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Public Engagement and Impact: Articulating Value in Art and Design

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Public Engagement and Impact: Articulating Value in Art and Design
23 May 2013
Institute of Contemporary Arts, London



One to Twenty by Barber Swindells, 2012

*In 2010 The Work Foundation published a report entitled *A Creative Block? The Future of the UK Creative Industries*, which stated, "the UK creative industries are now under threat from a combination of recession induced cuts, [and] the global trends towards convergence and digitalization", adding that, "unless acted upon quickly, there will be a block to the UK creative industries as a driver of growth and innovation" (Dr Benjamin Reid and Alexandra Albert, *The Work Foundation*, December 2010).*

*Successive Arts Council policy goals have underlined the importance of greater public engagement and collaboration, with a view to attracting and inspiring new audiences and ensuring the arts are "sustainable, resilient and innovative" (*Achieving Great Art for Everyone, A Strategic Framework for the Arts*, Arts Council England, November 2010). It was further observed in 2010 in an AHRC/ESRC report to the DCMS entitled *Measuring the Value of Culture*, that due to the "cooler climate" facing cultural and arts organisations, central government and parts of the publically funded cultural sector have recognised the need to "more clearly articulate the value of culture using methods which fit in with central government's decision making' strategies" (*Measuring the Value of Culture: A Report to the Department for Culture, Media and Sport*, Dr. Dave O'Brien, 2010).*

In light of the 2014 Research Excellence Framework these complexities are now being addressed with renewed vigour for UK art and design HE institutions. This symposium explores the social, cultural and political challenges around measuring public engagement in relation to evidencing impact, and the implications of this for those working in Higher Education and Museum/Gallery sectors.

£12 / £10 Concessions / £8 ICA Members / £5 ICA Student Members.

For further details and to register, please visit <http://www.ica.org.uk/37062/Talks/Public-Engagement-and-Impact-Articulating-Value-in-Art-and-Design.html>

Go to <http://contemporaryartengage.wordpress.com/ica-symposium/> for updates and to view the event programme and speaker abstracts.

Please send any queries to Dr Anna Powell at a.powell@hud.ac.uk.

This symposium is being organised by the University of Huddersfield, in partnership with the ICA.