

**CARDIFF COUNCIL REPORT
ADRODDIAD CYNGOR CAERDYDD**

**CARDIFF CONTEMPORARY FESTIVAL
GWYL CAERDYDD GYFOES**

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**ARE YOU READY?
YDYCH CHI'N BAROD?**

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INTRODUCTION

CARDIFF CONTEMPORARY FESTIVAL GŴYL CAERDYDD GYFOES 20.10 – 19.11.2016

cardiffcontemporary.co.uk
caerdyddgyfoes.co.uk

#COMMUNICATION
#CYFATHREBU



 Cymdeithas Cymru Arts Council of Wales  The National Lottery Y Loteri Genedlaethol  CARDIFF COUNCIL

This report offers an overview of Cardiff Contemporary Festival 2016, which took place between 20 October - 19 November 2016. An established citywide biennial festival promoting and celebrating the visual arts in the capital city of Wales; Cardiff Contemporary is a Cardiff Council initiative, co-funded by the Arts Council of Wales, and developed in partnership with Cardiff's communities of artists, designers and architects.

Following on from the success of the 2014 festival season, artists from Wales and beyond were invited to make and showcase new works that responded to the theme of 'Communication' inspired by Marconi's first wireless signal overseas from Flatholm in 1897. Since that first communication, which began [allegedly] with the question 'Are you ready?' transmitted in Morse code, modes of communication have proliferated and contemporary artists and makers have increasingly exploited new technologies to extend the reach of their work. But, above all, the arts are a conversation between the viewer/audience.

The ongoing aims of Cardiff Contemporary are to:

- **Recognise the City's wealth of creative talent and activity, and promote Cardiff as a platform for a collective, creative vision.**
- **Encourage and raise the profile of visual art activity in Cardiff to local, national and international audiences.**
- **Nurture and promote the wealth of artistic talent and activity present in Cardiff and encourage new visual art activity.**
- **Encourage public engagement with the visual arts.**

- **Establish Cardiff as an innovative, progressive world city for contemporary arts and design.**

The project is integral to Cardiff Council's plan for contemporary visual arts and its vision for the economic profile and regeneration of the city, and worked innovatively to ensure optimal collaboration with local and national stakeholders including the artistic community and cultural, educational, commercial and governmental sectors. The initiative has created and developed international dialogues and partnerships which encouraged high profile visual arts festivals, events, installations, exhibits and activity for an exciting city-wide experience - creating a buzz for cultural tourism, promoting cultural democracy, breaking down barriers to participation, and maximizing public engagement.

Cardiff Contemporary 2016 presented a coordinated programme of curated activity which included 10 direct commissions and an artist in residence; visual art exhibitions, innovative sonic art interventions, talks and events, transformation of spaces and an artist Open Studios weekend, all of which was supported by a dedicated website, high social media presence and trained invigilation programme. Through these commissions, the festival directly engaged with over 382 artists and curators. The commissions facilitated over 19 events featuring work from over 30 countries, promoting Cardiff's cultural profile in the international stage.

Cardiff Contemporary worked in partnership with other cultural events, festivals and organisations that have already made Cardiff their home, including the international Artes Mundi prize, Experimentica Festival for live art and performance and Made By Hand, contemporary craft fair at City Hall.

Incredibly proud of my city and friends for making Cardiff Contemporary happen and proud too of the artists and curators showing here. As an artist living and working in Cardiff I have felt deeply encouraged by watching visitors engage with the festival, in conversation around the art and have made a lot of new friends and acquaintances whilst joining them in doing so. Thanks especially to Ruth and Lauren for their tireless work behind the scenes...this festival serves as a timely reminder to take responsibility for what you love in the face of negative change. Talk about art, share the hard work of those supporting contemporary art and encourage those who understand its relevance in breaking barriers that other forms of communication driven by authority fail to serve.

Ian Watson, Cardiff Contemporary Invigilator

This report summarises each commission and highlights the number of people who engaged with the festival and who had access to it. The insights collected together include feedback from commissioned artists, curators, organisations, visitors, participants and social media comments, all of which is underpinned by an active knowledge exchange between artists, organisers and the public.

Cardiff Contemporary has real potential to develop and occupy an important place in the UK's contemporary art scene and to continue to gather momentum, attention and public engagement as it embeds itself in the Cardiff psyche.

Emma Geliot – Editor, CCQ Magazine

Best @cardiffcontemp yet, each more bold and ambitious than the last. Bring on 2018!

Ben Borthwick – Director of Plymouth Arts Centre

FESTIVAL STATISTICS

1 Artist in Residence

10 direct commissions

Employment opportunities created: 23

Buildings and spaces transformed: 15

Associated events & workshops: 19

Participants directly involved with commissions: 42

Total artists and curators involved: 382

Cardiff Open Studios artists: 140

Total attendance to invigilated spaces: Over 57,477 + 1180 Cardiff Open Studios (in August 2016)

Countries participated directly in the festival: 30 (15% of world countries)

ARTIST APPLICATIONS

Cardiff Contemporary 2016 Artist Call-out (English)

1,026 downloads

Cardiff Contemporary 2016 Artist Call-out (Cymraeg)

108 downloads

Cardiff Contemporary 2016 Residency (English)

624 downloads

Cardiff Contemporary 2016 Residency (Cymraeg)

89 downloads

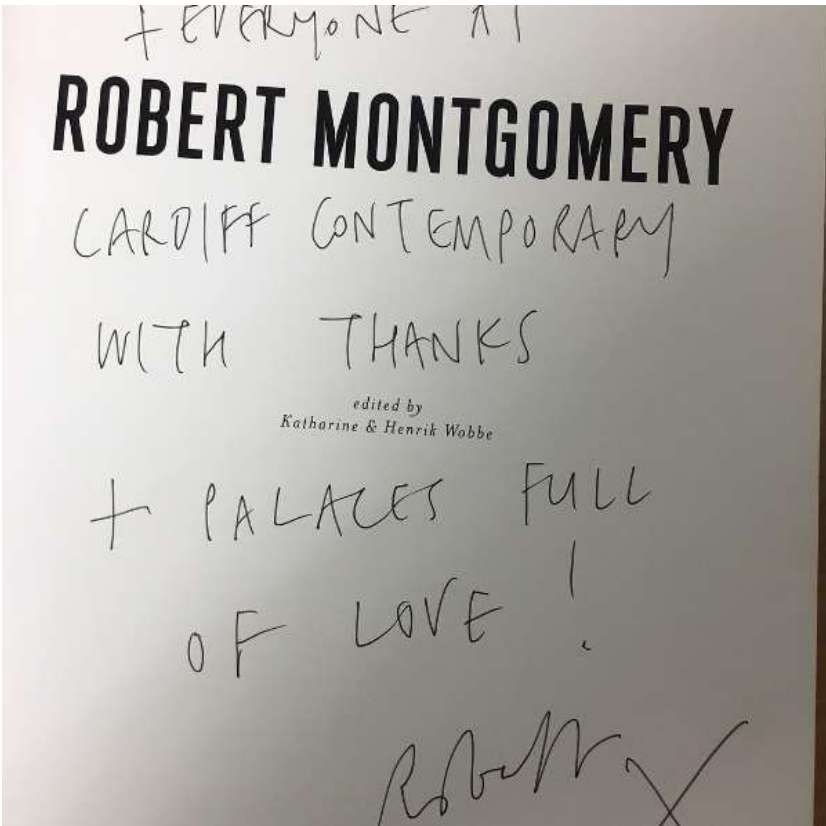
SOCIAL MEDIA

4,910 Twitter followers

1,900 Facebook page likes

Over 163.2k impressions on Twitter over 31 days of the festival

249 Instagram followers



cardiff_contemporary

cardiff_contemporary, lostsignwriter, 18w
kea_illustration, traceypaddison,
notthatpotter, bobgelsthorpe,
uhohwatson and alys_williams like
this



Add a comment...



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ECONOMIC AND CULTURAL BENEFITS TO THE CITY

Culture is important.

I am making this statement because I wish to...

- Remind people how important culture is. At times like these it is more important than ever to people and communities; a vital buttress that protects and enhances our quality of life.

Cardiff Contemporary was established following a consultation period in 2010-11 initiated by Professor Terry Stephens, which identified both the economic and cultural benefits to the city of promoting and developing the contemporary visual arts.

We see culture as a priority. We believe in it for its own sake, and in supporting it with public funds. Culture is central to our society and our sense of nationhood, and embodies both our national languages and their respective cultures. We also believe in artistic and cultural freedom, which is why we support 'the arm's length principle.

At a time like this it would be easy to say that we cannot afford to invest in culture, that it is some kind of 'luxury spending' that can no longer be justified. To adopt that approach would be a serious mistake. Culture is important, and has intrinsic worth. But we should also recognise its growing value to our economy, and the vital contribution that it can make in the effective delivery of other areas of public policy

Ken Skates AM

(Image and text source: Light Springs through the Dark: A Vision for Culture in Wales. Welsh Gov report, December 2016.

<http://gov.wales/topics/culture-tourism-sport/arts/a-vision-for-culture-in-wales/?lang=en>)

An important ambition of Cardiff Contemporary is to create the environment for the arts to flourish, which is also one of the key researched objectives of The Arts Council's Strategy for Creativity and the Arts in Wales, *Inspire*, published on 4 December 2014. The ACW objectives of *Increasing the value of international cultural exchange to the arts in Wales, funding new opportunities ways and places for people to enjoy and take part in the arts and protecting and growing the economic base for the arts in Wales*; are also integral to the festival's ambitions.

Cardiff Contemporary is unique in being collectively driven by Cardiff Council and a core of local artists, curators, commissioners and visual arts organisations; supporting agendas and ambitions of both the visual arts community and the Council. Cardiff Contemporary is integral to Cardiff Council's development plan for contemporary visual arts and its vision for the economic profile and regeneration of the city; acknowledging the role of arts and culture in making our cities better places to live, work and visit, and to support the ambition to create Europe's most liveable city.

I've come from Glasgow, I didn't know Cardiff had such a great art scene. If I'd known, I'd have stayed longer.

Visitor comment

It was great to be part of the 2016 Cardiff Contemporary Festival after having decided to move to Cardiff following a visit to the 2014 incarnation. Being an invigilator meant that I was able to form an in-depth relationship with the works that I looked after, which led me to reflect upon my own artistic practice. Being situated in the exhibition spaces meant that I was able to have lots of interesting discussions with visitors...it was fantastic to discover unusual spaces in Cardiff that wouldn't otherwise actively invite the public in and brilliant to see the work of local artists and artists from outside of Wales together in one festival. I wish that festivals like this could happen more often; it was a really exciting time for the artistic community.

Lauren Heckler, Cardiff Contemporary Invigilator

CITY CENTRE FOOTFALL

The total City Centre footfall for the duration of the festival was approximately 3.99 million. Please see figures below in relation to this estimate:

Footfall October 2016= 3.6 million
Footfall October 2015 = 3.3 million
This represents an increase of 9% versus October 2015

Footfall November 2016 = 4.1 million
Footfall November 2015 = 3.5 million
This represents an increase of 17% versus November 2015
(Source: Paul Williams, City Centre Management, City of Cardiff Council)

IN-KIND CONTRIBUTION

Angel Hotel – 4 empty shop units = £2,000 (minimum commercial rate)
Angel Hotel – Ball Room hire = £500
Castle Arcade – 2 empty shop units = £2,000 (minimum commercial rate)
Castle Arcade – 1 two story artist residence unit = £2,000 (minimum commercial rate)
High Street – 1 two story empty shop unit = £1,000 (minimum commercial rate)
High Street – 1 large empty shop unit behind an existing business on High Street = £1,000 (minimum commercial rate)
Morgan Arcade – 1 three story empty shop unit = £2,000 (minimum commercial rate)
Williams Court – 1 empty office unit = £1,000 (minimum commercial rate)
Angel Hotel - Free use of hotel rooms for light installation during opening night = £300
Exhibition space at Cardiff School of Art and design
Exhibition space at Gallery Ten
Stadium Plaza - 4 large open office spaces for exhibition = £2,000
Mansford – Large printed Cardiff Contemporary banner on Stadium Plaza before/during/after the festival, print & advertising costs = £2,000
Steering committee days in-kind = (50 full days @£165) = £8,250
Cardiff Council Events Team = £3,000
Bletchley Park – Free translation of Welsh language morse code
TOTAL = £27,050

ADDITIONAL CASH INCOME

Igloo LMOLMA commission = £5,000

Richard James ACW Application = £25,000

TOTAL = £30,000

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CARDIFF IN CONTEXT



Image: Martin Ellard

Cardiff's population has grown rapidly over recent years, one of the fastest in the UK and government projections suggest that the city's growth, at 26% over the next 20 years, will be one of the highest of any city in the UK. This growth reflects a wider trend: people want to live in Cardiff.

Cardiff Council's vision is for Cardiff 'To be Europe's most liveable Capital City', acknowledging visual culture has an important part of the city experience for Cardiff's visitors, residents and businesses, putting culture at the heart of the city's agenda, policies and planning to create significant social and economic benefits. With a modest investment and innovative partnership working, Cardiff Contemporary aligns funding across the visual arts in Cardiff, maximising the resources for a shared vision.

Cultural tourism is one of the largest and fastest- growing tourism markets. Culture and creative industries are increasingly being used to promote destinations and enhance their competitiveness and attractiveness. Many locations are now actively developing their tangible and intangible cultural assets as a means of developing comparative advantages

in an increasingly competitive tourism marketplace, and to create local distinctiveness in the face of globalisation.

OECD The Organisation for Economic Co-operation and Development

Tourism is a vital part of the Welsh and Cardiff economy. The visitor economy in South East Wales is worth some £2bn to the region, with 50% from day visitors, and supports 31,000 FTE direct and indirect jobs. Cardiff generates a 50% share of tourism revenue in the region and 25% of all tourism revenues in Wales, and as a result it is the leading Local Authority area in the Wales visitor economy.

The city must remain a great venue for major sporting events and cultural events. These must continue to occupy the city's diary of visitor activity and will provide the corner stone of future success...It will need funding and investment over the five year period of the Plan.

(Source -

<https://cardiff.moderngov.co.uk/documents/s3345/item%203%20Cabinet%202%20April%202015%20Tourism%20Strategy.pdf>)

The Cardiff Contemporary initiative is integral to helping the capital of Wales reach its full potential.

Cardiff has the opportunity to positively reposition itself to a national and international audience and work towards its ambition to be known for culture and contemporary visual arts, profiting from all the associated social and economic benefits. This year alone visual arts activity in Cardiff has twice featured on BBC National News, and in the New York Times, Guardian, The Independent and major tabloid press. There is now an ever increasing positive trend for reporting and media appreciation for the visual arts in Cardiff/Wales at this level. We are optimistic for what we can collectively achieve in promoting a thriving visual art culture in Cardiff, and the subsequent economic, social and cultural impact of this.

Fantastic to see such work of quality in Cardiff City Centre - and for FREE! Thank you for giving me some meditative time away from the hustle and bustle of the city. DIOLCH!

Visitor comment

After the festival was over I was left feeling like I had learned a few new things, not just about different types of art but also how creative welsh artists are.

Rachel Holliday, Cardiff Contemporary Volunteer

The small team that run Cardiff Contemporary are to be commended – any festival is difficult to organise, as it revolves around variables – but Cardiff Contemporary also hinged on new commissions, untested work. I was incredibly pleased to be a part of such an important event. I sincerely hope it happens again, as the momentum and dialogue around the festival is galvanising and strengthening the arts in Cardiff.

Anthony Shapland, Cardiff Contemporary Artist and Co-Director, g39

CULTURAL EXCHANGES AND INTERNATIONAL DIALOGUES



Over 30 countries from across the world were represented within the 10 direct commissions and partner activities of Cardiff Contemporary 2016. Over 15% of the world's countries participated directly with the festival. As an initiative, Cardiff Contemporary is distinctively Welsh, but also outward looking – aiming to build an international and culturally connected profile, which will help to positively reposition Cardiff to an international audience and encourage more visitors to the city, and to Wales.

Countries represented in Cardiff Contemporary

Algeria
Angola
Australia

Austria
Belgium
China
Croatia
England
France
Germany
Ghana
Holland
Iraq
Ireland
Italy
Japan
Lebanon
Netherlands
Nigeria
Romania
Russia
Scotland
Serbia
South Africa
South Korea
Spain
Sweden
Turkey
USA
Wales

To create a legacy of long-term growth and sustainability in Cardiff's cultural sector, we are looking to build upon the dialogues initiated by Cardiff Contemporary during 2016. One of the great opportunities, as well as challenges, is to research and develop international partnerships and projects, enabling international artists, galleries and curators to become aware of the city of Cardiff and share their work with audiences here in Wales. This is in line with feedback we received from the public, and Cardiff Contemporary's wider aims and objectives to positively reposition Cardiff as an innovative and progressive world city for arts and culture.

I feel that the festival created a real buzz in Cardiff and that it drew a good, diverse and engaged audience both locally and nationally.

I have had some very good feedback from lots of people in London and Germany/Belgium who had seen the images of my work on social media and I felt that the combination of Artes Mundi and Cardiff Contemporary showed Cardiff to be very culturally vibrant.

Laura Ford, Cardiff Contemporary Artist

PARTNERSHIPS



Image: Courtesy Artes Mundi

One of the most valuable and sustainable legacies of developing a large scale project such as Cardiff Contemporary is the opportunity to establish new joint working practise across sectors, strengthening and developing new partnerships. The Cardiff Contemporary initiative has particularly focussed on facilitating collaboration between local and national stakeholders, the artistic community and cultural, educational, commercial and governmental sectors.

The key arts partners of the initiative to date include: Arts Council of Wales, Artes Mundi, g39, Chapter and Ffotogallery.

Arts Council of Wales is the country's funding and development agency for the arts, and their vision of a creative Wales where the arts are central to the life of the nation. ACW co-funded Cardiff Contemporary 2016, contributing a major festival grant.

Artes Mundi is an internationally focused arts organisation that identifies, recognises and supports contemporary visual artists who engage with the human condition, social reality and lived experience. Artes Mundi is best known for its biennial international exhibition and prize, the largest art prize in the UK.

Chapter is an ambitious, multi-artform cultural centre based in Cardiff, Wales that commissions, produces and presents international art, performance and film alongside a dynamic social space.

g39 is a dynamic artist-led organisation for contemporary art in Wales. Part gallery, part community and part resource, it is a welcoming space for audiences to experience a selection of Wales' most exciting and relevant contemporary art.

Ffotogallery is the national development agency for photography and lens-based media in Wales.

Ffotogallery was delighted to participate in Cardiff Contemporary through the presentation of Russian artist Jana Romanova's Adopted Welsh exhibition and Welsh artist David Barnes' In Solution. We were particularly pleased with the positive audience and critical response to both shows, which achieved national press and media coverage including a feature on BBC Radio 4's Today programme. With the alternating biennial cycle of Cardiff Contemporary and Diffusion: Cardiff International Festival of Photography the city and Wales are projecting a vibrant and outward facing contemporary arts scene which boosts our national and international standing.

David Drake, Director, Ffotogallery and Diffusion: Cardiff International Festival of Photography

Positive inter-departmental collaboration within Cardiff Council was key to the festival's success and the initiative worked with and were supported by the following departments: St David's Hall, Cardiff Castle, Events team, Planning, Highways, the Harbour Authority, Regulatory, City Centre Management, Tourism and Information, Economic Development, Welsh Translation, I.T, Media and Communications, the Capital Times, the Executive and Members.

Partnerships with local businesses and organisations included 11th Hour, ArcadeCardiff, Arts Council of Wales, Arts Alive, Artes Mundi, BayArt, Cardiff Castle, Castle Quarter, Chapter, Creative Quarter, CSAD, Culture Colony Quarterly, EMP Projects, Elfen, Ffotogallery, g39, gallery/ten, Hotel Collections (The Angel Hotel), HSS, igloo, ADM Construct, Made By Hand, Mansford, National Museum of Wales, NCP, NTW, Network Rail, Oriel Canfas, Rightacres, Savills, Semaphore, Spillers Records, St David's Hall, SWN, Travis Perkins, Visit Cardiff, Visit Wales, WAI, WMC.

These relationships enabled Cardiff Contemporary to maximise public engagement and reach out to a significant variety of audiences in new and dynamic ways.

PUBLIC ENGAGEMENT



Image: Martin Ellard

Central to the aims of Cardiff Contemporary is an emphasis on public engagement with the visual arts, and this was reflected throughout the festival's development and delivery of its diverse and ambitious programme.

Between 20 October and 19 November, Cardiff Contemporary generated an estimated audience of over 57,477 people at invigilated spaces, partner exhibitions and events. The festival season as a whole generated an estimated audience of 58,657, however during the festival dates the city centre footfall was approximately 3.99 million and so potential public access far exceeds this number.

Cardiff Contemporary took art into the city's centre galleries, museums and iconic spaces, but also into hidden and unknown sites, revealing the city in fascinating and intriguing ways. The festival's activity was focused on the city centre however additional activity did take place across the city, including the areas of Canton and Cardiff Bay. The Festival made use of the city as a space to experience art, engaging and celebrating the relationship between a city and its citizens.

...I came away from it with the feeling that the festival was very well organized and successful... I saw visitors coming in from all walks of life: the dedicated Art lovers, the professionals, students, mums with pushchairs, the merely curious, passers-by and tourists. Their reactions were in turn enthusiastic, intrigued, baffled and on occasion even mildly hostile (contemporary art can be ...'challenging') but nobody was ever indifferent to the experience.

I believe that more room should be given to contemporary art in town centres, and, as the high-street is changing its traditional role as a place for solely shopping and refuelling, I feel it would benefit by allocating more space to showcase new talents and continue the conversation about art: a space for contemplation and wonderment, a pause for thought.
Nadia Gibbs – Cardiff Contemporary Volunteer

SPACES AND BUILDINGS TRANSFORMED

As part of Cardiff Contemporary's commitment to maximising public engagement and bringing art into the public realm, a key aspect of the festival was to renovate existing and unused spaces and buildings into the fabric of the festival. In total 13 spaces were transformed including:

- The Angel – derelict former Bevan Triumph motorcycle showroom on Castle Street converted into the festival hub including 4 dedicated gallery spaces.
- Stadium Plaza - large exhibition space in landmark location utilised for exhibition and performances as part of tactileBOSCH commission.
- Customs and Immigration Building – historic building on Bute Street was transformed into a multidisciplinary exhibition and performance space and music venue for tactileBOSCH collective. We also worked closely with property agents in the city and transformed a record number of high spec shop spaces into art galleries for the duration of the festival.

RESIDENCIES AND COMMISSIONS

As part of Cardiff Contemporary 2016 Festival, 10 direct artist commissions and an artist in residence were awarded from a strong selection of applications from over 30 countries worldwide.



**Speaking: Out-of-Place, Out-of-Body, Un-silenced
Artist in Residence
Maia Conran**

Artist Maia Conran was commissioned as Artist in Residence for Cardiff Contemporary 2016 to develop artworks in response to the theme of Communication, using images and voices that are out-of-place, out-of-body, speaking out or silenced. Working in her studio in Castle Arcade, Maia explored these themes throughout the festival, with her partial screenplay: 'This island, and its buildings, is our private paradise as a jumping-off point'. To assist, Maia invited The Disembodied Voice group and The Unbook Prize for aligned research, performance and presentations during her residency.



Image: Martin Ellard

The Angel Festival Hub

The Festival team converted the old Bevan Triumph garage into a temporary gallery for the duration of the festival, sited in a historic space next to The Angel Hotel, opposite Cardiff Castle. Featured artists included Locus (Richard James and Angharad Van Rijswijk) featuring Stewart Lee and Andy Fung, Laura Ford, Anthony Shapland, Megan Broadmeadow and Mark James in collaboration with Cian Ciaran, Huw Bunford, Bait Studio and Lost Heritage.

Let The Stars Be Set Upon The Board Megan Broadmeadow

Megan Broadmeadow's new work explored the mystery of the Antikythera Mechanism; a 2,000 year old piece of technology that was found in the Aegean Sea, which has been attributed as the world's earliest computer. The installation featured a video projection and ancient calendars, using the notion of wave as metaphor for communication between people and cultures both past, present and imagined. The artist worked with an engineer to manufacture an aluminium tank and wave mechanism and a filmmaker to produce an experimental artist film that was projected above the custom tank.

The Hand That Makes The Sound Anthony Shapland

Alan Cavley is one of a handful of signwriters left in Cardiff. He has been supplying cafes, shops, pubs and clubs with hand-drawn signs for over forty years. His hand has shaped

the city, the particular calligraphy that comes from his brush is unmistakable. With a friendship of over 26 years, Shapland spent time documenting the signwriter at his base in Grangetown. The documentary focuses on asides and histories, gossip and hearsay during his working days. In addition, Shapland commissioned Alan Caverly to recreate the exchange 'Are you Ready?' between Marconi and his assistant George Kemp (of which Shapland has undertaken comprehensive research previously), focusing on the written, shaped words, and a new sign by Alan was exhibited as part of the installation. The commission happened over two sites, a film installation as one of the main features at the festival hub, which was visible to the public 24/7 for the duration of the festival; and an art installation was also installed in an empty shop unit in Castle Arcade for the display of the newly commissioned artist film.

The Hill of Dreams

Locus (Richard James and Angharad Van Rijswijk) featuring Stewart Lee & Andy Fung

An audio visual installation and exhibition based on the psychogeography of childhood and the wider themes explored in Arthur Machen's book, 'The Hill of Dreams'. These themes explored the creative imagination of childhood and young adulthood through emotional relationships to landscapes, how they inform our growth, development and emotional responses, and how they relate to the creativity of the artist. The project was awarded individual funding from the Arts Council of Wales and was incorporated into the festival as a new commission. This immersive installation was stunning and was extremely popular with the public. Our team fully supported with the installation and technical assistance for the delivery of the project. The artists have now been offered further opportunities to develop and show this work.

Shave and a haircut - two bits

Roman Štětina

Curated by Louise Hobson

'Shave and a haircut - two bits' was a site specific installation by Czech artist Roman Štětina, located

between 7 and 8, on High Street in Cardiff city centre. Curated by Louise Hobson, a local and emerging curator, Štětina presented a new site-specific installation on the narrative of call and response. The exhibition was installed in a disused space hidden behind 'Cashino' on High Street and became a talking point of the festival, intriguing the general public as they investigated this hidden space. To accompany the exhibition, an artist talk and curator's walk and talk took place and exhibition handouts and an interview with the artist were provided for the public to read and take away.

LOVE ME OR LEAVE ME ALONE

Heather & Ivan Morison

Commissioned by Chapter

LOVE ME OR LEAVE ME ALONE Heather and Ivan Morison designed an interactive sculpture as part of the Porth Teigr development. For Cardiff Contemporary, bespoke evening lighting and communal seating were installed, transforming LMOLMA and its surrounding area into a beautiful multi-functioning artwork. Chapter served toast, tea and winter-warming delights throughout the festival to customers and passers-by. Chapter commissioned local musicians to provide acoustic music followed by an outdoor cinema event each Saturday evening. The artists created a space for reflection, nourishment,

contemplation and conversation and highlighted the potential for developing cultural projects in this area of Cardiff Bay.

Keepers of The Wall

Laura Ford

International, Cardiff born artist, Laura Ford was commissioned by Cardiff Contemporary to make an installation for the Animal Wall at Cardiff Castle and the festival hub. Ford's work uses figurative and animal imagery sculpted in a mixture of dark humour and tenderness. Her new work, 'Keepers of The Wall' added a number of intriguing new creatures to the menagerie, watched by additional sculptures at The Angel festival hub. This commission was one of the most popular of the festival. The general public engagement was impressive and many people who would not usually engage in the visual arts enjoyed this project, the humour and absurdity helped break down barriers to engaging with the festival, and children particularly enjoyed it.



Image: Jamie Woodley

ALL PALACES ARE TEMPORARY PALACES

Robert Montgomery

'ALL PALACES ARE TEMPORARY PALACES' was a major light installation on the roof of the Wood Street NCP car park on Great Western Lane. It punctuated Cardiff's skyline with an enigmatic phrase encouraging us to think of our place in the world at times of enormous upheaval. It is part of a series of works by Robert Montgomery along with its companion piece at the Nuart Festival in Norway, which reads 'ALL EUROPE MUST BE EVERYWHERE A REFUGE FOR THE BROKEN-HEARTED'. Seeking to encourage compassion, the artist is a supporter of the #refugeeswelcome campaign. At the time of Cardiff Contemporary Robert also exhibited at the Louvre Paris. He is one of the most

celebrated artists in current times so it was exciting to show his work in Central Square at this stage in the development.

Garden of Earthly Delights tactileBOSCH

In celebration of the 500th anniversary of the death of Dutch artist Hieronymus BOSCH, tactileBOSCH delivered a vibrant and inclusive multi-media exhibition within a vast, disused building in the historic area of Cardiff Bay, before restaging elements of the exhibition within the prime city centre location of Stadium Plaza. Borrowing the title for the show from Bosch's most acclaimed work, Garden of Earthly Delights, the collective created a dizzying array of site-specific installation, video, painting, photography, sonic art, interdisciplinary collaborations and spontaneous interventions. 150 proposals were received through an open call, of which 64 were selected from a range of different disciplines and representing an international artist reach.

A Car Park In Cardiff

Edwin Burdis

Curated by Spit & Sawdust

Spit & Sawdust commissioned artist Edwin Burdis to make an artwork (film/video) that responded to the skateboarding scene in Cardiff, taking inspiration from the festival theme 'communication'. A text/publication produced by the artist complimented the film as well as a poster work.

Alongside the exhibition of the resultant artwork was an exhibition showing the history of the skate scene in South Wales, an evening of related film screenings ('This Ain't California' and 'The Devils Toy') and a talk by Kieron Livingstone.

Limelight – illuminating the industrial landscape of lime

Charles Danby & Rob Smith

Managed by Rebecca Spooner

Artists Charles Danby and Rob Smith created live illuminations connecting the historic lime industry of the Black Mountains with the Welsh capital. The artists used digital means to bring reflections on this history to urban audiences by streaming live illuminations at nightfall from Llangattock Limekilns in the heart of the Brecon Beacons National Park to the Welsh capital and online. The live stream event presented multiple perspectives of landscape, combining live with recorded footage, audio and performance in an immersive experience. The illuminations were created with limelight itself, an intense, pure white light generated through heating quicklime at high temperature, used in the 19th century for land survey work and stage lighting. Each live broadcast lasted as long as it took for the chemical reaction to be exhausted. The resulting documentation was then reedited and exhibited as a film work for the remaining duration of the festival within an empty shop unit in Castle Arcade.

Cardiff Open Studios Weekend

Cardiff has a vibrant and diverse studio scene which spans the breadth of the city- from artists working in individual studios to artist-run collectives. Cardiff Open Studios weekend

offered the public the opportunity to see the spaces where well over 140 local artists work, and an estimated audience of around 1180 people attended.

EMPLOYMENT OPPORTUNITIES

The development and delivery of Cardiff Contemporary Festival 2016 directly created and funded 23 new employment opportunities, for invigilators, co-ordinators and technicians, supporting Cardiff's network of creative professionals.

DRAFT

MEDIA



Image: Martin Ellard

I must write to you to say what a pleasure it was to work with you and, as with all projects I undertake in Wales, the experience was helped greatly by imaginative, ambitious and good natured people. The latter is especially important to me. The nature of Cardiff Contemporary evidently means it's not easy to turn the idea into reality. I think everyone involved appreciates that and the overriding feeling at the end is one of huge respect for what you have achieved.

Rob Allan – Marketing Consultant, Perspective Media

Cardiff Contemporary developed a variety of online and print marketing strategies to maximise public engagement, including a dedicated festival website that acted as a portal for all Cardiff Contemporary activity, an active Twitter profile and Facebook page and festival brochure. Cardiff Contemporary 2016 Festival attracted coverage from a variety of local press including: BBC Wales, ITV Wales, AN Magazine, BUZZ Magazine CCQ Magazine and Wales Online.

Through our marketing campaign we also placed adverts with Buzz, Frieze, Western Mail, CCQ, Capital Times and Galleries Magazine; and distributed Cardiff Contemporary Festival bags to arts and museums conferences taking place during the festival.

The festival commissioned local filmmaker Pete Telfer / Culture Colony to document the opening launch weekend as well as individual artist interviews, which were distributed within the first week of the festival to market as widely as possible:

<https://vimeo.com/206075515>

A comprehensive archive of online press and social media presence has been stored permanently using the Storify platform and shared across the festival's public networks: <https://storify.com/cardiffcontemp>

A snapshot of the media coverage can be seen below:

BBC Wales: <http://www.bbc.co.uk/news/uk-wales-37728461>

Wales Online: <http://www.walesonline.co.uk/whats-on/arts-culture-news/cardiff-contemporary-returning-filling-citys-11736877>

CCQ Magazine: <http://www.culturecolony.com/news/cardiff-contemporary-visual-arts-festival-20-oct---19-nov-16>

BUZZ: <http://www.buzzmag.co.uk/uncategorized/26765/>

AN Magazine: <https://www.a-n.co.uk/news/cardiff-contemporary-festival-returns-for-fourth-edition>

LEGACY



Image: Martin Ellard

As this report has demonstrated there is a key role for visual arts and culture in making our city a better place to live, work and visit, and an appetite from the public to see this develop. Reflecting this, Cardiff Council is committed to prioritising the development of arts and culture and the creative industries going forward.

Cardiff Contemporary enabled us to further develop our partnership with the BBC Wales Connected Studio and their staff.

During 2017 we will be completely rebranding Arts Alive Wales with the support of an Organisational Development grant from Arts Council of Wales. We will be working with Mark James and Rob Allen, whom we were able to build our relationships during Cardiff Contemporary.

Rebecca Spooner – Arts Alive Project Manager

MANAGEMENT & STEERING GROUP

The Cardiff Contemporary initiative, festival and Steering Group is led by Ruth Cayford (Cardiff Council, Visual Arts Manager). Also sitting on the steering committee is Emma Geliot (CCQ, Arts Consultant), Emma Price (EMP Projects), Richard Higlett (Cardiff Open Studios), David Drake (Director, Ffotogallery), Mike Tooby (freelance consultant), Karen Mackinnon (Director, Artes Mundi), Hannah Firth (Head of Visual Arts Chapter), Chris Brown (Co-Director, g39), Anthony Shapland (Co-Director, g39), Angela Dutton (Cardiff Metropolitan University), Louise Wright (ACW); the committee was a key feature of the management and process of delivering the Cardiff Contemporary 2016 Festival, both structurally and less formally. The group worked collectively with Cardiff Council, local partners and Cardiff's communities of artists, designers and architects.

... It's been a huge and complex festival so I can barely begin to imagine how busy the last few months have been. It's really done the city and its creative community proud and it wouldn't have happened without you. I've enjoyed every minute and had some brilliant feedback... thank you for all your hard work, determination, imagination and resilience in the run up to and during Cardiff Contemporary which has made it such a successful few weeks! You really did make it look as if you had a full time team of 10 rather than just you and Lauren.

Angie Dutton

...The visual arts scene in Cardiff is a much richer place for having you and the wonderful Lauren in it. Congratulations to you and a huge heartfelt thank you from all of us here at Chapter and from Heather and Ivan for making it all happen!

Hannah Firth

I thought that this year's Cardiff Contemporary worked really well, albeit with a reduced programme compared to 2014. It clearly has the enthusiastic support of the arts community (no mean feat after three editions) and my observations of public and visitor reaction to the exhibitions and installations across the city were all very positive.

The Hub space worked especially well, I felt, and it was good to see an empty space in the city centre re-animated for the duration of the festival.

From the outside, everything seemed to be run incredibly efficiently and, most importantly of all, creative risk taking was achieved - it's often the first casualty when there is no one to buffer the artists' ambition against the complex agendas of the various agencies and organisations responsible for so many aspects of urban life.

While the core delivery team worked impressively hard to make the festival delivery seem effortless, the support of the very many different departments and individuals within the council was very evident too. Great to see Cllr Bale at so many events.

Emma Geliot