

THE NEW INTERNATIONAL ART INITIATIVE

The Visual Arts Department of the Arts Council, in conjunction with Greater London Arts, and in support of the Council's policy on cultural diversity has determined to meet the demand for a major visual arts venue which addresses the issues of culturally diverse art at the highest international standard. Gavin Jantjes has been commissioned to lead a programme of action research to examine the feasibility of creating such a venue in central London which will network with key European and international partners.

The Concept

The project is in three parts; exhibitions, research and publishing. The intention is to create in the UK the foremost gallery for the exhibition and appreciation of contemporary visual arts by artists from Asia, Africa, Latin America and the Pacific basin and those who have cultural roots in these regions but who now make up the 15 million who live in Europe and the 54 million who live in the USA. The gallery will establish a working platform within the mainstream gallery sector from which contemporary 'non-Western' visual art can address itself to a British and a larger European and international audience. It will primarily be an arena for the presentation of visual arts (painting, sculpture, performance, installation, prints, drawings and lens media work).

The Project aims to provide a central focus in Europe for addressing cultural diversity and difference in the visual arts and related areas through academic research realised by a series of fellowships and exhibition-related programmes. Its purpose will be to provide cultural ministries, the media, visual arts and academic institutions with current ideas and information.

It will effect the publication and international distribution of this research to enable a British, European and an international audience to recognise the value and the impact of non-Western art on a post-1992 European and global visual culture, thereby contributing to a better understanding of international cultural relations.

The Local and Regional Value

Apart from its academic importance to the international arts community, the gallery will provide an educational resource for local and regional communities. Likewise through its touring programme, its value to the regions of England and the other European states will be as a bridge to a better understanding of other cultural practises and views which are already a part of the new multi-cultural Europe, and will in the next decade become more relevant to international social relations. The gallery will have a training remit for curators, educationalists and arts management workers, drawn both nationally and internationally.

Partnerships

The project will forge close alliances with key cultural institutions in Europe and abroad in the fields of exhibition curation, research and publishing. These may be realised by collaborations on specific projects or through establishing networks, notably in research, publishing, information exchange and training.

The Building

Housed in a space of approximately 11,000 square feet with good daylight will be the gallery, offices and storage with opportunities for a studio space, research and seminar rooms, a lecture theatre, an educational workshop, a restaurant and bookshop.

BLACK UMBRELLA

'The Whole Story' Project

A submission to the ARTS COUNCIL
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