

WE MUST
CULTIVATE
OUR GARDEN

September - October 2019
A Case Study

The impact of an exhibition run by the Sixteen Trust,
showing work by former Turner Prize artists, young
people from Thanet and the next steps for the charity.

the sixteen trust: an introduction

The Sixteen Trust aims to inspire children in financially challenged areas, starting in Thanet and East Kent, through mentoring from real-world arts professionals, across disciplines. It will bring new ideas and engage young people in the broad spectrum of careers in the arts, giving long-term support, tied into the school curriculum and in partnership with schools and educators.

The exhibition *We Must Cultivate Our Garden* features the work of past Turner Prize artists alongside art and animation by students from schools local to Margate. The Sixteen Trust aims to find and foster the arts talents of tomorrow, in deprived areas of the UK, who may go unsupported and undiscovered, unless funds are found to give them vital arts support, education and encouragement. These are the artists, technicians, makers and creators who will secure our culture into the future.

The Sixteen Trust is staging an exhibition of works by former Turner Prize nominees and winners. Launching at 10 Hanover in Mayfair, the exhibition then moves to the iconic Sunshine Café, on Margate's seafront, in conjunction with the Turner Prize itself.

The value of the works for sale stands at over £2m. Proceeds will go directly to our education and mentoring projects in the region. In acquiring a prestigious work by a Turner Prize artist, companies or individuals can demonstrate their commitment to developments in the arts.

With the Turner Prize being held in one of the most deprived areas in the country, we need to hear from the voices within the community, as they tell their stories through their art. Like Margate's own Tracey Emin, these young people have the potential to be the next Turner Prize artists and our inspirations.



the space

Sunshine Café is an iconic 1930s Grade 2* listed building on Margate's seafront. the space is currently disused and the exhibition has been built into it.

This is the first time the venue has been open to the public for over a decade. The building represents the former glory of Thanet, and is a great focus for the project's aims and objectives. It is a testament to what Margate is capable of, and the young visitors are able to see the potential for their town, what it means to them, and how they can contribute to its future.



the numbers

Budget

These figures represent the actual spend on the exhibition.

Some rates were negotiated by the Sixteen Trust, and lowered in support of the project.

We found in-kind funding totalling £17,168, or 93% of the total spend.

Item	Cost, Discounted	Cost, full
Wall hire, installation, deinstallation, removal	5,650	6,500
Building adaptations	1,000	1,000
Electrical equipment and installation, deinstallation	2,800	3,000
PR and Marketing	1,700	5,000
Art technicians	2,000	2,000
Shipping and return of artworks	3,000	4,000
Opening event hospitality	120	1,250
Insurance	560	2,500
Building and licence	1,500	10,248
Total	18,330	35,498

Result:

Sale of artwork raising over £60,000 for education projects in the region and beyond.

Two exhibitions, one in Mayfair, London, 2-8th September, and Sunshine Café, Margate, 13th September to 20th October.

16 Turner Prize artists

30 local young people exhibiting

31 Exhibition days

12 Education sessions

Projected: Over 10,000 visitors

Projected: 100s of thousands of online engagements

Press coverage locally, nationally and internationally



what's next

The Sixteen Trust's Mentoring program involves a long-term partnership between our professional art-world mentors and students in the schools. This encompasses:

- Consultation between the mentor and the school
- Presentation to the school about the mentor's work
- Class work initiating projects
- Return visit to update students on their projects and appraise progress
- School visits to the mentor's studio/workplace
- Online behind-the-scenes video of the mentor's work day
- Useful opportunities, links and contacts

Mentors are chosen by the schools from The Sixteen Trust's network. We will manage the relationship and ensure that there is a lasting and meaningful engagement between the mentor and school, to provide support and opportunities for students.

Mentoring will be offered in person and online, via one-to-one sessions and video, with print and other resources. The aim is to provide a long-term, cohesive and comprehensive support to children, throughout and beyond their secondary education, using a network of successful, relatable and approachable individuals, who themselves came through the UK schooling system.

some of our mentors

- Jonathan Fensom, Theatre Set Designer
- Helen Johnson, Theatre Costume Designer
- Paul Smethurst, Michael Clark Dance Company
- Amanda Gray, Partner, Mishcon de Reya Art Law
- Harry Weller, Creative Director, Tracey Emin Studio
- Mikei Hall, Head technician, Tate Britain
- Sam Causer, Architect
- Ambra Vernuccio, Photographer
- James Fox, Sales Director, Sothebys
- Lillian Henley, Musician
- Tom Adams, Musician and Performer
- Richard Hogwood, Lawyer
- Melvin Galapon, Illustrator
- Oscar May, Fashion Photographer
- Gemma Dempsey, Music Producer
- Simon Boswell, BAFTA Nominated Film Composer
- Oli Cohen, Documentary Filmmaker
- Kit Merritt, Head technician, Lisson Galleries, New York and London
- James Bruce May, Writer/Editor
- Steve White, Photographer

audience breakdown

Works from 16 Turner Prize artists and 30 young people from local community.

Audience at opening event: 300+

Audience daily total: Average 200 - 300

School groups: 3,500, from local community

Education sessions: 12

Workshop attendees: 110

Private Tour attendees including Tate Patrons tour: 300

Online engagement:

Social media engagement (Instagram): Average 150/day over @thesixteenarts and @leecavaliere

Website visits: Average 200 unique per day



Press:

Isle of Thanet News (112,000 monthly page views)

Margate Mercury (Distribution: 7,000)

Creative Boom (686,009 monthly page views)

Art Daily (220,000 monthly page views)

It's Nice That

FAD Magazine (30,000 monthly users)

Artlyst (160,000 monthly page views)



the numbers

mentor program running costs, annual per mentor

Item	Cost
Mentor - four days @350 per day (three days school contact, plus day trip)	1,050
Travel Costs	250
Project management per mentor: 5 days	1,500
Content for website and schools (videos, links, opportunities)	2,500
School trip to mentor studios, London for 50 students (costs plus admin)	3,000
Total	8,330

art in schools program, annual

Item	Cost
Art storage	2,200
Transport	2,500
Insurance	2,250
Administration, 52 days	10,400
School Workshop and mentoring days, 20	4,000
Total	23,150

general charity running costs, annual

Item	Cost
Admin assistant (PR and marketing, mentor support, enquiries, service)	15,000
IT - equipment, servers, web admin	5,000
Fundraiser	20,000
Events and hospitality	10,000
Total	50,000

testimonials

“This is about employment and regeneration through arts. A lot of our children do not have aspirations. Having professionals take an interest in them can sometimes be enough to get them on the right path and make them take themselves seriously.

“We want to see Margate, and Thanet, become an arts culture centre.”

Paul Luxmoore, Chief Executive of the Coastal Academies Trust

“The opportunity that is being afforded to us by The Sixteen Trust is potentially life-changing for our students; the impact that being part of this project will have on our students will be phenomenal and hopefully foster in them the confidence and skills needed to encourage them to take on the mantle of the next generation of great, British artists.”

Matt Tate, Headteacher, Hartsdown Academy, Margate

who we are



Lee Cavaliere, Founder

Lee is a private art dealer and curator, and contemporary art specialist, based in London and Margate.

Following a number of years working with the Tate's Collection displays, he moved on to the commercial sector, delivering contemporary exhibitions programmes at Max Wigram Gallery and the Fine Art Society on Bond Street, London. Collaborating with galleries, he has presented artists at dozens of art fairs including, most recently, Art Central Hong Kong, London Art Fair, and the British Art Fair, London. He now manages artists and works internationally with galleries and museums, developing exhibitions and facilitating opportunities and connections.



Elaine Foley, Trustee

Elaine has worked for over ten years in the dance sector in both the US and the UK.

She's passionate about community engagement in the arts, and championing inclusive and diverse contemporary dance practice and performance.

She has extensive experience in dance performance from stages to stadiums as well as training and teaching Yoga and various styles of community dance. She currently works as Projects Manager, Learning & Engagement with Sadlers Wells.



Sheila Arora, Trustee

Sheila is a communications veteran and curator of concepts and partnerships.

Now Brussels-based, she has navigated many industries and continents focusing on art, education and cultural diplomacy.

Concepts have included the Europe Society in New York, the PR network of Bates Advertising Asia-wide, Belgium Week in Hong Kong and European Masterpieces in Rome.



Vicky Caplin, Trustee

Vicky's career has spanned the entertainment industry in London and Los Angeles. She produced music videos, arts and current affairs TV, for among others, Island Records, the FT, and the BBC. She coordinated sponsorship for arts festivals and has curated exhibitions programmes with a particular specialism in the work of emerging female artists.

She is an advisor to the KCAW, bringing curatorial and sponsorship experience, and is an arts consultant to private and corporate collectors. Vicky was a founding trustee for the community mediation charity Centre for Peaceful Solutions. She is a passionate believer in the role the arts play in education. Sheila Arora, Trustee



Rosie Escott, Fundraiser

Rosie has worked in the charity sector since 2007 and has been the Managing Director of Kent-based charity, Music for Change, since 2010.

She has extensive experience of financial management, fundraising, events and project management, and an excellent knowledge of the East Kent area, having lived and worked in the community in Thanet for around 10 years.

Rosie is passionate about the role of the arts as a catalyst for social change, and is very excited to be a Trustee for The Sixteen, being dedicated to the organisation's aims and ethos. She is a qualified member of the Institute of Fundraising and also works as a freelance fundraiser.

thank
you

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