



Case study: Cult Vision and 'Fuelling Creative Renewal' commissions

© Catherine Yass/Culture Mile

What was the project?

A window installation of the eight pieces of artwork commissioned by the Culture & Commerce Taskforce featured in their report '*Fuelling Creative Renewal*' in the shop front window of Cult Vision (the Barbican Estate-based opticians).

The artists have all responded to themes within the report – from showcasing new voices through to digital skills – and the artworks are a great celebration of the value of the creative industries as well as the artists working within them.

This was a new partnership between Culture Mile and Cult Vision.

Why did you do it?

We have wanted to work with Culture Mile for a long time, so when we were approached we did not hesitate for a minute to take up this great opportunity. We have done many installations with individual artists and designers over the years, and we were particularly honoured to work with Culture Mile and the Culture & Commerce Taskforce.

Not only was it an opportunity to work with a larger organisation who share our values in terms of supporting the arts within the Square Mile and to inspire the local area, it was also a way for us as a small business to be promoted within the local area at a time where the global pandemic has affected every business including ours.

How did you do it?

The collaboration was all done remotely via Zoom calls and email, which was actually very productive! We already determined in the first phone call how we could best collaborate and showcase the art (as a window installation featuring 8 x A2 prints) and after that, it was only a matter of managing practical tasks. It took a few months from when we had the first phone call until the window installation went 'live' as we had to time it to the end of the lockdown, however once the art was in the window it was worth the wait! We have also managed to display the art digitally in the window and the slideshow has been running 24 hours, so even when the shutter is down the art can still be seen by passers-by. Finally, Culture Mile kindly sponsored A6 postcards featuring the commissioned art, which we are now giving away to our customers.



© Marianne Nicolaou/Culture Mile

What change have you seen?

We have had many people passing by and asking about the art, the artists, and where to buy the original pieces of art. We also believe we have had more customers from within the local area as a result of the installation – the fact that we are working with Culture Mile/The Culture & Commerce Taskforce has given us great credit as a business.

We hope that the project has shown the artists working in the creative industries in the area that their skills are indeed important and valued.

We hope that many people working and living within the 'Square Mile' and the Barbican in particular have been inspired by talented artists and their work displayed in our window and featured in the report.

We hope that the project has shown the artists working in the creative industries in the area that their skills are indeed important and valued, and we hope that the residents and people working in the area and beyond have enjoyed the art and will support the arts sector even more as a result.

What have you learned?

We have certainly learned that we, as a small independent business, can indeed work with larger organisations and this has inspired us to take on larger projects and more ambitious collaborations in future.

The project has been received very well by people working – and living in the local area as well as people responding to our newsletter and social media posts. We would thoroughly recommend any business or organisation to get involved to support the local creative industries, not only do they need our support – we also need their skills to brighten our days and fight back from the pandemic and bring back creativity to 'The Square Mile'.



For more information
www.cultvision.com

Culture & Commerce Taskforce



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