



News & Views

May - August 2021

Registered Charity Number: 1089777

At Last... Proof that Art has Real Value!

A recent unique and pro-active study by the University of Surrey in partnership with the Yvonne Arnaud Theatre, Watts Gallery and The Lightbox, shows that for every £10 spent at these venues the local economy benefits, on average, by a further spend of £13.28.



This incredibly comprehensive report also finds that nearly 70% of visitors would not have visited the area otherwise, indicating the importance of the existence of these organisations and their notable contribution to local footfall and spend. Specifically referring to the Yvonne Arnaud Theatre, it finds that 39% of audience members spend an additional £28 outside of the theatre, in effect adding an additional spend to the local economy of £1.5m annually!

In itself, this ninety-six page academic survey deserves every accolade that can be given. It is the local equivalent to the only other known National Arts and Culture Survey by The Arts Council that was published way back in 2014.

The research was carried out between March and July 2020 by Professor Gang Li, and his team of academics from the School of Hospitality and Tourism Management of the University of Surrey, and reflects levels of pre-Covid spending and attendance. It comprises two parts, Social and Economic, bringing together survey data collected directly from attendees to each organisation, in combination with interviews conducted with groups using the venues for community related activities.



The social impact section of the report shows how, as well as physically

presenting theatre and the visual arts, the partner organisations also use their expertise to foster health and well-being initiatives, adult education, social inclusion, social justice and community identity activities.

All-in-all a brilliant and very worthy survey that clearly supports the importance to carefully nurture arts and culture for today and the future. The full report can be downloaded from: <http://www.thesocialandeconomicimpactofartsinsurrey> Editorial

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

Guildford's Pro-Active Theatre

When Yvonne Arnaud Theatre commissioned the **Economic & Social Impact Research** from the **University of Surrey**, we already knew that our work made a significant contribution to Guildford, the feedback from our audience, the smiles of the children watching panto told us that. But we needed to evidence this in ways funders would understand. After over a year of enforced closure for the theatre, with some tough challenges ahead, we needed to make everyone understand that the arts are essential to life, not just a nice to have.



The arts and cultural communities collectively contribute £1.9 billion to the south-east economy. The Yvonne Arnaud is the only producing venue in Surrey, a critical part of the local and regional ecology. The theatre is a significant place-maker for Guildford, a destination venue for audiences and others across the south, driving tourism to the borough and making a significant contribution to the local economy, as evidenced in the research.

The Yvonne Arnaud is a regional theatre with a national reach. Our mission is to produce and present vibrant, outstanding, entertaining drama for the communities of Guildford and Surrey. We enable people of all ages to participate in the thrill and delight of live theatre, benefitting their health and well-being and realising stronger, more meaningful social relationships and community cohesion.



As artists and creative people, we see the power of the arts in transforming our communities every day, bringing together the lonely, the vulnerable and voiceless, giving well-being and confidence to many. We are grateful to our partners in this study which now empirically demonstrates this impact and enables us to shine a light on the wider value of our work.

For more information please look at: www.yvonne-arnaud.co.uk

Joanna Read, Director and Chief Executive, Yvonne Arnaud Theatre

Arts Recovery – but how?

As we begin to see the end of the most hideous clampdown on creative activity in our lifetime, it is important to start a dialogue about how to create a new flourishing of the Arts in Guildford. The problems are huge with no easy solutions.

Obstacles abound - Our restricted lives mean that we are now used to a narrower diet of mostly home-based arts experiences whether self-generated or via on-line opportunities. We have all lost the habit of supporting live performance and exhibition and will need to bounce back to a more out-going attitude to what is available. Will we do it?

The Town Centre, as the focal point for retail economic activity and the beating heart of our community, has been seriously weakened. In addition to fresh retail opportunities, new engaging activities, including those provided by arts organisations, will be needed to attract people in numbers to visit Guildford and encourage residents to spend leisure time in the town.



The Borough Council, which in normal times might be expected to spearhead regenerative activities across a number of opportunities, has suffered such a knock to its revenues that even maintaining immediate essential services presents a Herculean challenge - the regeneration imperative however is inescapable.

Nevertheless - As the Surrey University survey clearly demonstrates that in Guildford, the arts, as with what other studies have shown elsewhere, are not a gratuitous add-on but an essential part of our society. A thriving arts scene not only has vital, if difficult to quantify, social benefits, but just as arresting are also the highly quantifiable huge economic benefits. Failure to recognise this presents a collective exercise in self harm. Sustaining and re-building our arts activity is therefore an essential part of the post-Covid re-building of the local economy.



Finding ways to fund any such developments are a huge challenge. Opportunities may present themselves in reshaping the lost retail spaces in the Town, including the Debenhams building, while the North Street development should not be finalised without seriously examining what can be done to facilitate cultural offerings.

Continued over...

Arts Recovery - continued...

Some of us will have suffered income loss in the past year while others with a sustained income will force majeure have been building up their savings. It will be so important for all who can to step up and support local arts activities as they open.

Like everyone else, Guildford Arts (GA) has suffered a serious reduction in income in the last twelve months, but as a voluntary association of local patrons of the arts, our members will want GA to both open up its own visual arts activities and support as far as possible the more widespread local arts renaissance.

Regeneration in all its forms - personal, economic, civic, social and artistic - needs a serious dialogue by everyone after the worst hit to our society nationally and locally since the Second World War - let everyone engage and encourage such dialogue.

Bill Ward - Chairman, Guildford Arts

Pros & Cons of the Pandemic

Apart from staying safe, there have been two distinct economic results of the pandemic: some people are concerned about their jobs and declining income whereas others have been saving money because they haven't been spending it on meals out, theatre and cinema visits, petrol etc. If you are in the second cohort let me suggest an excellent way to make you feel generous and a vital contributor to the artistic community.

Guildford Arts has a scheme for **Life Membership** or **Joint Life Membership** which is a one-off cost equivalent to ten years' subscription. Not only does this mean that you will no longer have to pay a subscription but, at the same time, through GA you can help to be a vital life-line to so many in the arts field who are having a very bleak time. Guildford Arts is working hard to ensure that there is an arts scene for us to enjoy when all this is behind us and contributions from GA have been most appreciated by the recipients of the grants given. **You could think of yourself proudly as a true Patron of the Arts in the Guildford Area.**

To join as a Life Member please go to the GA website or contact **Jan Wilkinson** on gamembers@guildfordarts.com or **01483 575125**. N.B. If you take out a Life Membership please do not forget to cancel your direct debit payment!



guildfordarts.com

ARTSEVENTS
PERFORMANCE
EXHIBITIONS
THEATRE TALK
MUSIC DANCE

Jan Wilkinson - Membership, Guildford Arts



Guildford Arts' Summer Exhibition

GA Members 7 - 22 July Public 10 - 22 July

As the weather gets a little warmer and we see green shoots emerging from the ground we are starting to look forward with anticipation to this year's **Yvonne Arnaud Art, Guildford Arts' Summer Exhibition**. Every milestone on the roadmap brings us closer to our live exhibition!

We have a superb line up of artists waiting to share their work with you; after so long without cultural events it feels particularly special to be preparing for this exhibition, and we hope it will be a striking one.

We hope that you have spent the last year identifying suitable gaps on your walls for new art works & can't wait to help fill them!

We are so looking forward to welcoming you back to the **Mill Studio** and perhaps introducing you to some new artists, or sharing the latest work of existing favourites. There will be a lot to see and it will all be under Covid secure conditions that are appropriate at the time. This is likely to include pre-booking a free ticket to the exhibition online so that we are able to manage numbers in the exhibition.

As we cannot hold the ever-popular **Private View** this year we are offering Guildford Arts' Members exclusive access to the exhibition on Wednesday 7, Thursday 8 and Friday 9 and we are looking forward to welcoming you on these days in particular. Come and meet the team that curate the exhibition, we would love to know what you think, all feedback is helpful.

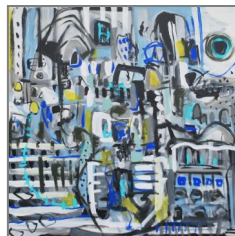
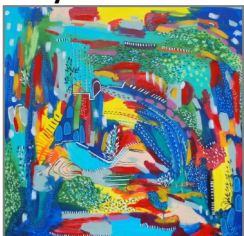
We will be hosting our **'Meet The Artist'** (from a safe distance!) on Saturdays too so there will be a great opportunity to talk to the artists about their work, find out more about their inspiration and their creative processes.

You will have received with your **'News & Views'** a letter asking you to support the exhibition by volunteering some time to steward. We can't do this exhibition without the help of our wonderful Members and we would really appreciate it if you could commit to one slot over the course of the exhibition – why not sign up with a friend and make a day of it!

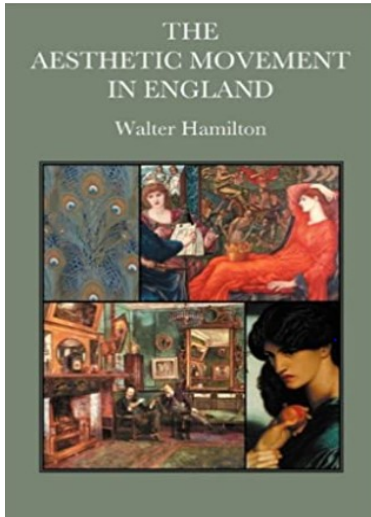
In the meantime keep an eye on our social media for sneak-previews of the work to be displayed.... @GuilfordArts on Facebook and Instagram.

See you in the summer!

Philippa Sampson-Bancroft



Art for Art's Sake (l'art pour l'art)



Encyclopaedia Britannica defines *art for art's sake* as a slogan translated from the French *l'art pour l'art*, which was coined in the early 19th century by the French philosopher Victor Cousin. The phrase expresses the belief held by many writers and artists, especially those associated with aesthetics, that art needs no justification and that it needs to express the philosophy that the intrinsic value of art, and the only 'true' art, is divorced from any didactic, moral, political or utilitarian function.

The **Aesthetic Movement** that swept England in the latter half of the 19th-century touched every aspect of the fine and decorative arts. The products of this movement are characterized by a simplicity of line, and a richness of surface and materials.

Its philosophy lies in the attitude of the minds of its exponents believing beauty should permeate every sphere of life. The Aesthetics cry was "*art for art's sake*", and it is this lack of all moral and political overtones that separates the Aesthetic Movement from others of the 19th-century.

Art for art's sake simply means 'the pursuit of beauty without any other preoccupation'.

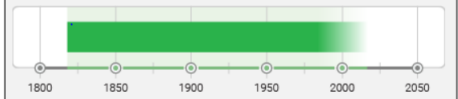
To understand this idea one must go back prior to the 1800's when artists were not free as such and required patronage by wealthy people to produce artworks that were specifically commissioned. Art in those days was created solely to serve a function.

Since then, art and culture have had much more of a free reign and have seen many different artistic movements, phases, genres and cults. However, in recent years there has been a belief that art must have a purpose and it has become more prevalent for an artist to justify what they do. So does art really need a purpose, and what exactly do we mean by purpose? Should artwork try and raise awareness of issues in the world and bring attention to the necessity for socio-political change, theoretically improving society by promoting awareness of social issues?

So why has art for art's sake waned in the 20th century? Perhaps it is because audiences have become, seemingly, more discerning. Or, perhaps the commercial art market itself has helped promote these ever-changing styles or fashions. Most certainly, they have prospered heavily from this constant marketing philosophy to bring these changes into the public domain.

Art for Art's Sake

Started: 1820



Roy Hogben FRSA

David Harber - International Sculptor



Born in 1956, **David Harber**, like a number of famous artists, came late into the world of sculpting, but for the last 25 years he has surpassed himself with creating an international reputation for design excellence, so much so that now he has the enviable position of being awarded two Queen's Awards for Export Achievement in 2016 and 2020.



Harber's work is honest *'art for art's sake'*, strikingly balanced and pleasing to the eye. All pieces are superbly finished and beautifully aesthetically tactile.

His sculptures are engineered to be as good in fifty years time as they are when installed and are ideally suited for today's place-making architecture. At Harber's studio and atelier in Oxfordshire his team of expert craftsmen passionately construct his conceptual designs into timeless sculptures.



A dedicated team is always assigned to help clients through the design process and answer any creative, technical or logistical questions that may arise along the way, anything from production through to finishing and full quality control. They can work directly or in collaboration with appointed designers, contractors, consultants and project managers. Whatever the preference, close contact is an important part of the David Harber experience, and personal relationships play an essential part in ensuring an enjoyable and successful journey from conception to completion.

"My passion is creating pieces that start as a very vague flash of inspiration and then through design and refinement end up as a fully finished sculpture" says Harber. *"My proudest achievement is having created a business that is internationally renowned and has a reputation for integrity, quality and creativity."*

For a comprehensive range of ideas go to: www.davidharber.co.uk

Editorial



YAT Celebrates Funding Success

The Yvonne Arnaud Theatre is delighted to have been awarded a grant of **£458,000** from the government's **£1.57 billion Culture Recovery Fund**. Distributed by Arts Council England, the Culture Recovery Fund Grants Programme supports cultural organisations as they transition back to a viable and sustainable operating model from April to June 2021.

The Yvonne Arnaud Theatre, like other theatres in the country, went dark on 16 March 2020. The theatre reopened wherever possible throughout summer and autumn 2020 with a number of socially-distanced shows and events, both indoors and in the garden.



The delighted Director & CEO **Joanna Read** says: *"We are relieved to have this additional support from the Cultural Recovery Fund to help us reopen and bring live theatre back to Guildford. The coming year will continue to be a challenge for the theatre as we rebuild operations. The period of closure has not been kind to the theatre. As well as work needed to encourage our audience back, the theatre is now in need of urgent refurbishment and upgrade and requires substantial investment to secure its future. Planning permission has been sought for a capital project to restore the glory of the Grade II*



listed building and its setting, refurbish the foyers, improve access, and create a new participation and creative learning space at the heart of the theatre.

"The capital project will provide a new community space, as well as valuable new public space, reconnecting the Arnaud with its riverside location and Guildford's town centre. Transformed interiors and a peaceful garden will offer a dynamic and unique environment for audiences and visitors. The theatre will be accessible for everyone, its entire operation enhanced by improved and sustainable infrastructure.



"We want to make sure that we are here for the next 50 years for Guildford and that despite the turmoil of the last 15 months, when we reopen in June we will be ready to play our part in getting Guildford back on track."

For more information go to: www.yvonne-arnaud.co.uk

World Record Painting sells for \$62m

Contemporary British artist **Sacha Jafri** born 1977 has joined the illustrious Guinness World Records for the 'Largest Art Canvas'. His enormous 18,000 square feet record-breaking painting which measures the size of two football fields entitled '**Journey of Humanity**', was recently sold at auction in Dubai for sixty-two million US Dollars!



Jafri attended Eton College and in 2000 obtained his Masters Degree in Fine Arts from Oxford University.

This extraordinary canvas was painted whilst Jafri was 'locked-down' for seven months in Dubai during the Covid Pandemic. Apparently, all of the proceeds from the sale will be donated to charities like UNICEF, UNESCO, Dubai Cares and the Global Gift Foundation to help disadvantaged children amid the coronavirus pandemic.

[Editorial](#)

Repurposing Retail Space

Retail overspacing is becoming a serious issue in the UK. Research suggests that as much as 40% is now becoming redundant and as the economic downturn caused by the coronavirus pandemic and the growth of online shopping increase the grip will tighten and this figure will certainly increase.

Oversupply is a challenge, but it also presents opportunities for imagining how to make the best use of these town centre buildings. There are a growing number of innovative examples both in the UK and internationally that demonstrate how to creatively adapt retail space for other uses - such as leisure, fitness, food & drink, office space and, of course, housing can have a positive impact on the wellbeing of communities and turbo-charge local economies.



It is obvious that the High Street cannot recover through the retail sector alone; business, communities, local and central government need to come together and create liveable vibrant places where people want to live, work and visit.

Check out: <https://www.guildfordsociety.org.uk/Debenhamsold.html>

[Editorial](#)

Reduce Stress and Anxiety - Paint!



As life gets busier, it is quite easy to get wrapped up in your daily routines and totally forget about your own well-being.

The constant pressure of uncertainty during this pandemic leads to extreme stress and even depression, with the constant worry and anxiety of not knowing what is going to happen tomorrow.

But how can you help reduce this stress and anxiety....Paint!

Painting helps to take your mind off things - *When you are engaged in an activity such as drawing or painting, you engage a different part of the brain; you get caught up in what you are creating, thus temporarily forgetting what's worrying you. It is super effective in channelling your innermost thoughts and feelings away from the stress of everyday life.*

Painting calms you down the way meditation does - *When you concentrate on what you are painting you have to close your mind to any unwanted thoughts and completely immerse yourself in the activity, therefore almost zoning into a meditative state which eliminates negative thoughts. As your mind calms down, so does your anxiety level.*

Playing with colours boosts your mood - *Did you know that when you are sad, depressed or upset, colours can uplift your mood instantly? Colours such as yellow, blue, green, purple, and orange can brighten up your mood, and so using such colours to create art gets your mind relaxed and slowly starts relieving you from the daily pressure and stress.*

Getting creative through self-expression - *Painting is a great way to express your innermost feelings. Just immersing yourself into something creative is extremely heart warming and makes you feel good, happy and in control, thus boosting your mental health in the process. Art is also a great way to release all of your pent up emotions.*

Modern life today is very commercially orientated and is extraordinarily pressurised with a constant demand from both employers and family to achieve more. There seems to be so little time to take care of your own well-being. Adding a little art each day will go a long way in minimising stress and anxiety levels. Possibly it will also help clear your mind to help deal with life challenges and increase better decision-making power.



Extracted from an article by [Thrive Global](http://www.thriveglobal.com) - www.thriveglobal.com

Editorial



25th Golden Anniversary!

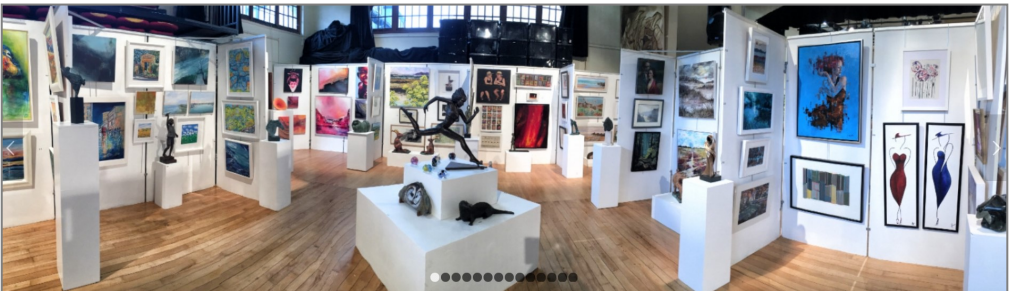
For Grayswood couple **Gwyn & Evelyn Phillips** this year will be their twenty-fifth year of curating and arranging art exhibitions and sculpture trails in Surrey.

AppArt was founded by Evelyn and Gwyn to encourage interest in the visual arts in the Surrey area. Their studio, home and garden provide an attractive setting and venue to show off sculptures as part of a village environment.



This year will be their seventh year at **Prior's Field School** and **Stephen Kinder**, Director of Creative Arts at the school, was instrumental in getting AppArt to move there. The School is highly supportive of the event and their staff go out of their way to help and overcome any problems. Many departments use the exhibition as a stimulus for creative work and senior art students have the opportunity to have their work selected and hung in the main exhibition, so it really is a collaborative effort. The indoor venue is the School's Theatre, which is spacious and well lit. Outside the Gertrude Jekyll inspired garden has a variety of different settings that allows the sculptures to be displayed to their best and provides the visitors with delightful vistas and plenty of places to sit and view the work.

Gwyn comments, *"Covid has meant that there have been very limited opportunities for Exhibitions in the last twelve months and we have been inundated with record applications, so we expect this to be one of our biggest shows ever. We look forward to welcoming everyone and the Exhibition and Sculpture Trail will open on Saturday 10th July and run to Sunday 25th. We will be open daily from 10am to 4pm and admission is free. We wait to see what the situation is before we decide if an appointments system for visitors is needed"*.



Further information can be found at: <https://www.appartonline.co.uk>, or <http://facebook.com/AppArtSurrey>, or <http://appartonline.co.uk/shop/>

News & Views

Next Edition September 2021

GA members and other arts organisations may send interesting articles together with high res. photos by **20 July 2021** for publication on or about **25 August 2021**.

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

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 GA's **two web-sites**.

Members' Flyers in our Mailbag

This is an exclusive service for GA Members to advertise their arts events 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, dependent on weight at a nominal cost of £45.

gaflyers@guildfordarts.com

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