



IT ALL
STARTED
WITH
AN
IDEA

ARTS
CLUBS

Thank You

We want to thank Artist and Illustrator Jenny Boat for designing a publication that celebrates creativity, collaboration and community.

Jenny Boat - they/ them
@jennyboatdraws

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A Letter from our Founder..

I remember sitting in an art gallery in East London as part of my unpaid internship and asking myself ‘was studying for an art degree really worth it?’

After graduating from university in 2016 with a BA in Fine Art, I had found myself hitting a brick wall when trying to find work within the sector. Discovering that, like with many art graduates, university puts you on a pedestal, giving the impression that you can take on the world prepared for what the future may hold with a paper scroll in hand. I was one of the lucky few who had been volunteering for a local arts organisation during my time at university and was fortunate enough to have my first proper job within the arts after completing an unfulfilling unpaid internship in a gallery in East London. Creative higher education, as with many, left me navigating the sector alone trying to find my place within it.

The curriculum of creative degrees is outdated and repetitive, having spoken to Alumni before and after, it was clear that we needed to embed content around navigating the sector, equipping graduates with employability skills and tools to establish themselves as artists, designers and makers – artpreneurs! I believe that by creating one supportive creative community we can address and reform how creative education can align itself with the sector and embed practical skills through their courses.

In 2018, I set up Art Clubbers CIC, a not-for-profit Arts Organisation with the initial hope to act as stepping stone into the industry, providing opportunities and support to allow young creatives the chance to develop and build their skills and portfolios as well as put in to practice their talents in community focused activities and projects.

Since our inception we have embraced the challenge to support emerging creatives in and around London to aid their professional and personal development. As a group of young creatives hailing from different parts of London as well as walks of life, we have been able to engage marginalised groups who are really struggling to gain access into the creative industry. We understand the barriers which hinder their progression are still very much an issue to be addressed and as an organisation we have made it our priority to challenge and dismantle barriers where we can and provide alternative routes such as our Creative Leadership programme S.Y.N.C.

I had always been in awe of the power that community arts have to shape our local communities. I want to see a London that supports and champions local artists and creatives to sit in the driving seat and forge relationships with residents and businesses to create a brighter, vibrant and more diverse London. At Art Clubbers we have seen the power of engaging emerging talent in the development of hyper-localised community-led projects, this new talent brings innovative ways to tackle social, economic and political issues on local levels.



Ajay Pabial, Managing Director

Over the last three years we have challenged ourselves to think outside the box and test how we work at larger scales as we endeavour to create relatable, meaningful and education with a community invitation. As many small organisations within the creative sector, COVID-19 had challenged us to pivot our delivery and become agile in the truer sense. Despite the hurdles the pandemic presented, I am proud to be working in an innovative team who collectively found solutions and developed accessible pathways for our audience to engage with art and culture. There is a lot to be done and I am excited to see where that leads us over the next three years, I thank our board, team and partners for contributing so wholeheartedly to our mission and to thank everyone who has engaged with our projects and sought support from our programmes, for trusting us and being part of our journey.

Our Mission...

Our 4 Missions:

We believe a single idea can truly flourish in wondrous ways with the actions of a collective. The team have come together with interchangeable core missions to make Art Clubbers a place for development and growth no matter what type of participant you are.

To champion Creative Innovation.

Acting as a coordinating hub and creating a connected artistic community. Providing a platform to showcase innovation and future talent - increasing the potential of collaboration and skill sharing. Activities and tactics include building and organizing networks of creatives; narrative design, discovery, and expansion; story-driven content creation such as digital production and live events.

To break down barriers by Creative Opportunities.

By developing creative entrepreneurial skills creating opportunity and a pool of talent in which we accelerate innovation, stimulate talent and support enterprise. Responding to the needs of our creative community by providing opportunities for further progression.

To create an inclusive Cultural Experience.

Delivering localised cultural strategies and hosting a wide range of networks to support making art and culture more accessible to those who experience barriers. Continuing to help budding creatives achieve a sustainable career whilst immersing themselves in the local community. Like all strategic practices, we provide essential goal-setting, a theory of change, an understanding of the audience, and a commitment to meaningful evaluation

To connect communities through Cohesion & Consultation.

We hope to continue to collaborate with other creative and cultural institutions and organisations to connect and bridge the gap between established initiatives and emerging talent ensuring diverse and inclusive practices.

It has been a wonderful journey so far, shared with inspiring creatives and individuals and it is always such a joy to find out how much our mission resonates with others. There is something so magical when we fill a space with the ideas and creations of many and then welcome people from all walks of life into that space. It is also a pleasure to connect individuals and communities together through our projects and platforms - knowing it can greatly impact and create meaningful relationships motivates us to continue to hold our missions with pride and support the growth and journeys of all involved!



Annie Dam, Programmes Manager

A centre stage for

4 Paid opportunities

24 Emerging Artists from in and around London

Bloomin'
Art Clubber's first major Art Exhibition back in March 2019, featured 24 Artists from all stages of their education and career and opened to accept all mediums of chosen artwork to exhibit.

This debut multimedia art exhibition brought together artists, in and around London, of various levels of experience and works of various genres - each showcasing creations of what represents them as artists today. With a charming stage provided by Stour Space located in Hackney Wick, the cultural heart of London, we opened our arms to welcome and celebrate and spark some well deserved exposure, discussion and love for our emerging and established artists under one roof.

The idea of Bloomin' was to highlight Art Clubber's main policies: to open our doors to everyone, to provide a stage for creative individuals and to build up their portfolio/experience. The exhibition title represented the springtime of the exhibition, Art Clubbers giving birth to its first art exhibition and the collected array of artworks produced by artists from all walks of life.



1000+ visitors to see the exhibition

Testimonial

"For the Art Clubber's Bloomin' exhibition, I had the opportunity to work as an exhibition assistant alongside curator Annie Dam as well as being an exhibiting artist. This experience was more rewarding and insightful than I could have ever imagined. As a University student, at times creating and working with art in the professional world seems out of reach, but through this experience I learned valuable skills about the preparation and set-up of an exhibition. I also met some inspiring and talented artists, which overall has made the idea of graduating and pursuing work in the art world seem more attainable. I'd like to thank Art Clubbers for creating such a vibrant and welcoming environment for my first exhibition experience outside of academia!"

— Khadija Niang, exhibition assistant

Partnerships



“The first thing that comes to mind when working with Ajay and his team from Art Clubbers is his sincerity and genuine passion to help those in underprivileged and underrepresented communities. To date we have worked on 2 opportunities, one of which in support of artists within the LGBTQ+ community and the other we are currently working on supporting school children and young adults from the Redbridge area of London to embrace their creative talent and seek support to nurture and develop their creativity. Art Clubbers are real ambassadors to the creative arts industry and we feel very honoured to work with them.” - Diana Todd, Account Manager, Zealous

OUR JOURNEY

2 million local residents engaged

ACROSS

300+ in our talent pool

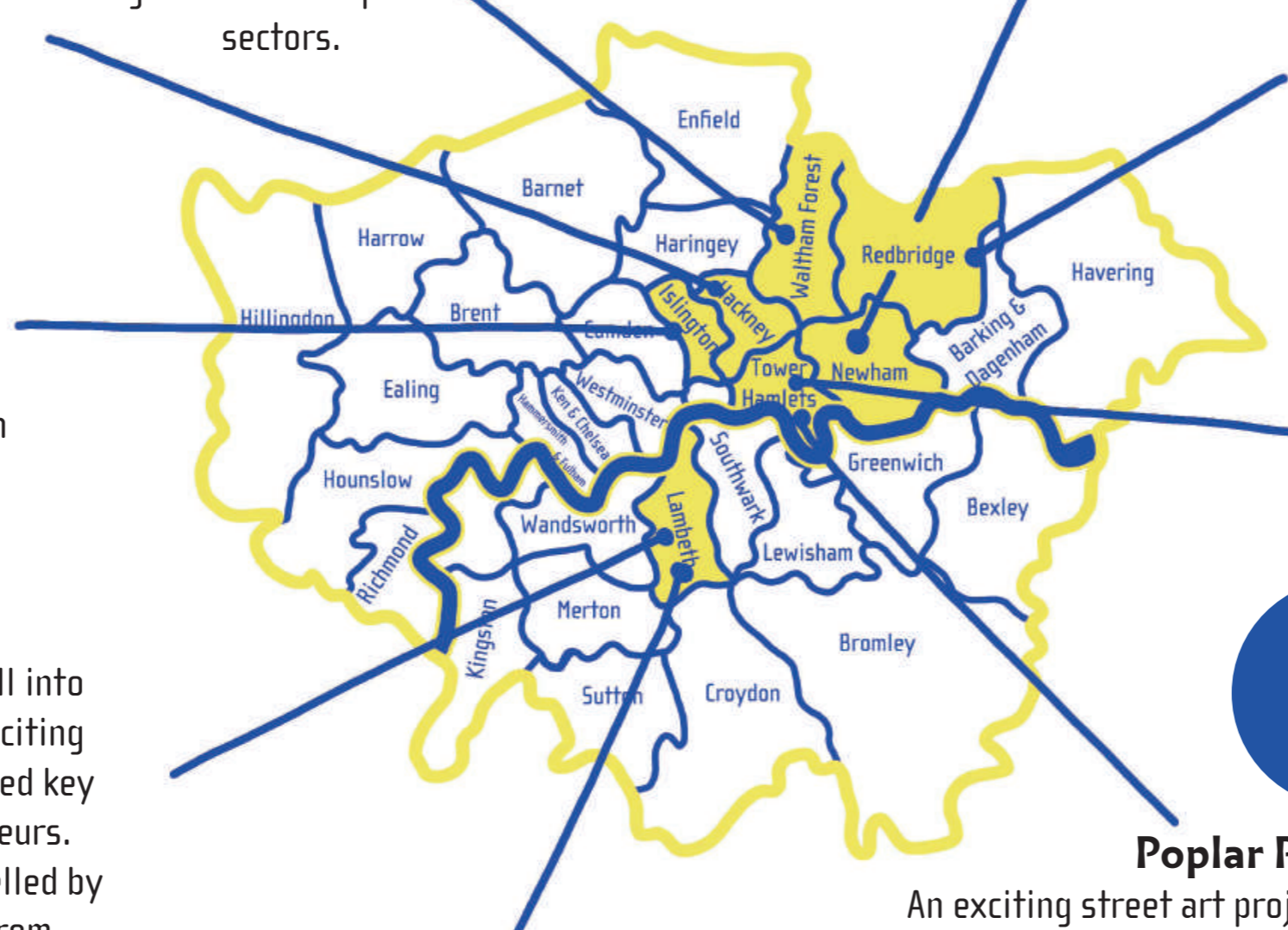
Future Programmes

The future programmes have supported 200 young residents from Waltham Forest into the creative, tech, green and enterprise sectors.

East Summer School
We have delivered employability workshops to over 100 young people from the four host boroughs.

Welcome to Goodmayes
A borough-wide street competition which engaged 72 schools and colleges to submit a concept for a mural to go up outside Goodmayes Station. The project engaged over 400 residents.

S.Y.N.C
Our flagship creative leadership programme has been have successfully trained 20 emerging creatives. The programme has been housed at creative youth center, Spotlight, Lansbury.



Bloomin'
Our first ever art exhibition, platforming over 30 artist from across London and showcase a diverse range of talent the city houses.

Art In Sight
A month-long project which showcased the works of 7 diverse artist from underrepresented groups on a digital billboard which was viewed by over 2 million commuters.

The Playground
We turned Lambeth Town Hall into playground, filled with an exciting event programme that provided key lessons to young entrepreneurs. We 4 round-table events panelled by leading industry experts from animation, marketing, illustration and music.

30+ businesses collaborated with

Stencil Streatham
We collaborated with Streatham Festival to work on a mural with local residents on a prime location. Our Alumni Hannah O'Brien was the leading artist on the project.

Poplar Paints
An exciting street art project which engaged the young people of Tower Hamlets who collaborated with an international street artist who created a mural to celebrate the arrival of a new fashion hub - Poplar Works.

600+ Young Londoners supported

Talking Partnerships

Our partners Ashton Mullins (AM), Grants & Programme Manager from Foundation for Future London and Isabel Sachs (IS), Founder of I LIKE NETWORKING, tell us more about the power of partnerships.

Why are partnerships important to you?

AM – Collaboration and partnerships are fundamental to the Foundation for Future London's ethos – they unlock critical understandings, skillsets, resources and innovation necessary to address the wider outcomes we are working towards.

IS - I LIKE NETWORKING's motto is collaboration over competition. The creative industries are an intrinsically collaborative space and we hope to instill this ethos across the board. As a small organization, we can't do it ALL, so strategic partnerships are vital.

Why have you supported Art Clubbers?

AM - Art Clubbers' collaborative approach to engaging with young people and ensuring the focus of their work was developed with them in mind was clearly evident.

IS - Because they've supported us from the get-go! Art Clubbers is an incredible team of professionals striving for a more inclusive and diverse industry and we are really behind on that. It works with a fantastic range of communities and does important work that might be overlooked but has actual impact.

What advice would you give to anyone looking to develop partnerships of their own?

AM - Partnerships are a process not a result. Be both open to change and also be specific about why you are choosing to collaborate – that may mean outcomes will be outside of your control or expectations of what success may look like at the onset might change but ultimately be stronger for it.

IS - Make sure the partnership works for both parties, otherwise it's not it! Clearly define your goals and who will be responsible for what. Creating partnerships with organisations that hold similar values is a lot easier and tends to be much more productive!



Ashton Mullins

In what way would you like to continue working with us?

AM - The Foundation for Future London has been happy to support Art Clubbers through our Foundations Programme, co-funded by City of London, and we look forward to continuing to share our respective learnings and opportunities going forward. All our funding partnerships are matched against the specific fund criteria and priorities, which will inform future funded activity.

IS - We'd love to continue to organize and deliver events and programmes together and perhaps even do a large ILN x Art Clubbers programme in the future!



Isabel Sachs

Skills. Youth. Network. Create.
Art Clubbers presents S.Y.N.C! An exciting programme providing training, opportunity and progression to budding creatives.

**20
Creative Leaders
trained**

S.Y.N.C

**50%
from Black,
Asian and Minority
Backgrounds**

**30%
of participants
identify as
disabled**

**50%
of participants
identify as
LGBTQ+**

S.Y.N.C brings an innovative solution to embed fusion skills into budding creatives. We are giving young people who are looking to kick-start their careers the opportunity to strengthen their skills and pass their experience on to younger generations. We hope to inspire and equip future creatives on their endeavours by fusing creative mediums with fusion skills. Imagine collaborations with theatre, problem solving with dance or even adaptability with photography. This is an experiential and spectacular approach to helping young Londoners thrive in the 21st Century workplace.

Like many of our previous work, S.Y.N.C focuses on the journeys of young people and not just the end goal. Through our professional lives we move to and from different goals acquiring skills which better our practices and adopt new ones to add to our repertoire. This programme does that in a short period of time, making our young people the best candidates to seek creative solutions and have the ability to make a positive economic, social and environmental impact.



We caught up with our Alumni Kieran Akhtar (KA) and Hannah O'Brien (HO) about why S.Y.N.C was so important to them and where their journeys have led them after completing the programme.



Kieran Akhtar



Hannah O'Brien

What made you apply to SYNC?

KA - I applied to S.Y.N.C looking to bolster my workshop/teaching skills. As a creative professional, I know that my knowledge and experiences are valuable to share with those that may wish to be involved. My biggest attraction to this opportunity was to gain first-timer work supporting young people in finding a passion.

HO - I wanted to work with other young creatives to create an accessible space for children and young people to explore new ideas around art and image making. I have always had an interest in facilitating workshops, and by applying to S.Y.N.C I knew I would get the training I needed to develop my skills in that area.

What did you find useful about the programme?

KA - The programme was useful in mentoring me to create workshops that effectively provided knowledge and enjoyment for the young people participating. S.Y.N.C is useful in giving young people the opportunity to find their passion and from seeing their growth in my sessions that I provided, I know that there is something worthwhile for everyone involved in the programme.

HO - I learnt about new ideas on how to run an engaging, participant led workshop, which has stuck with me in future work. The programme gives a lot of freedom for you to design a workshop entirely yourself, which developed my critical thinking, and self-reflection.

What have you gone on to do after completing S.Y.N.C?

KA - After completing S.Y.N.C I have gone on to become a creative childcarer for Coco Rio as well as a Learning Support Staff in Media Studies at Big Creative Training. This role has even developed into a Lead Tutor where I often put my lesson planning skills into practice!

HO - I currently work as a freelance illustrator and animator, working on a variety of projects. I mostly work for a few different animation studios based in London, and sometimes get the opportunity to do more community-based projects.

What advice would you give other emerging creatives thinking about applying for S.Y.N.C?

KA - Emerging creatives should definitely look into being a part of S.Y.N.C! The programme allowed me to explore the tutoring/mentoring aspect of my creative practices, where previously I had no experience of this. I have found ways to use these experiences as side hustles and alternative career pathways to support my creative pursuits professionally.

HO - I would definitely apply to S.Y.N.C. It was an opportunity to better understand how to engage a community with your practice. It would be especially helpful if you know that teaching your practice through workshops is something you want to continue to do in the future. It is also an opportunity to meet other young creatives, and expand your understanding of other creative practices.

The S.Y.N.C Experience

Education and

Since our inception we have continued working with educational institutions and budding creatives, from all backgrounds and possessing different levels of skills/experiences. We aim to open our doors wide and provide creative support to achieve their individual goals. Whether that is through design, skill-sharing or workshop/events, our mission is to make it happen. Through the different projects Art Clubbers take on we provide alternative, applicable experiences to strengthen their career paths, portfolios and overall learning.

THE HUSTLE GUIDE

Early 2020, we redesigned our previous project with Lambeth Borough Council and Meanwhile Space called The Playground, to respond to the nature of the pandemic. This reboot called The Hustle Guide aimed to promote employability, inclusivity awareness and spark conversations and connections. The guide explored the journeys of professionals and provided our audience with insights into their successes as well as the trials and tribulations in creating a startup. We also aimed to reflect on others' experiences to support their own personal and professional development. The format of The Hustle Guide exists through social media content - videos, journals, articles and a regular podcast series where we interview selected individuals of different professionals in the creative field.

We have delivered employability talks and workshops across London, such as;

Future Learn x Livity

We delivered an online accredited 5 week course on Groupthink: Understanding the Need for a Diverse Workplace. This course is part of their Develop Diversity, Equity, and Inclusion in Creative Industries ExpertTrack and participants can hope to learn strategies and techniques to reduce negative groupthink and bring diverse perspectives into the ideation process.

King's College London

We delivered a virtual talk to students on the Arts & Cultural Management course, studying a module called Entrepreneurial Opportunities. We provided an insight to our journey in establishing a creative business.

University of Reading

We delivered bespoke employability workshops to their students for two consecutive years, diversifying their offer to students. We delivered sessions on creating creative companies, project management and how to develop a freelance

I Like Networking

In partnership, we delivered a totally interactive session for women and non-binary creative professionals where guests were matched with fellow creatives and experts to talk for a few minutes at a time.

East Summer School with Queen Elizabeth Olympic Park

Delivering workshops to young people alongside their East Bank partners the BBC, Sadler's Wells, UAL's London College of Fashion, UCL, the V&A and the Smithsonian Institution. The summer school connected teachers and young people to creative learning opportunities so that they benefit from the cluster of global institutions on their doorstep.

Employment

Placemaking with a creative

“Collaborating with Art Clubbers on ‘Art In Sight’ was a great experience! They recruited a strong range of artists, all of who’s works represent not only the diversity of Shoreditch but London as a whole. The work was striking and varied. The artists themselves came from groups traditionally underrepresented in the sector – LGBT+, BAME, women - and worked in a range of mediums including illustration, painting and photography. ‘Art In Sight’ was a project which really embodied Art Clubbers’ values and ethos by providing opportunities for budding makers, creators and doers to further their creative careers whilst allowing them to explore the different avenues they could take to establish fulfilling professions. This chimed really well with the values of the Shoreditch Digital Canvas and its commissioning body. It was also an absolute pleasure working with Ajay and team, who are without fail energetic, professional and great on detail.”

Sumi Ejiri, Curating Committee - Shoreditch Digital Canvas



The Welcome to Goodmayes Project is a great locally-led regeneration art project actively engaging the local community and young people, helping the borough to achieve its UNICEF child-friendly aspirations and contribute towards growth in the area. The wall mural will revitalise Goodmayes affording it a much-needed focal point which received support from local people, businesses and the council through the Neighbourhood Community Infrastructure Levy and crowdfunding with Spacehive.

Sanaa Osmani, Planning Policy Officer,
London Borough of Redbridge

voice

Chroma Towns



Chroma Towns is our exciting initiative to brighten our public spaces by collaborating with local communities involved in the process of creating street art within their places of residences, work or leisure. Our work is rooted in creating hyper-localised masterpieces spotlighting public spaces and local areas as a destination for architecture, art, commerce, cuisine, customs, geography, history, and people. It spotlights places of residence as a hub for local enterprise, a safe place to live and an area bustling with rich culture and leisure.

Our mission with Chroma Towns is to bring art to every town and neighbourhood, the public art we bring engages with local residents, businesses and educational institutions to tell their own stories. Together we can bring art to every Londoner's doorstep and bring colour to spaces long-neglected. Our initiative puts people at the forefront of concept and design, we have engaged with numerous groups from young people, local artists and marginalised groups to create something truly special.

Chroma Towns is a celebration of community, colour and creativity.

We look forward to bringing more innovative solutions to London and beyond.

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Work with us to support our mission to make art and culture accessible to local communities and beyond. With your support we can break down barriers and ensure the communities we work with receive a fair opportunity to develop their creativity!



Whilst supporting emerging talent!

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Thankyou

Art Clubbers would like to thank our funders and supporters, who generously contribute to our work:

The National Lottery Community Fund
City of London Corporation
Foundation for Future London
Queen Elizabeth Olympic Park
Tesco
IKEA
Poplar HARCA
Hadley Property Group
Clarion Housing
Weston Homes
Network Rail
Tate Plus
Victoria and Albert Museum
Old Vic Theatre
Culture Mile
Spacehive
Zealous Co
We Create Space
Shoreditch Digital Canvas
A New Direction
Create Jobs
Future Learn
Livity
I Like Networking
Creative Entrepreneurs
We Create Space
Eric Festival
Crate St James Street

Streatham Festival
Wood Street Walls
Sassify Zine
Spotlight
OurPledgeUK
Things Made Public
NO Collective
Brennan and Burch
GEOJAM
Meanwhile Space
Space Generators
London Borough of Waltham Forest
London Borough of Redbridge
London Borough of Lewisham
Basildon Borough Council

Special mentions for coaching and mentoring

Nathan Michael Ardaiz - Founder & Director of Almost Any How
Asha Harkness - Marketing and Operations Manager at The Diversity Standards Collective

Board of Directors

Ajay Pabial 10 August 2018

Reena Pabial 17 September 2018

Sue Withers 20 November 2018

Rachel Garfield 20 November 2018

Annie Dam 4 April 2020

Adrian Williams 31 August 2021

About Art Clubbers

As a community interest arts organisation led by young working adults of diverse ethnic minority, LGBTQ+ and creative backgrounds, Art Clubbers are focused on inclusivity and bringing different communities together through bespoke, extensive arts and cultural programmes across public, private and third sectors. We believe our platform and diversity helps us to be more representative, relatable and welcoming to other young creatives, from different backgrounds accessing the creative industries. Our core missions allow us to authentically occupy the creative and cultural sectors as we continue to mould our offers in unique and innovative ways through partnerships.

Company Number: 11510723

www.artclubbers.com

Instagram: @ art_clubbers

Facebook: @ artclubberscic

Twitter: @ artclubberscic

Our Values

Empower
To champion emerging talent through confidence and leadership.

One
To act as one supportive creative community with a shared goal.

Diversify
To celebrate different ideas, strengths, interests, and walks of life.



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JENNY BOAT
DRAWS