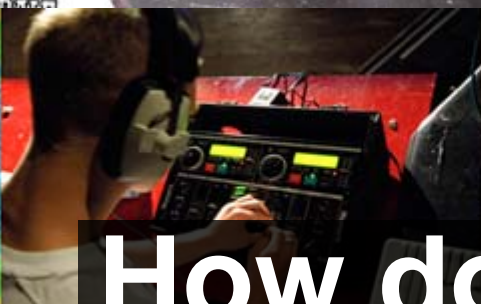
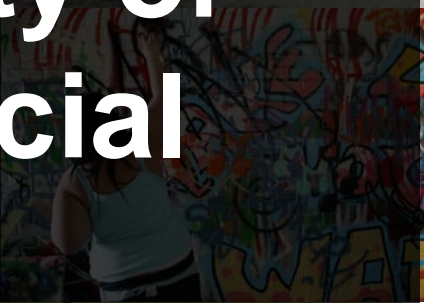
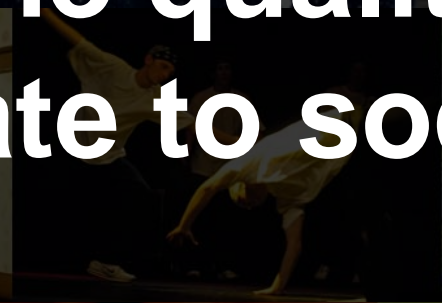
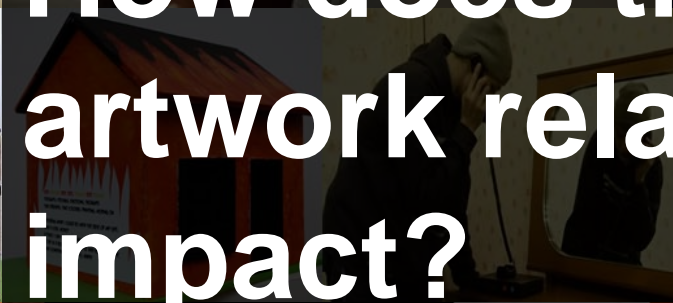




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How does the quality of artwork relate to social impact?



Overview

- Scope: Making art, not viewing art
- **Theory of change**
- Conceptual roots of the link between quality and impact
- **Practical links between quality and impact**
- **A way of thinking about quality/impact, not *the way***

Theory of change

Our hypothesis:

The quality of the participatory art makes a difference to the social impact of a project.

What is our Theory of Change?

Our theory of change?



Magic!

Conceptual

Definitions: What is Participatory Arts?

Participatory Art involves an **artist** working with at least one other **person** to take part in a **process** that the artist **facilitates**

Spectrum of Participatory Practice

Kester		Bishop	
Role of participants	Participants in a process of creative enquiry, which they help to shape	Material for an artist's work	Role of participants
Authorship of the work	Co-authored, between artist and participants	Single-authored	Authorship of the work
Ethics of participation	Informed consent, plus on-going negotiation about the content and direction of the process	Informed consent	Ethics of participation

Nicolas Bourriaud

Relational Aesthetics, 1998

Art is a way of experimenting with
new social relations

Kate Sweeney: the 'product' is not
the art itself, it's the **trace left by
the art**



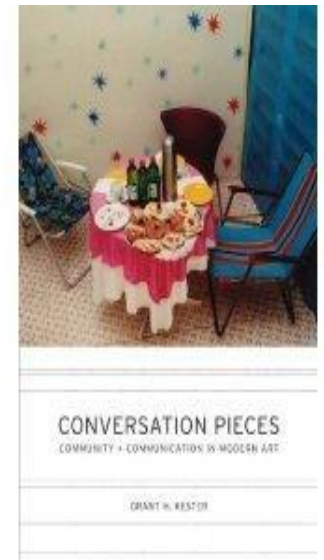
Grant Kester

Conversation Pieces:

Community and Communication in Modern Art, 2004

Dialogical aesthetics: Art is a process of communicative exchange

Art that has a desire to “to catalyze understanding, to mediate exchange, and to sustain an ongoing process of empathic identification and critical analysis”



Helix Arts contribution

Narrative theory

Making art is way for people to explore, reflect on and share their individual and collective narratives – the story of who they are and how they make meaning in the world

Quality means...

High quality participatory art enables people to explore, reflect on and share their individual and collective narratives.

Principles for quality

High quality participatory art:

- enables people to explore what is meaningful to them
- is creative, challenging and potentially disruptive
- understands that our identities are the stories we tell ourselves about ourselves
- is situated within, and has a deep understanding of, particular contexts
- is a shared process of creative enquiry and learning between artist and participants

A theory of change?

Making art empowers people to (re)write and share the story of who they are

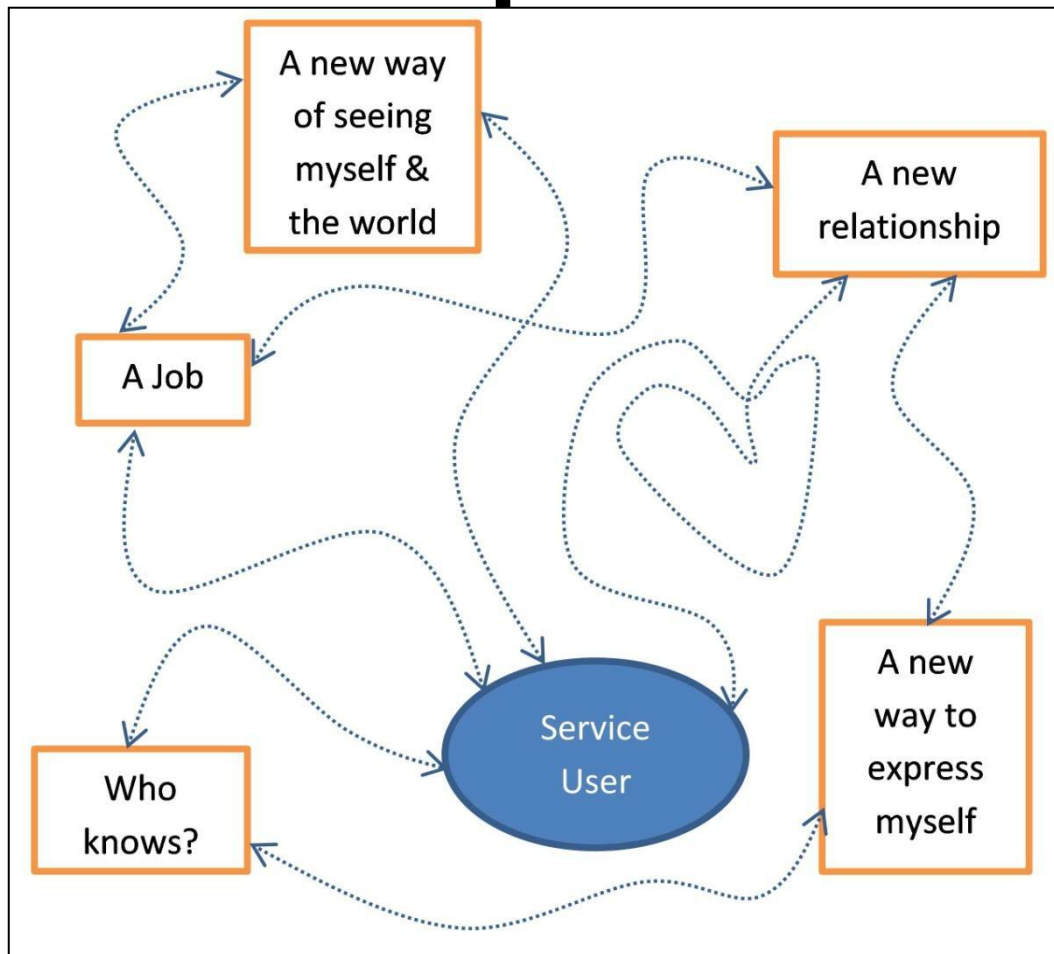
It enables people to communicate/share their lives in ways that weren't previously possible

Our unique contribution?

How the social policy world views change...



A creative perspective on personal development...



Practical:
Helix Arts
Quality Framework

Two aspects of quality

Creating Space

Artists' practice within that
space

How do we create space?

Understanding context – recognising particular situations and histories

Building relationships and facilitating engagement with the participatory process

Enabling participatory arts processes to function well

Self Assessment: Building relationships

Does the design of the project enable artists to build meaningful relationships with participants?

- What is the duration of the project?
- What is the ratio between artists and participants?

Practical and emotional support:

- How were the access needs of participants met?
- Who is enabling and encouraging participants to take risks/go beyond?

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direct relationship between
quality of creating space
for participatory art and
social impact

Artists' practice

**A (Draft) National
Framework for Peer Review
for Participatory Arts
Some examples:**

Peer Review questions:

Understanding of context

What (if anything) did you feel was important to know about participants, and their contexts?

What influenced your decision? If it was important, what research did you do, and how?

Peer Review questions:

Relationships with and between participants, and between participant and artist

- What did you do to develop relationships with participants?
- What did you do to develop relationships between participants?
- How well did these strategies/actions work?

Peer Review questions:

The quality of the experience:

- What experience did you want participants and audiences to have? What experience did they have?
- How did you and the participants think about audiences for the work?

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direct relationship between
quality of artist's practice
in participatory art and
social impact

Thanks for listening

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