



**TATE**



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**ARTS COUNCIL  
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### ARTIST ROOMS & NORWICH CASTLE

### TATE & NATIONAL GALLERIES OF SCOTLAND

### JEFF KOONS EXHIBITION 9<sup>TH</sup> MAY TO 6<sup>TH</sup> SEPTEMBER 2015

### PROPOSALS FOR SECONDARY SCHOOLS

#### Introduction

One of the aims for YNAF 2015 is to provide more opportunities for young people to be involved in every stage of event planning and management for the Festival. The Festival Partners felt that the Young Norfolk Daily Press ( YNDP ) model of engagement of young people worked well and that it would be good to extend it to other Festival activities.

Norwich Castle has been successful in securing a landmark exhibition of work by Jeff Koons through the Artist Rooms scheme. This scheme was initiated by Anthony D'Offay and is administered by the Tate and the National Galleries of Scotland. Its purpose is to ensure great works of contemporary art are available to audiences anywhere in the country (see [artistrooms.org](http://artistrooms.org) for more information). It is an important part of the ethos of the scheme

that young people are given opportunities to engage with and be inspired by the exhibition in a variety of ways.

Norwich Castle envisages the creation of a group of young people ( the Jeff Koons Collective) who will initiate, develop and deliver exhibition-related events. The group will focus on two main events – Museums at Night on 16<sup>th</sup> May and a day of activities and/ or performances at the museum during YNAF 2015 ( 26<sup>th</sup> June to 5<sup>th</sup> July). The group will be provided with a training programme with learning, curatorial and marketing teams as well as practical sessions to explore the work of Jeff Koons in greater depth. Evaluation training will also be provided to equip the young people with the skills to evaluate the programme and its reach and impact on young people. There is the intention to organise an exchange visit with Peterborough Museum & Art Gallery on their Andy Warhol exhibition that directly links with the work of Jeff Koons as is programmed for Summer 2015. An events and marketing budget will be managed by the young people to instil confidence, trust and ownership in the programme. A funding application will be submitted to the Art Fund via the Artist Rooms scheme to support the creation and supervision of the group and to resource its budget.

The age range of the group will be 16 to 24. YNAF will be involved mainly with the recruitment of school-age young people. Norwich Castle has an existing youth forum who will form part of the new group.

Norwich Castle can also make available a small exhibition space to display art work inspired by the exhibition and created by young people (who may or may not be part of the group).

### YNAF Involvement

YNAF will initiate the recruitment process for the Collective using the YNDP model . This document is the start of the process and is a general call out to secondary schools and other groups working with teenagers to express an interest in the project. Application forms will be despatched to all those who do express an interest in joining the Collective. It is perfectly fine for individual pupils or young people to express an interest on their own behalf. A group application from a particular school or organisation is not required. Interviews and final selection will follow with a view to the Collective being fully formed by the end of the autumn term. Training will take place during the following term so that the ideas are formed and initiated before exam season.

School groups and other organisations can also use this form to express an interest in participating in the events organised by the Collective.

## The Role of the YNAF Partnership

- Members of the YNAF Partnership will be able to support the Artist Rooms Collective by offering training as required and providing links for performance and other creative opportunities.

## Next steps

If members of your school or group are interested in participating in the Collective , please email : [enquiries@ynaf.org.uk](mailto:enquiries@ynaf.org.uk) by 17<sup>th</sup> October 2014 with the following information:

School/ group name /Individual name:

Age of those interested:

Point of contact ( email address preferred):

If your school or group is interested in participating in the events organised by the Collective please also email as above .

