon (she of Art@Clyde&Co) and I attended a reception at Watts Gallery to launch a report by The University of Surrey entitled “**Digital Futures: Augmented Reality in Arts and Heritage**”. I don't think that either of us had any idea of what to expect but it seemed it could be interesting.

In the event we listened to a stimulating talk about the potential for the use of leading edge personal digital technologies (smartphones!) to broaden access to and the understanding of works of art. In effect, how such *Augmented Realities* could enrich visitor experiences, encourage new audiences and enable greater personal experiences of art.

And then ... we were introduced to **SMARTIFY** and its application in *Watts Gallery*.

Have you attended art galleries and observed, and perhaps been annoyed by, the considerable number of visitors who spend much of their time pointing their cell phones at the work on show? Some, I am sure, are taking images of the pictures so that they can enjoy them later. Some are indulging in the fad for selfies! However, there may be others who are using an App on their smartphone called *SMARTIFY* that allows users to instantly identify artworks and access information about them. If nothing else, it can ease the problem in a crowded exhibition of being able to get close enough to a picture to be able to read the description.



Essentially, by pointing the phone at the picture, the App scans the image, reduces it to a unique collection of points and lines which can then be cross-referenced with a vast database that the company is constantly updating.

The information, which is provided by the owners of the artwork, is conveyed via text on the phone or through an earpiece – at low volume of course! Supposedly, it is rather like an enthusiastic and knowledgeable friend telling you more about a work of art.

The App has other features for storing and sharing selected pieces of art – or for viewing a gallery's content before and after a visit. Note that It can only be used where the copyright of the images is owned by the participating gallery.

Interesting? I shall try it out when I can but do wonder whether more phones being waved about will make gallery visits more pleasant for all.

More information: <https://smartify.org/>

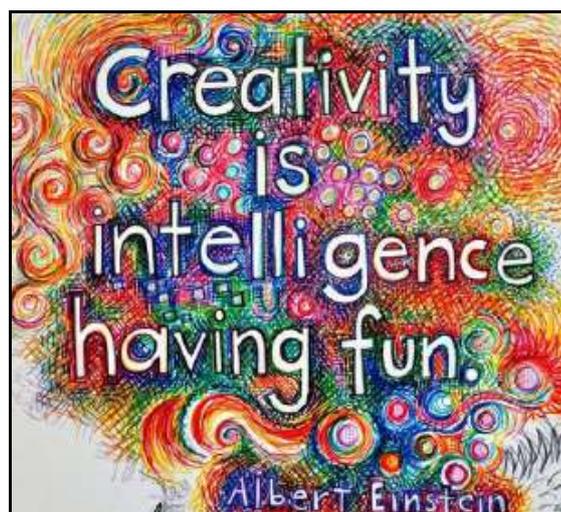
John O'Keefe, GA-ArtsEGG

# Do Children Really Need Art Education?



Art education for children has come under increasing political and curriculum pressure in recent years. Even though the subject of art and design is on the national curriculum, the focus of successive governments on literacy, maths and science has marginalised art teaching in primary schools. In secondary schools, the planned exclusion of art from the English Baccalaureate is further evidence of the diminishing significance which government attributes to art in the curriculum.

But what effect is the side-lining of art having on our children's education? Art educationalists, and virtually all prominent psychologists who study children's art, claim that it promotes educational benefits that other school subjects cannot. These benefits come both from practising art and from learning about it. This suggests that the continued marginalisation of art in schools prevents children from gaining a broad and well-rounded education.



A good art education affords imagination and creativity to abound, it provides observational dexterity and will help with problem solving and analytical skills. A child's picture is their own work and has worth in its own right, without having to be measured or judged by others as right or wrong. The child has the authority to say what the picture is of, or what it communicates, thus building up their confidence and self esteem.

We know that areas within the right hemisphere of the brain are the primary seat for processing and developing the learning gained through participation in art activities. It is likely, therefore, that an art education teaches a specific set of thinking skills not adequately addressed elsewhere in the curriculum. Children need a broad education that includes the arts, and the continued development of our society depends upon a creative education.



*Dr Richard Jolley, Senior Lecturer in Child Psychology - Staffordshire University*

## Nomad Theatre is the Best!



The Nomad Theatre in East Horsley has been voted the winner of the 'Best Amateur Theatre Company' in the 2019 Essential Surrey Awards, which is designed to celebrate the best the county has to offer.

The Nomad Theatre Group is a long-established performing arts group, which has run since 1934 with the local community being a key focus. The theatre puts on performances presented by 'The Nomads', their youth group *The Nomes*, 'Play In A Week' and affiliated groups.



The rebuilding of the theatre itself was the result of a £1.3m grant from the National Lottery, which was supplemented by the group's own fundraising and completed in 1998.



Chairman Andrew Hamel-Cooke said: "We are thrilled to have won this. We are very proud of our theatre. It's here for the community - from those who take part, to those who run our pensioner lunch club. It's wonderful to be noticed and a privilege to be part of such a team."

For more information: [www.nomadtheatre.com](http://www.nomadtheatre.com)

Editorial

## Ever Heard of Andria Zafirakou MBE?

Andria Zafirakou is without doubt the undisputed world champion for promoting the importance of ART IN EDUCATION!



In the 2019 New Year's Honours list she was awarded the MBE after winning the 2018 Varkey

Foundation 'Global Teacher Prize'. She beat teachers nominated from more than 170 countries around the world to win a prize worth \$1 million (£790,000)!



Andria teaches Art and Textile Design at Alperton Community School in Brent, North London and passionately believes that art should be at the heart of education: "Art subjects naturally stimulate creativity and need to be locked into every school's curriculum. Yet while some schools manage to maintain a broad and rich cultural offer, others find that they are having to turn away from arts education, perhaps driven by restricted funding pressures that act to narrow the curriculum. Such a trend, if it continues, is of real concern. It threatens to become yet another factor which divides the more privileged from the less. Also, it takes away from the majority of the next generation the opportunity for them to experience and feel the power of art, and to have it shape their development".

For more information: <https://www.artistsinresidence.org.uk>

Editorial



ArtsEGG.uk

[www.guildfordarts.com](http://www.guildfordarts.com)



# Investec International Music Festival



The Investec International Music Festival brings world class artists to perform in beautiful venues in the Surrey Hills in early May each year.



After studying at the Royal Academy of Music, the founders **Tessa Marchington** and **Wu Qian** were keen to bring their musician friends back to Surrey where they both grew up, and to fill the Surrey Hills with the sound of music. In 2010 the Festival was originally founded with three days of concerts given by artists including Nicola Benedetti and Lucy Crowe.

Now in its eleventh season, the Festival is going from strength to strength. Past artists have included Dame Sarah Connolly (Festival Patron), Natalie Clein, Dmitry Sitkovetsky, Maxim Rysanov, The English Concert, Philharmonia Orchestra and many other eminent international artists and conductors.

The founders comment: *“Our venues are carefully selected to be beautiful and create a wonderful sense of closeness to the performers and to their music. A warm spirit of friendship and enthusiasm exists amongst audience members at concerts and we are very lucky to have such a loyal and supportive community around the festival....In fact, why go to Vienna, Paris, New York or even London when you can see international stars in the Surrey Hills? The Festival weekends offer visitors wonderful walking and many enjoy opportunities for pre-concert dining either at the venue or in country pubs and restaurants”.*



IIMF is a registered charity and, in addition to putting on concerts, the Committee commits to promoting music to children through special pricing for under 21's and supports the 'Strings Scheme' in Guildford primary schools. The Festival also provides a performance platform for top post-graduate students from the Royal Academy of Music in London, which is a valuable opportunity for those starting a professional musical career.

*“We would like to thank Investec and all of our sponsors, Friends, volunteers, our Board of Trustees and, of course, you the public for helping us to continue to ensure the Surrey Hills are filled with the sound of music”.*



For information as regards the 2020 programme: [www.iimf.co.uk](http://www.iimf.co.uk)

Editorial

# Alexander Creswell - International Watercolour Supremo

Born in 1957 in Helsinki and living in the midst of the Surrey Hills with his wife Mary and their three talented children, **Alexander Creswell** is regarded as one of the most well respected watercolour artists on the national and international market.

He is known for his extraordinary fluency and technical ability, his distinctive style, subtle colouring and skilful draughtsmanship, together with his unique pioneering ability to enlarge watercolour scenes onto huge master pieces that sets him apart from his contemporaries.



In 2006 Creswell's 'Grand Scale' paintings were first exhibited in New York demonstrating an unrivalled technical skill. Their impact was as great as their size and was seen as a rebellion against the tradition of small scale watercolours. He pushed his medium to new heights of experimentation and the results were described as "nothing short of extraordinary". He relishes

the enormous technical challenges which these large works present and finds the opportunity to paint on such a scale hugely liberating.

Alexander Creswell's contribution to the art world has been an amazing journey; his paintings are to be found in private, corporate, national and a number of Royal collections.



*"He has the ability, unique amongst his generation, to capture both the appearance and the atmosphere of a building..."* HRH The Prince of Wales, 'Out of the Ashes'.



For more information: [www.alexandercreswell.com](http://www.alexandercreswell.com)

Editorial



## Crowd Funding Success for 'Inspiring Views' Project



Surrey Hills Arts are delighted to announce that they have surpassed their Crowd Funding £8,000 target for their '*Inspiring Views*' project!

In our last edition we featured their original appeal to restore a lost view-point on the North Downs Way (just to the east of Newlands Corner) and to install an artistic '*Optohedron*' *Sculptured Seat*, conceived and designed by **Will Nash** to sit, ponder and enjoy the idyllic view.



Crowd funding is an entirely new experience for Surrey Hills Arts so they were very keen to trial it for this project. The resulting success is all down to the generosity of the general public and the many sponsors for this innovative project. The total funding now raised is closer to £12,000 which will cover the full cost of the project from the initial conceptual ideas through to the final installation. Site work and creation of the seat is due to start during February with an official launch in April. For more information: <http://www.inspiringviews.org>

Editorial

## A Permanent Home at Last!



**M**att Pinches and Sarah Gobran, founding directors of the Guildford Shakespeare Company, are delighted to announce that, after many months of discussions, a long-term solution has been negotiated with Guildford Borough Council.

Back in 2016 they launched their '*New Beginnings*' campaign to establish a long-term home in Guildford that would enable them to bring all of their rehearsal, education, outreach, office and storage needs under one roof. In July this year they were served notice that their current temporary home was due to be demolished in February 2020, and so the search to find a solution was intensified.

Thankfully they have secured a 10 year lease on **The Green Ark** in Lido Road and the former **Astolat Bowls Pavilion**, a hundred metres away on the edge of Stoke Park.



Matt says: "*We are indebted to the extraordinary generosity of our audiences and benefactors without whom we simply would not be in a position to be able to achieve this dream. We are also very grateful to the GBC councillors and officers that have supported our search, and who have enabled us to keep our base in Guildford*".

<https://www.guildford-shakespeare-company.co.uk>

Editorial

# Do you know your 'Lindy Hop' from your 'Jitter Bug'?



You can find out in style at LynchPin Production's **VICTORY TEA DANCE** marking the 75th Anniversary of the end of the Second World War.

For 20 years Godalming-based LynchPin Productions Theatre Company has been mounting original productions and giving play readings in Surrey and beyond. This year, coinciding with commemorations to mark the 75<sup>th</sup> anniversary of the end of the Second World War, the company is staging a Victory Tea Dance in March. This will combine live music and performance to create an inspiring and entertaining afternoon.

Swing the afternoon away with live 1940s' music from the amazing local **Katie's Crooked Swing Band** who are renowned for recreating the sounds of the forties and never fail to get an audience jitter-bugging.

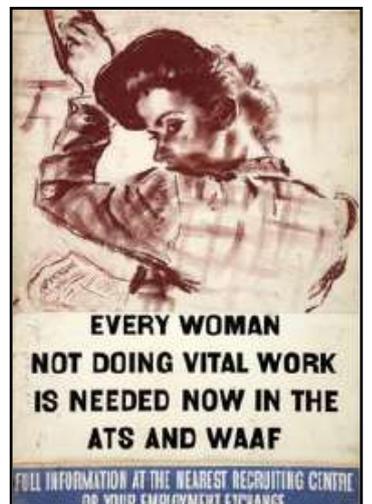


Katie's Crooked Swing Band will be familiar to some of you from their gigs at The Star Inn, Guildford, and elsewhere.



Between the live music sets LynchPin actors will read from the first-hand accounts of the Spitfire Girls. These determined women piloted spitfires, as well as bombers, from factories to the airfields and their testimonies are both moving and revealing of the extraordinary acts of ordinary people in those years.

Refreshments provided will include a Victory tea of cakes, sandwiches and scones and there will be a cash bar to toast the War generation. Throughout the afternoon there will be opportunities to win prizes from some of the finest local producers. Everyone is invited to come in costume or make-do-and-mend charity finds, and to be in with a chance to win prizes for 'smartest-dressed'!



**Saturday 28 March 2020 (4:00-6:00pm) Wilfred Noyce Centre, Godalming GU7 1DY. TICKETS £20 from: [tickets.visitguildford.com](http://tickets.visitguildford.com)**

## Victory Tea Dance *Special Reader Offer!*

To be entered into the prize draw for **two pairs of tickets**, answer the simple question and send your response to: [gaeditor@guildfordarts.com](mailto:gaeditor@guildfordarts.com) by Friday 21 February.

The winning ticket will be drawn at the Art@work Private View on 4 March.

Question: **Where are Lynch Pin Productions based?**

## News & Views

### Next Edition May 2020

GA members and other arts organisations may send suitable copy or articles for our next edition at any time before **31 March** for publication on or about **24 April**

Please send your contributions to the editor by e-mail:

[gaeditor@guildfordarts.com](mailto:gaeditor@guildfordarts.com)

## Become a Member

- Are you interested in or involved in the literary, visual or performing arts?
- Would you like to know more about what arts events and activities are available?
- Perhaps you would like to promote your own artistic activities to a wide Guildford based audience?

If your answer to any of the above is 'yes' then **Guildford Arts** should be of interest.

- We are an organisation dedicated to the nurture and promotion of the arts in the Guildford area.
- We are a registered charity that draws its membership from both the providers of artistic experiences and those who delight in and support those offerings.
- We run exhibitions, talks and events organised by ourselves, or in association with others.
- We provide financial support for arts initiatives of all kinds.
- We provide featured promotion of arts endeavours in **News & Views** and events promotion on our two **web-sites**.

## Members' Flyers in our Mailbag

**MEMBERS: advertise your arts event in our regular mail-outs.**

E-mail below for the mailing schedule and confirmation of available space. Flyers should be A5 size or folded A4. We send out 450 copies and are able to include flyers from other groups, dependent on weight at a nominal cost of £45 .

[gaflyers@guildfordarts.com](mailto:gaflyers@guildfordarts.com)

## Guildford Arts Contacts - 2019

<b>Chairman:</b>	Bill Ward	01483 502652	<a href="mailto:gachairman@guildfordarts.com">gachairman@guildfordarts.com</a>
<b>Deputy Chair:</b>	Jan Wilkinson	01483 575125	<a href="mailto:gamembers@guildfordarts.com">gamembers@guildfordarts.com</a>
<b>Web Developer:</b>	John O'Keefe	01483 428560	<a href="mailto:gawebdev@guildfordarts.com">gawebdev@guildfordarts.com</a>
<b>Administrator:</b>	Sue Dragon	01483 573538	<a href="mailto:gaadmin@guildfordarts.com">gaadmin@guildfordarts.com</a>
<b>Treasurer:</b>	Richard Bowman	01483 533845	<a href="mailto:gatreasurer@guildfordarts.com">gatreasurer@guildfordarts.com</a>
<b>Membership:</b>	Jan Wilkinson	01483 575125	<a href="mailto:gamembers@guildfordarts.com">gamembers@guildfordarts.com</a>
<b>Small Grants:</b>	Mike Beckwith	01483 234567	<a href="mailto:gagrants@guildfordarts.com">gagrants@guildfordarts.com</a>
<b>N &amp; V Editor:</b>	Roy Hogben <small>FRSA</small>	01483 202636	<a href="mailto:gaeditor@guildfordarts.com">gaeditor@guildfordarts.com</a>