



101 Outdoor Arts

National Centre for Arts in Public Space

**Evaluation of creative talent development,
leadership and innovation programme 2017-22**

Written by Belinda Kidd



INTRODUCTION

This report tells the story of the **ground-breaking creative talent development, innovation and sector support programme delivered by 101 Outdoor Arts – National Centre for Arts in Public Space** from 2017 – 2022 and funded principally by Arts Council England and Greenham Trust.

Over this period over **1,200 practitioners** working in public space have directly benefited from a series of supported residencies, skills labs, symposia, individual training and international opportunities. Beyond this the development of the facilities at 101 enabled it to host a further **1,565 artists** through its general residencies between the start of the programme in 2017 through to March 2022. This evaluation has found much evidence of the profound impact felt by the artists, makers and producers involved but also the benefit that this investment ultimately has to hundreds of thousands of audiences each year across the UK.



'101 has a huge impact on the outdoor arts sector in the UK. It is a space both to dream and to put your ideas into practical form, and to make new creative relationships and networks. 101 has an international impact as work of high quality that can be toured internationally needs time, space and expertise, which 101 provides in abundance.'

Lorna Rees, Gobbledegook





101 Outdoor Arts is the UK's most significant resource for artists working outdoors and in public space.

Based in a fully-equipped 20,000sq ft warehouse building on the former USAF Greenham Common airbase near Newbury, 101 provides a programme of residency opportunities and artist development activity complete with wraparound rehearsal, making and accommodation support as well as the benefit of an experienced in-house team on hand. 101's facilities comprise a range of large rehearsal spaces, smaller studios, metal, woodworking and scenic fabrication workshop and onsite living space and sleeping accommodation for up to 15 artists.

Over recent years, arts in public space have grown in significance – engaging audiences of several million each year and becoming a key part of festivals across the country, programmes such as 14-18 Now and Unboxed, regeneration and placemaking initiatives such as City of Culture, Creative People & Places and the work of environment and heritage organisations such as Historic England and the Areas of Outstanding Natural Beauty.

National research has shown that arts in public space reach wide and diverse audiences that are often not engaged with other forms of culture as a 2018 report by the Audience Agency evidences. The strategies of Arts Council England and other funders increasingly point to its value in delivering work that is inclusive and relevant particularly in areas of low cultural engagement and infrastructure. 101's recent report *Outside the Conventional and into the Mainstream* documents this increasingly influential field of practice.

Despite the acknowledged value of work outdoors and in public space, frameworks of support for artists have been historically underdeveloped with limited provision for training and an absence of dedicated spaces and specialist facilities. The programme undertaken by 101 aims to address these needs by providing bespoke residency support, supporting innovation and devising broad-ranging talent development programmes. Through its work 101 has also strived to widen the range of artists making work for public space, helping to engender greater diversity in the sector and develop a new generation of creatives and cultural leaders.



Arts in public space are taking their place at the centre of our contemporary culture. They happen everywhere and can involve everyone, even those who think the arts are not for them. You cannot truly talk about diversifying audiences unless you talk about outdoor work.

Martin Green – Chief Creative Officer, Unboxed and Birmingham 2022 Commonwealth Games



Further investment in creation centres...is vital. Specialist frameworks for artist development need to be recognised as central to the capacity of artists to respond to the unique challenges of making work in public space.

David Micklem – author *Outside the Conventional* and *Into the Mainstream* - Arts in Public Space



A grant of £747,520 from Arts Council England's Ambition for Excellence fund and partnership funding of £460,750 from Greenham Trust was awarded to Corn Exchange Newbury for work at 101 Outdoor Arts over the period 2017-2022. Through the work undertaken by 101 this funding:

Enabled a step change in UK outdoor arts infrastructure through investment in a dedicated national centre for arts in public space

Facilitated a major expansion of 101 and created new and well-equipped facilities including en suite accommodation for 15 artists on site

Dramatically increased the number of artists that 101 supports in residence and evolved it as a creative hub for artists of diverse backgrounds to learn together in an intensive residential environment

Enabled investment in equipment and resources providing the specialist support that artists working in public space require - including the development of a well-equipped scenic fabrication workshop

Created a pioneering talent development initiative comprising bespoke training, support and opportunities delivered through a programme of creative labs and symposia

Allowed 101 to undertake the creation and delivery of a cultural leadership programme aimed at nurturing strong and diverse producers to work in outdoor and public space contexts



This funding from Arts Council England and Greenham Trust also:

Provided bursaries and specialist support for 15 R&D residencies at 101 focused on artists from diverse backgrounds and those new to making work for public space

Supported artists to innovate in their practice through the use of creative technology and the adoption of new design and fabrication techniques

Developed digital resources aimed at supporting the practice of artists working in public space

Supported the building of international relationships and opportunities for UK artists through shared talent development programmes, residency exchanges, co-productions and touring work

Developed 101's sectoral leadership role through its hosting of regular industry forums, participation in key industry networks and the publication of a national strategy report

Ultimately led to public benefit for audiences of hundreds of thousands across the UK who engaged with the work of artists supported by 101"



288

residencies

823

Lab
participants

35

partner
organisations

22

Seedbed
projects
involving

144

artists

174

sessions for
education &
training (labs)

12

international
projects

Ultimate
public benefit
to 100's of
thousands of
audiences

Outputs of 101 activity during the Ambition for Excellence programme of work 2017-22

101

This evaluation focuses particularly on the programme strands created and funded directly with the Ambition for Excellence funding, but also seeks to reflect how the increased investment in 101's staffing and facilities has enabled a major expansion of the core programme of residency support and facilitated professional development opportunities within Corn Exchange's wider outdoor events programme, produced by 101.

The independent evaluation process of 101's Ambition for Excellence programme, conducted by Belinda Kidd, has included 33 one-to-one interviews, feedback from participants and artists, review of extensive video, photographs and other recorded digital material, a survey of workshop users, group discussions with participants, and discussions with 101 staff. Findings have been shared with the 101 team through the process, enabling them to take feedback on board.

It must be stressed however that the impact of 101's programme goes far beyond what can be captured in an evaluation of this nature. Over 700 individual artists (based on 2019/20 pre-pandemic figures) benefit from 101's support each year, and the majority of those will create work that goes on to be seen by thousands of people - an impact on hundreds of thousands of members of the public overall in any year.

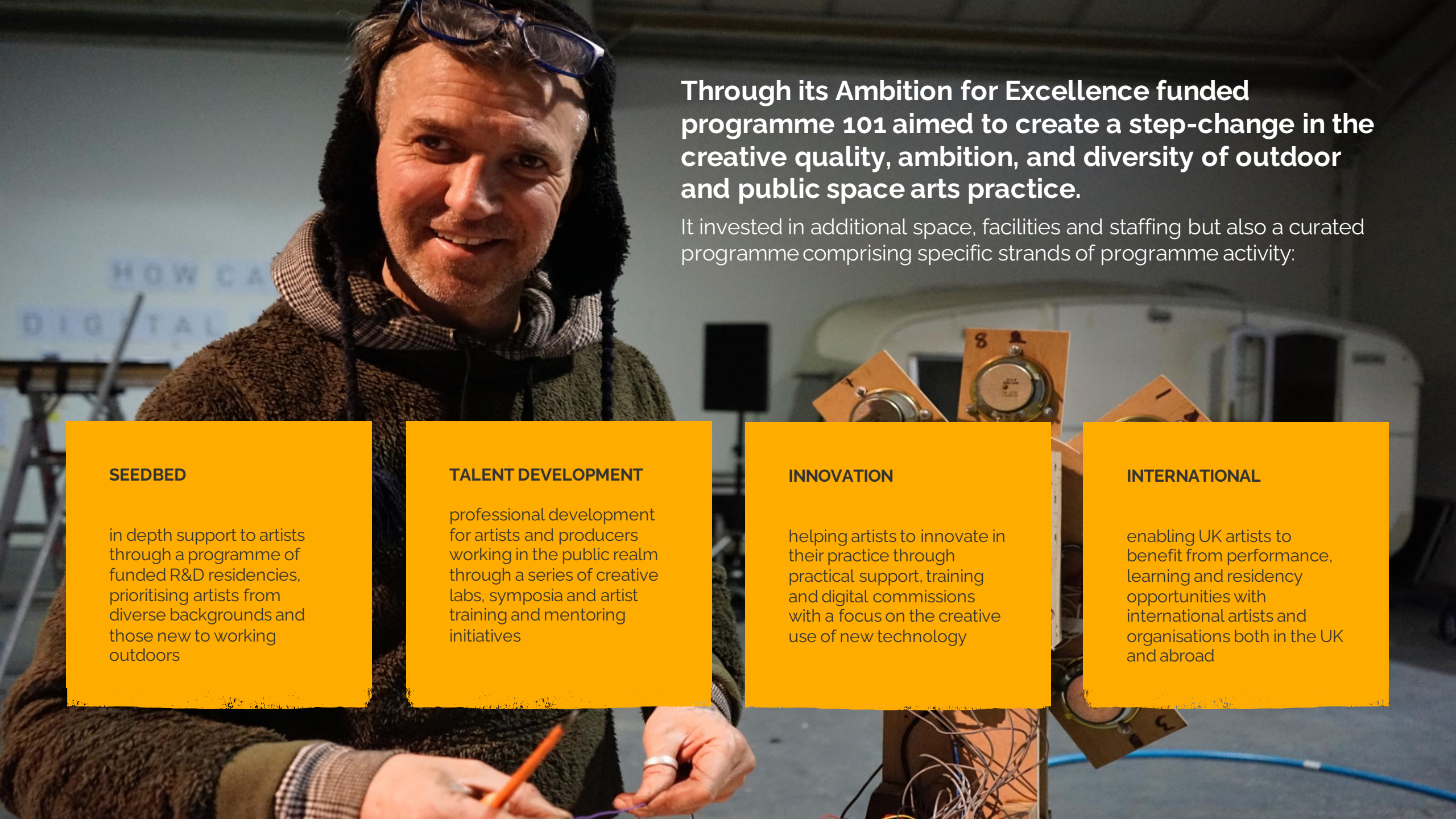


OVERVIEW OF 101 AND PROGRAMME



101 Outdoor Arts was developed and continues to be managed by Corn Exchange Newbury. It evolved from the ambitious programme of outdoor events programmed by Corn Exchange from 2007 onwards. 101 itself opened in 2013, in a former military building on the Greenham Business Park. Run by Greenham Trust, the Business Park was established after the withdrawal of the USAF from its base at Greenham. 101 and the outdoor events programme were supported from the outset by the Greenham Trust, owners of the site, which uses the profits from the business park for community benefit in the local area.

Arts Council England (ACE) initially supported the outdoor events programme and the early development of 101 with project grants. From 2015 Corn Exchange received ACE National Portfolio funding to manage 101. In 2016 they applied for ACE Ambition for Excellence funding for 101 and received £747,520 to expand the building and its staffing and to create a programme of artist development. Greenham Trust offered partnership funding to provide additional support, enabling the doubling of the space available to 101, a programme of improvement work on the building and the establishment of the 15 onsite accommodation cabins.



Through its Ambition for Excellence funded programme 101 aimed to create a step-change in the creative quality, ambition, and diversity of outdoor and public space arts practice.

It invested in additional space, facilities and staffing but also a curated programme comprising specific strands of programme activity:

SEEDBED

in depth support to artists through a programme of funded R&D residencies, prioritising artists from diverse backgrounds and those new to working outdoors

TALENT DEVELOPMENT

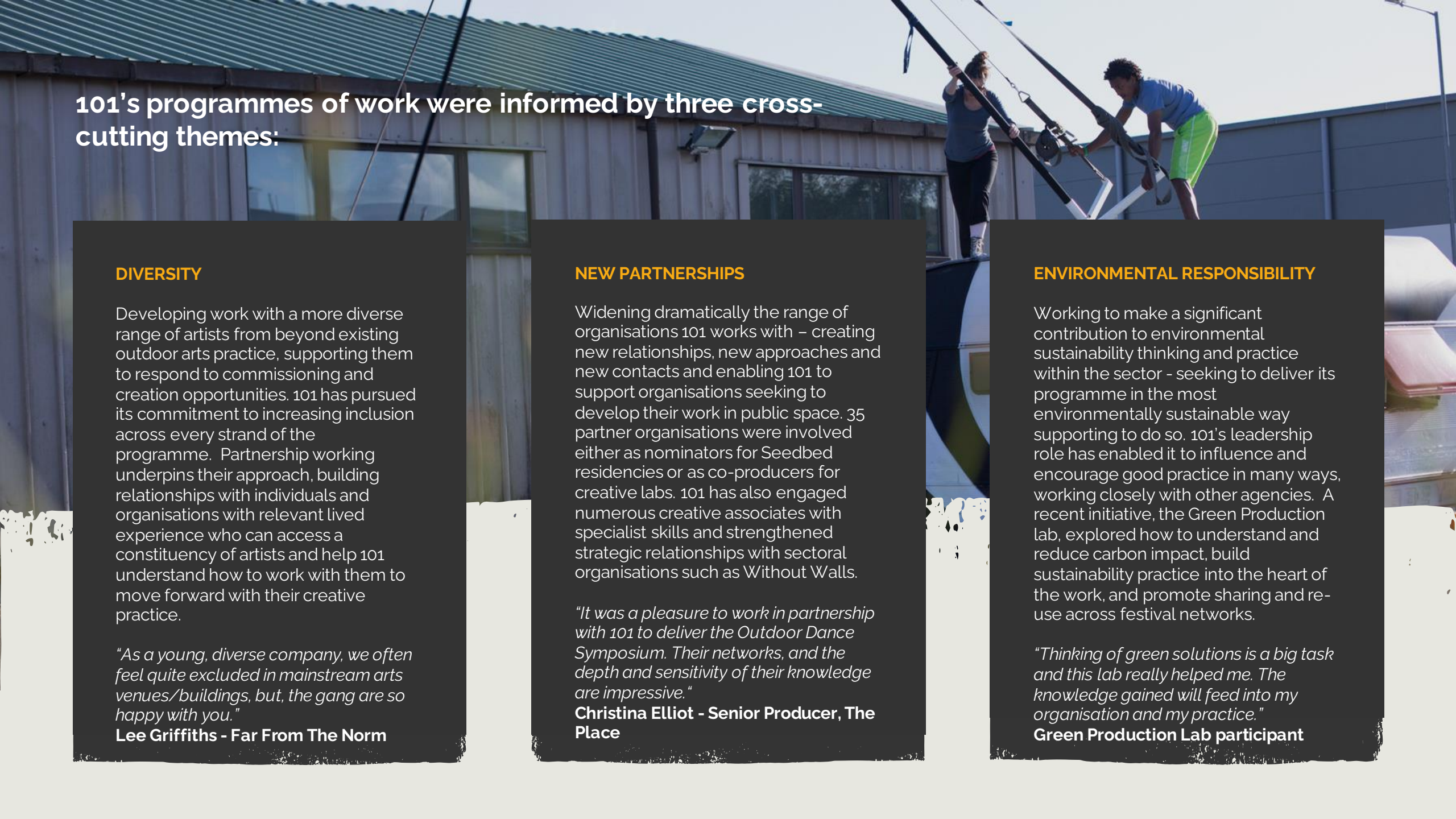
professional development for artists and producers working in the public realm through a series of creative labs, symposia and artist training and mentoring initiatives

INNOVATION

helping artists to innovate in their practice through practical support, training and digital commissions with a focus on the creative use of new technology

INTERNATIONAL

enabling UK artists to benefit from performance, learning and residency opportunities with international artists and organisations both in the UK and abroad

A background image showing two people on a rooftop. One person is standing and holding a rope, while the other is leaning over the edge. In the background, there is a building with a green corrugated metal roof and a boat with a white and blue hull.

101's programmes of work were informed by three cross-cutting themes:

DIVERSITY

Developing work with a more diverse range of artists from beyond existing outdoor arts practice, supporting them to respond to commissioning and creation opportunities. 101 has pursued its commitment to increasing inclusion across every strand of the programme. Partnership working underpins their approach, building relationships with individuals and organisations with relevant lived experience who can access a constituency of artists and help 101 understand how to work with them to move forward with their creative practice.

"As a young, diverse company, we often feel quite excluded in mainstream arts venues/buildings, but, the gang are so happy with you."

Lee Griffiths - Far From The Norm

NEW PARTNERSHIPS

Widening dramatically the range of organisations 101 works with – creating new relationships, new approaches and new contacts and enabling 101 to support organisations seeking to develop their work in public space. 35 partner organisations were involved either as nominators for Seedbed residencies or as co-producers for creative labs. 101 has also engaged numerous creative associates with specialist skills and strengthened strategic relationships with sectoral organisations such as Without Walls.

"It was a pleasure to work in partnership with 101 to deliver the Outdoor Dance Symposium. Their networks, and the depth and sensitivity of their knowledge are impressive."

Christina Elliot - Senior Producer, The Place

ENVIRONMENTAL RESPONSIBILITY

Working to make a significant contribution to environmental sustainability thinking and practice within the sector - seeking to deliver its programme in the most environmentally sustainable way supporting to do so. 101's leadership role has enabled it to influence and encourage good practice in many ways, working closely with other agencies. A recent initiative, the Green Production lab, explored how to understand and reduce carbon impact, build sustainability practice into the heart of the work, and promote sharing and re-use across festival networks.

"Thinking of green solutions is a big task and this lab really helped me. The knowledge gained will feed into my organisation and my practice."

Green Production Lab participant

101's work is seen as hugely important by a wide range of people working in the outdoor arts sector

It is the overall offer that is so significant – the support for individual projects through the residencies and use of the technical facilities, and for the sector as a whole through the labs, the various professional gatherings supported by 101, and the community engagement. It is more than a space to come and make, vital though that is. The leadership style is seen as key: open, warm, knowledgeable. It is curated but in a flexible way that lets artists take the lead.



'101 has had a transformational impact on the development of work by 100s of outdoor artists in the UK; the size and scale of the space makes it by far the most flexible creation centre for artists in the UK, and the amazing accommodation, digital and workshop facilities offer artists the opportunity to really immerse themselves in creation, with everything they need on site. It is a unique resource for artists, and the skill, experience and commitment of the team at 101 is what really adds the most extraordinary valueexperienced professionals who offer support and advice beyond the value of the physical resources available. The programme of training and development events that they host has contributed greatly to the strategic development of outdoor arts in the UK.'

Maggie Clarke, Without Walls/Xtrax

Many people felt they could not have moved on to working on a larger scale without 101 support and that they got to a higher standard by using 101.

Several of the artists in the various programmes run by 101, particularly Seedbed, had not worked outdoors before working with 101, bringing new talent and diversity into the sector.

101 sees time and time again the way artists bond in residencies, forging closer partnership working both within their own company and with other artists they meet at 101 - often creating lasting impact and relationships.



101 is special in that it places artists at the centre of the experience - you feel looked after and valued. The process is valued as much as what you end up with. 101 can have a really important role in imagining the role of the arts post-pandemic - art doesn't have to be close and indoors - it can be outdoors, moving, distanced.

Lisa Lapidge



'101 have a real passion and belief in outdoor arts, and fantastically interested in other cultures. They have a pioneering edge to them and have kept that edge.'

Jim Parris



101 is seen as a world-class facility, unique in the country. Interviewees stressed that they strongly felt that 101 should be supported to continue the level of work it is doing.

The strong impact of an intensive residential approach is not unique to 101, but nowhere else in the country can match their offer – the level of free residency provision and the accompanying package of support that they can give. The expansion in 101's facilities since 2017, has cemented this pole position.

101 has been able to fine-tune its provision to the needs of artists - continually developing and refining its facilities in response to feedback and striving to offer them the best possible environment to create their work.

101's investment in resources and services that are available to all artists allow it to create economies for artists who can direct more of their funding into making art. It gives them access to free space and equipment and frees them from the need to organise day-to-day logistics. The model of 101 also allows the funders of artists and projects to realise the highest possible value from their investment and obtain the best possible outcomes.



'The sector would be a shadow of itself without that investment in artist development. They are creating aspiration and ambition in the outdoor arts sector – it helps us all to raise our game.'

Sarah Bird, Wild Rumpus



Despite the number of residencies and events it hosts some interviewees were concerned that 101 may not have a high enough profile in relation to its significance. 101 also does not have a clear-cut artistic policy as a festival or commissioning agency would although there is a consistent curatorial vision. However, all the artists consulted endorsed 101's approach and leadership style, welcoming the ability to develop their work in a supportive environment without an external creative vision imposed. 101 has also remained open to artists from all backgrounds and at all stages of their careers and prides itself on extending its support to as many artists as possible within its wider residency programme.

The questions to address are who does 101 need a higher profile with, and how is this best achieved? Does it best achieve its aims through focusing its aims and programmes further or continuing to seek to benefit the widest possible constituency?

CORE RESIDENCY PROGRAMME

The core residency programme offers artists the free time, space, accommodation and technical support and the opportunity to base themselves at 101 for a period of time (usually one or two weeks) to **create, develop and rehearse their work, and to build or adapt sets, costumes, and props.** All the artists consulted during this evaluation spoke highly of the benefits of this intensive residential opportunity. With full catering and technical support available, they have described how **it frees up their thinking, enables them to work flexibly around the clock and gives so much opportunity for creative interaction** not only within their own team but with other artists in residence at the same time.



It's rare to get the opportunity to build a community where people can be accommodated and eat and drink together, sit by a fire, talk through what they've learnt. 101 is a fantastic resource. The cost of making work outdoors is so expensive - it's vital to have a place you can go to, particularly in the early days of exploring ideas before you get the funding. There aren't enough creation / play spaces available ...they really know about outdoor work so none of the requests are alien to the producers or technical staff.

Wildworks



101 is really needed - could make it even bigger, it's critical for disabled artists working in outdoor arts.

Jamie Beddard, Extraordinary Bodies



CORE RESIDENCY PROGRAMME

Through investment in expanded facilities and extra staff capacity 101 has:

Increased the number of general residency days from **1,610** in **2016/17** to **3,416** in **2019/20** (last pre-pandemic year)

Taken a more developmental approach to the core residency programme, building diversity in the sector by engaging with artists from under-represented groups

Created real world training opportunities within the outdoor events programme taking advantage of the presence of major international artists

Provided enhanced technical support and design and fabrication expertise to residencies through its well-equipped workshop

Enabled several residencies to run concurrently making a 101 year-round creative hub for artists



The **Seedbed** programme aims to nurture innovation in **cross-artform and immersive work outdoors** and to support artists to develop new approaches to staging work in public space - working with other leading UK and international creative organisations as nominators. It is a curated strand supporting R&D and offering financial bursaries, plus access to facilities, equipment and expertise for a series of bespoke residencies based at 101. There is no assumption that there will be an end product. Artists can experiment, try out new approaches, work with new collaborators, and explore technical issues.

To ensure a broad range of artists were invited into the programme, 101 approached a number of partner organisations as nominators – including **Oval House, Unlimited, In Between Time, Certain Blacks, Fuel, Crying Out Loud, MIF, Leeds 2023, Artsadmin, MAYK, The Albany, Watershed, Wildworks** and others. Initially working with associate producer Bill Gee over time 101 has worked to broaden the range of producers involved appointing **Sud Basu** as an associate producer for its most recent multi-company developmental residency Respond and Reinvent.



101 masterminded all the logistics of travel, transport, and support – all we needed to test out our ideas – they completely oiled the wheels, inspired us and helped the project to evolve from the indoor to the outdoor.

Melanie Wilson (Seedbed Artist)

Seedbed residencies have been wide ranging in approach and subject. 101 has supported:

Ceschi + Lane to combine choreography and innovative costume with sound design to explore memory and place on Greenham's abandoned airfield;

Yara El-Sherbini and Davina Drummond to work with communities to share stories of loss

Suba Subramaniam to communicate the impact of climate migration through South Asian dance

Alex Bradley to experiment with interactive drones to explore our relationship with artificial intelligence

Kundle Cru to fuse Hip Hop, Krump, Parkour, BBoy and circus

Melanie Wilson to use guerrilla projection techniques to engage the public with environment and population issues

Emma Frankland to develop a trans-led outdoor adaptation of Galatea with D/Deaf and disabled cast

Ling Tan to work with participants and wearable LED technology to explore stories of their town



Through financially supported Seedbed residencies 101 also helped:

Out of Order to
create a piece of aerial
dance around a
suspended piano

**Jim Parris and
Xumo Nunjo** to
reimagine participatory
Yoruba divination rituals

**Hemabharathy Palani,
Dan Saul and Rachel Davies**
to combine choreography and
minaturised video

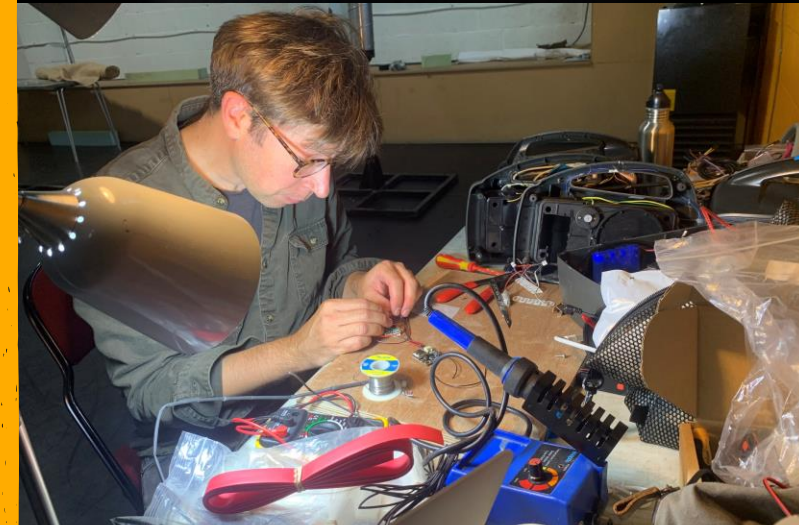
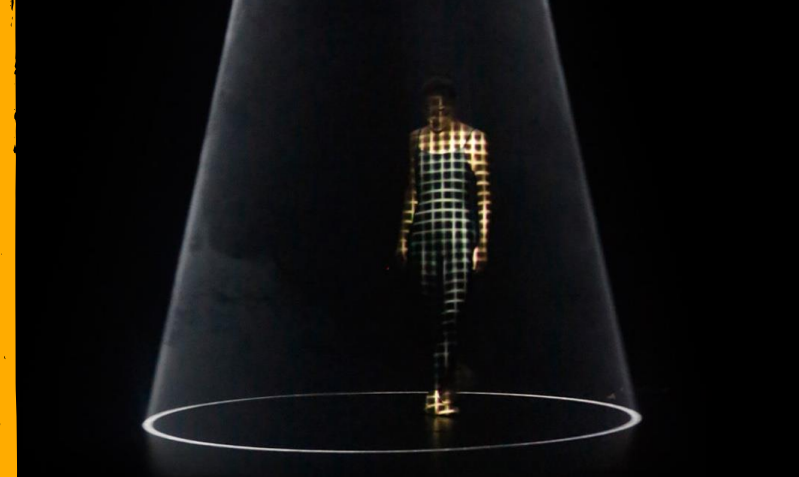
Seven Sisters to
create augmented
reality installations
examining the topic of
female body hair

Darren Johnston to
explore projection
mapping onto the body in
a forest environment

Simon Daw to work
with children to create
their vision of an
immersive woodland
installation trail

Juliet Robson to work
with astrophysicists to map
the sound of distant galaxies
and communicate them
through vibrations

Vidya Thirunarayan
– a potter and dancer to
combine clay and
Bharatanatyam dance.



Respond & Reinvent

An ambitious multi-company Seedbed residency produced with associate producer Sud Basu, Respond & Reinvent worked with nominating partners including Leeds 2023, The Albany and MAYK to bring together a dozen lead artists, collaborators and performers. The residency explored how artists might work in a collaborative and multidisciplinary way to explore issues around climate and social justice in an arts in a public space context. It combined intensive R&D time with ongoing mentoring and inspirational talks from visiting experts including Mariam Zulfquar (Artangel/Forestry England), Dr Sian Rees (UAL), Elgiva Field (Punchdrunk), architect Christopher Daniel, Liz Allum and Sumit Paul Choudhury (former editor New Scientist). Topics included Global Citizenship, Curating with Nature, People, Power & The Built Environment and Dissent, Justice & Performance.

Participating artists Pauline Mayers, Ellie Harrison, Aidan Moesby, Make Amplify and Sivan Rubinstein were all new to working with 101 and used techniques including projection mapping, aerial work, dance, installation and puppetry to explore subject matter ranging from reclaiming the colonial histories of stately homes to calculating individual human value in the face of climate disaster and coming to terms with human grief and loss.



I just want to say how transformational the last week (at Respond and Reinvent) has been for both myself personally and my work.
Pauline Mayers



Historically there has been limited infrastructure for outdoor arts training in the UK so 101 has been working with partners to create it - pioneering talent development and leadership initiatives with a diverse range of artists and creatives.

From April 2017 to March 2022, 101 has delivered 27 talent development events, including creative labs and symposia, industry forums and participation in the creation of a Europe-wide online learning course focused on making work in public space. In this period 823 participants have taken part in 101's talent development programmes. 101 Outdoor Arts staff and freelancers have also undertaken a range of bespoke CPD opportunities including training, secondments and 'go and see' opportunities.

The majority of the Labs have taken place in person at 101, allowing participants to live, work and explore together in an immersive learning environment. Recently however, 101 has also been experimenting with online and hybrid formats, allowing it to extend its reach - engaging participants and contributors from further afield and facilitating access from those who might find extended residencies away from home difficult. For a full list of supported labs and symposia see Appendix 1.



I've had an incredible experience – it's completely reinvigorated my creative side. I've really enjoyed the writing exercises and meeting our facilitators who are incredible. 101 feels vital, generous and completely inclusive...

Wendy Blemings – participant, Writing and the Outdoors Lab



The 101 Labs programme has worked with a range of artists and organisations to partner in the conception and delivery of events. Partnerships with organisations including **The Place**, **Watershed Pervasive Media Studio**, **Punchdrunk** and Phelim McDermott of **Improbable** have brought new experience and expertise from outside the outdoor sector whilst work with other dedicated outdoor arts organisations such as **Without Walls** has helped to create strategic partnerships which can deliver a joined-up approach to arts training nationally.

As the field matures, 101 has supported established outdoor artists such as **Mimbire** and **Upswing** to develop their artist development work, bringing their skills and experience to others. Partnerships with artist development organisations such as **Unlimited** and **Certain Blacks** with specialisms in targeting and working with diverse artists has helped 101 make its programmes as inclusive as possible.

101's cultural leadership programme Toolbox, run in association with **Arts Agenda** uses tools including coaching, mentoring and action learning to support producers working in public space contexts to develop on a personal and professional level. 101 sees this work as a key investment in the future of the sector - training a new generation of diverse leaders.



Thank you so much for hosting us at 101 last week. I left elated and energised. Your support across those brilliant few days last week and online have been outstanding. I spoke about a job interview that I was going for. I got the job and I don't think I could have done it without you all!

Lucy Heard – Toolbox Cultural Leadership scheme participant



101 is a part of the development route to achieve quality outdoor art – they are really good at curating the space and their role will be increasingly important in the UK. Artists used to be able to get support to go to Europe to use creation spaces there but now that's all gone just as artists are looking to work outdoors more.

Clive Lytle, Certain Blacks

101 Labs have explored topics such as the creative use of digital technology, rural touring, creating dance in the outdoors and writing for public space. Others have included a focus on specific roles – maker, director, designer, producer or skills – clown, acrobalance, puppetry or making.

Annual industry events at 101 like its Devoted & Disgruntled industry forum and the week-long Shedonomism convention for outdoor arts makers place 101 at the heart of the UK outdoor arts scene

101 has also provided talent development opportunities through its outdoor events programme, embedding local artists within the delivery of major UK and international projects with artists such as And Now, Carabosse, and Cie Bistaki.



The Labs also provide a platform for the development of critical debate on art in public space through events like the recent symposium that accompanied the launch of its national strategy report **Outside the Conventional and Into the Mainstream – Arts in Public Space in England**. Facilitated by the writer and critic Lyn Gardner, with a keynote by Kully Thiarai, this event brought together key figures from culture and the public realm such as National Association of AONB's, Peabody Trust, Leeds 2023 and Culture Liverpool alongside outdoor artists and representatives from carnival and mela.

101's expanding programme of professional development events has been an area developed almost entirely over the last five years with the support of the Ambition for Excellence award. It has been extremely successful, with a high level of demand, highly positive evaluation responses and a constant refrain of requests for more such opportunities. As a result it is expected to be an area at the heart of 101's future work and has already started to attract significant charitable trust funding.



Investing in time to play without pressure will pay off later on - There doesn't have to be a specific outcome as this is a long term investment- there is so much focus on output in the UK, and not enough value placed on long-term training and research.
Lina Johansson, Mimbre



'The biggest impact was making us think we are a company that makes work outside - we don't see ourselves going back to the black box space - so it was totally transformational. They saw something in us we couldn't see yet.
Valentina Ceschi and Kate Lane

101 is a leader in innovation in arts and public space practice

Its work :

- Supports artists to develop new ideas and collaborations
- Helps practitioners to understand and apply new creative technologies
- Enables artists to explore new techniques, materials and design ideas
- Develops and disseminates best practice nationally and internationally through live events and online resources



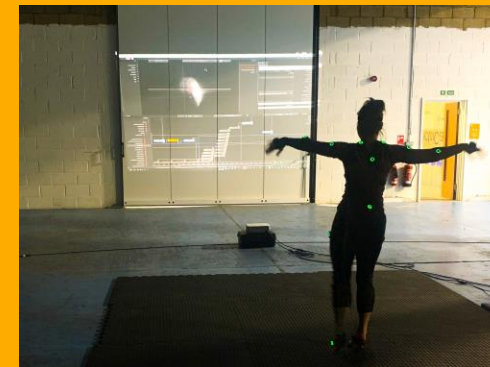
"For us it's not just the physical space but the community that comes with it that has been really valuable. When we show up there's already a bespoke mentoring that happens – both with the staff at 101, but even there's a group working next door that's been doing outdoor arts for 15/ 20 years & they've been able to advise us."

Ailin Conant, Artistic Director, Theatre Temoin



Walking into the place you know it's a facility for everybody, it's not like being in someone else's place..101 seems so well adjusted to suit outdoor artists' needs ... it's rare to access a creative space of this scale with such amazing facilities. The creative thinking and problem-solving support from the resident team ... are a real asset

Kerith Ogden, Handmade Parade



Innovation through residency support and professional development

Creative development through digital and new technologies has run throughout the programme strands, exploring techniques and technologies that can enable and enhance work with an experiential dimension. By supporting artists to access specialist creative technologists, digital experts and innovation knowhow within a residency context 101 creates a shared learning that is then available to future residents.

Through the programme artists have been supported to develop their work with new technology in a live residency environment with producer support, mentoring and advice. 101 is able to draw on a wide range of creative contacts in working with outdoor performance and new technology. It also learns from the work of artists in residence and is then able to share this learning more widely with other artists through its wider programme.

101's delivered a national symposium in association with Without Walls focusing on outdoor work and creative technology featuring long-standing innovators such as Blast Theory, Abandon Normal Devices and Watershed. These organisations shared examples of their recent work, and the inspirations and challenges of the creative process. Originally planned for 60 delegates, the event had to double in size to meet demand.

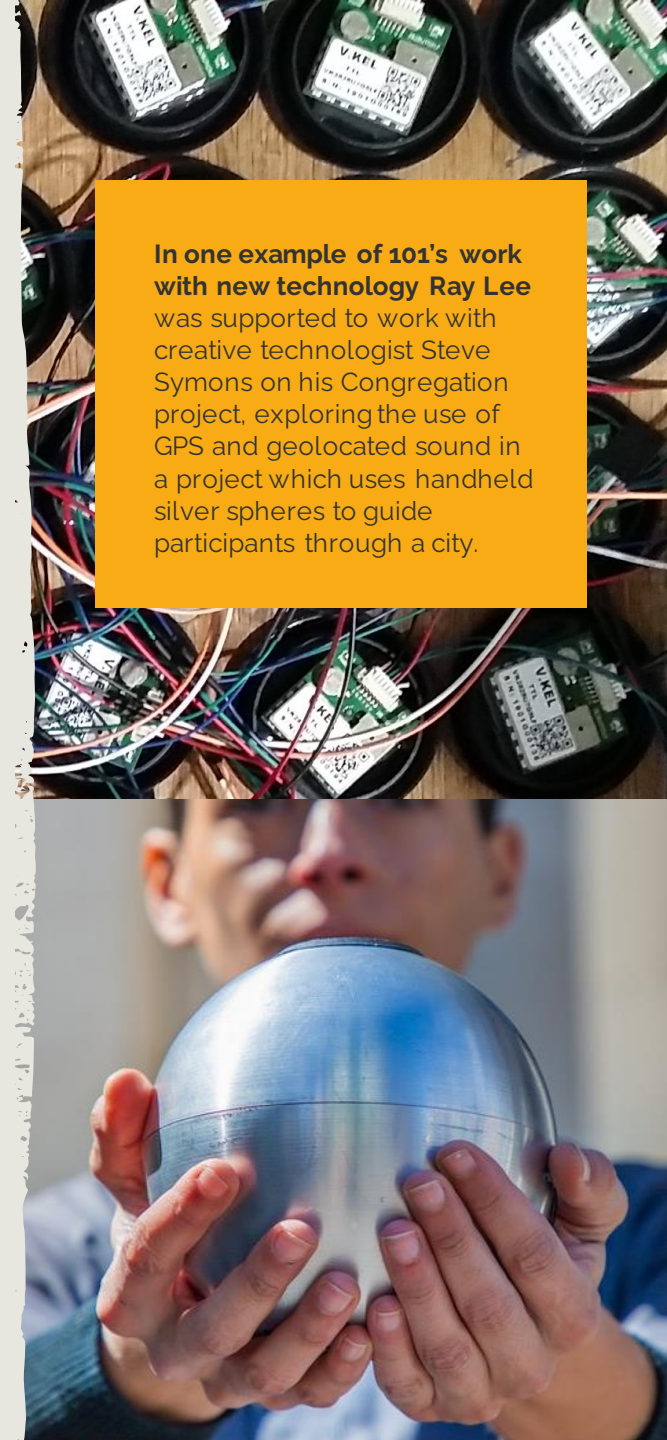
Alongside the digital symposium, an intensive 3 day residential Creative Tech Lab run in partnership with Bristol's Pervasive Media Studio enabled a dozen artists to develop their ideas and projects with support from specialist creative technologists resulting in a number of artists going on to successfully develop new projects and collaborations which toured nationally.



I simply don't know how I could have made my recent projects without 101's support. The scale and ambition of 101 has fed through into my work and enabled me to work at a much more ambitious scale and level myself. 101 has enabled me to produce cutting edge artworks using innovative tech and also to find audiences and contexts to present my work nationally and internationally.

Ray Lee

In one example of 101's work with new technology Ray Lee was supported to work with creative technologist Steve Symons on his Congregation project, exploring the use of GPS and geolocated sound in a project which uses handheld silver spheres to guide participants through a city.



Innovation and sustainability through the 101 workshop

The 101 workshop is a fully equipped metal, woodworking and scenic fabrication facility that assists artists directly in and solving creative design problems and set and prop building. The expansion of the workshop, and the establishment of a new role, **Head of Creative Design**, through the support of the Ambition for Excellence programme has meant that 101 has been able to support many more companies in practically realising their ideas. 101's workshop team believe that their greatest impact is when they help makers and artists learn the skills they need to do the work for themselves as this will be of future value to them.

They support companies to expand their ideas for what is possible, but also to save resources and minimise environmental impact through design and construction efficiencies and the opportunity to re-use material and equipment.

101 places the workshop at the disposal of artists – both those in residence and also more widely offer training where needed

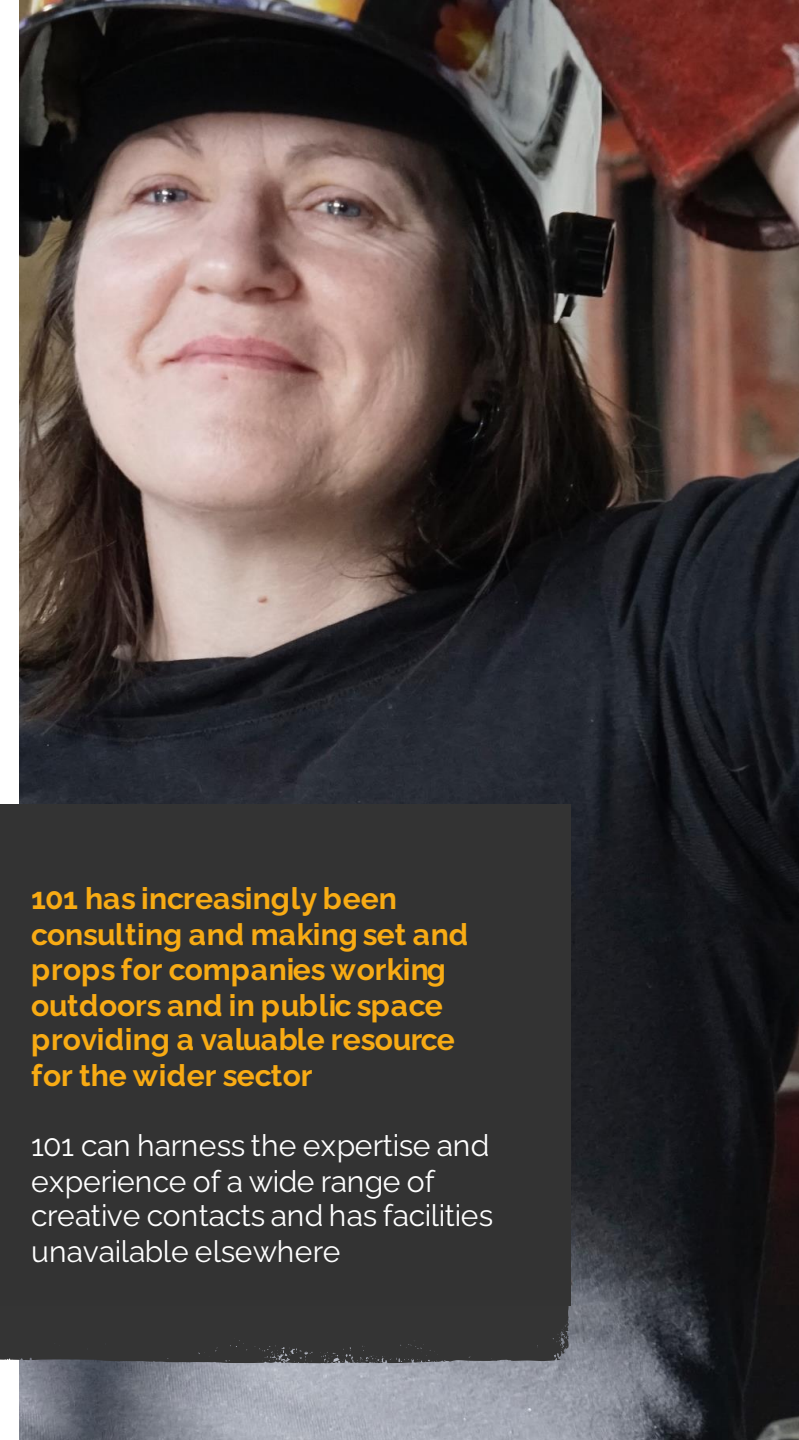
Production teams can work on set and prop elements whilst other members of the team are rehearsing enabling a dynamic two way process allowing set and prop elements to be modified as needed

101's technical and fabrication expertise is on hand to help advise companies in residence, repair set elements if needed, and make improvements where possible

They can help to create elements of scenography to enable artists to try out ideas that have arisen whilst in residence

101 has increasingly been consulting and making set and props for companies working outdoors and in public space providing a valuable resource for the wider sector

101 can harness the expertise and experience of a wide range of creative contacts and has facilities unavailable elsewhere



Interviews with two disabled artists **Juliet Robson** and artist **Anna Berry**, both commissioned by arts organisation Unlimited, demonstrate how critical the support offered by the 101 workshop was in achieving their vision:

Anna Berry, created her installation **Breathing Room** at 101 with the help of the 101 workshop. An ambitious walk-in kinetic installation, it combined organic and machine elements to create a moving sensory experience inspired by human breath. Possibly the biggest and most complex project built to date by the workshop and requiring many months to complete, Breathing Room used thousands of moving parts to create its immersive effect.

'Working with 101 to create my new piece Breathing Room has been transformative for my career. 101's facilities and their flexible and supportive approach have been instrumental in helping me to work on this larger scale'
Anna Berry

Juliet Robson's Hertz is an art-science collaboration developed with meteorologists, mathematicians and astrophysicists. It gives a glimpse into the hidden universe, making inaudible sound tangible, visible and real.

Juliet collaborated with the workshop team on the creation of large-scale Chladni plates and the adaptation of furniture, including one of Juliet's old wheelchairs, to 'play' the infrasound - sound waves with frequencies below the lower limit of human audibility. This allowed people to hear and experience the sound of stars, the hidden sounds of weather systems and the inaudible sounds of the world around us.

'101 is an incredible source of experience and expertise - an invaluable space to build work. It's a great role model. It's not only the facilities but working with innovative technicians who can think out of the box with an artistic head and specific skills'
Juliet Robson



101 is creating an ever-increasing raft of digital communications, including **online professional development events, podcasts and live streamed sharings of residencies and work in progress** and an **ever-growing resource of video documentation.**

101 sees the development of its online presence as an increasingly important means of connecting with artists and partners beyond its physical facilities. Through online resources it can offer support to artists and create a community of practitioners. The Ambition for Excellence award has enabled 101 to undertake a major redevelopment of its website which now hosts a range of online resources for companies looking to make work outdoors and in public space.

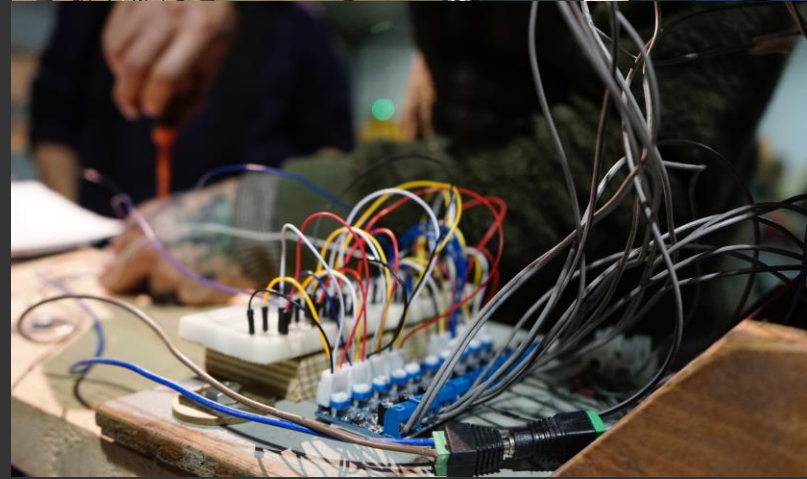
The use of digital technology at 101 has also helped to open up the process of artists making work and to engage both professionals and the wider public with this through, for example, the filming and live streaming of artists in residence. Digital technology has allowed audiences the ability to watch work in progress showings, see interviews with creative teams and ask live questions of artists. The Ambition for Excellence award allowed 101 to invest the equipment and training to make this possible.

Increasingly 101 has also been delivering training online. Although this has been driven in part by the pandemic it has also allowed the organisation to reach wider audiences and to involve international contributors and participants. The **Toolbox** producer development programme, the **Dance & the Outdoor Symposium** and the hybrid launch event that accompanied its recent **Outside the Conventional** policy report are all examples of this.



At the start of the first lockdown in spring 2020, 101 responded by setting up a **Digital R&D** scheme, to support outdoor artists to explore new ways of working, to research and develop ideas around innovative ways that they can make their work available for **audiences online and help them bring the digital outdoors.**

80 applications were received, and 11 awards made of circa £1500. Recipients used the opportunity in many different ways – from creating livestreams, to podcasts, Facebook live broadcasts, and online tutorials. All acknowledged the challenges in learning new ways of working that tested the limits of what they could do with this technology, but found they gained invaluable skills they will take forward.



Internationalism runs through every aspect of 101's work and many of the programmes have an international dimension

At any one time, there are likely to be artists from all over the world working at 101. The Corn Exchange's outdoor programme has historically invited large numbers of international artists and the organisation is well connected into international networks, particularly in Europe. Through the Ambition for Excellence programme 101 has been able to focus on building more international relationships, working with partners in France, Korea, Poland, Egypt and Brazil. The Ambition for Excellence scheme has supported opportunities for artists to work alongside some of the top companies making outdoor work including Cie Bistaki, Carabosse, Teatr Biuro Podrozy and others.

101 team members undertake regular international trips to develop partnerships and widen their networks and knowledge. They play a key role in developing intercultural dialogue through networks such as Circostrada and have been involved in creating international training initiatives with partners in Europe and further afield.



Sharing dinner, breaks etc. with a wide range of multicultural artists – from Korea, France and the Netherlands – when I was there – is a special part of the 101 experience.

Darren Johnston



It's rare for us to have a whole week making work together as we live on different continents and 101 strongly supported us in achieving this. It's so helpful meeting a community of artists when you are there, particularly good for artists like us who work mostly from home.

Davina Drummond and Yara El Sherbini



With Ambition for Excellence funding, 101 has strengthened its international links and created opportunities for artists. Some recent projects have included:

A residency exchange between UK artist **Lisa Lapidge** and **Kim Jin-Young** of **Momsori**, from South Korea, exploring differing approaches to vocal technique, working with scientists from Oxford Brookes University

Collaboration with **Caramantran** from Rouen, France – creating a giant puppet of George Sanger, the founder of circus, for Circus 250 which subsequently toured in France with a team assembled by 101

Working with the **British Council** and **OCM** to host a digital residency between the UK and Brazil with artist Pedro Carneiro Silva exploring the use of QR codes and sound installations in public spaces

Collaborating with the French arts in public space training organisation – **FAI AR** on the development of online learning materials for artists interested in working in public space

Staging the large-scale outdoor production **451** – based on **Ray Bradbury's Fahrenheit 451**, co-produced with **Periplum**, as part of the **Uijeongbu Music & Theatre Festival** in South Korea

Initiating a collaboration between **Anja Meinhardt** of **Justice in Motion** and the Polish director **Pawel Szkotak** of **Teatr Biuro Podrozy**, one of Poland's most respected outdoor companies.

Working with **Heba el Cheikh** of **Mahatat** in Egypt to explore artist development programmes and produce an application to the British Council Cultural Protection Fund to support a collaboration with UK artists

Other activities have been delayed due to Covid, including collaborations with **Jean-Sebastien Caillebotte** of **Royal de Luxe**; and further work with **FAI AR**. 101 remains committed to making these projects happen

The step change in 101's capacity, delivery and programme would not have been possible without the support of **£747,520 from Arts Council England's Ambition for Excellence scheme and partnership funding of £460,750 from The Greenham Trust.**

This funding alongside core support from the Corn Exchange sustained the programme for its first five years. These years have served as a capacity and skills building period for the organisation and enabled it to pilot the various strands of its enhanced activity – developing its programmes and refining them in response to on-going feedback. The core infrastructure has been developed and will continue beyond the Ambition for Excellence grant support which concludes in March 2022.

However, the staffing and overheads of the expanded facility rely on sustaining income as does the ability of the workshop to support artistic residencies and innovation. The programme of supported residencies, talent development labs and symposia and international exchange are also dependent on future funding streams.

The support of Arts Council England and Greenham Trust is likely to continue at a fundamental level but in order to replace the Ambition for Excellence funding new partnership is required.

Applications to several trusts and foundations are in progress and Foyle Foundation have announced that they will be contributing **£22,000** to the Lab programme in 2022/23. Corn Exchange also intends to make the case for a funding uplift in the next Arts Council England NPO round to 101's work to date and sustain the level of its activity; focussing particularly on talent development and diverse leadership.



101 TEAM

Simon Chatterton
Strategic Lead



Danielle Corbishley Head
of 101 & Outdoor
Programmes



Martin West
Head of Creative
Design



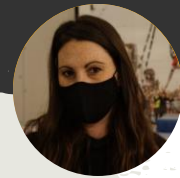
Guy Dickens
Head of Technical
and Operations,
Corn Exchange



Kevin Sheehy
Creation Space
Technician



Alex Buhler
Programme
Assistant



Lou Glavin
Cook



William Cordova
Caretaker



Belinda Kidd
External Evaluator



Creative associates: Ambition for Excellence programme

Sud Basu
Bill Gee
Kim Lin Hooper
Stavroula Kounadea
Bettina Linstrum
David Micklem
Susanna Roland
Nick Sweeting

Freelance project support

Nisha Anil
Colin Eales
Edel Izquierdo
Hannah Green
Jessica Kay
Bill Mathews
Olivia Stephenson

Former 101 staff

Francisco Galiana Abad
Juliet Coveney
Colin Eales
Tara Williams

Corn Exchange Newbury

Katy Griffiths, Gemma Twiselton,
Ruth Stillman, Nicola Jenkins and
the wider Corn Exchange team
without which 101 could not operate

With many thanks to everyone who gave their time to help with this evaluation

SEEDBED

Rachel Clare - Crying Out Loud, Blame Game
 Valentina Ceschi & Kate - Melanie Wilson
 Juliet Robson
 Jim Parris - Divination Palace
 Darren Johnston
 Davina Drummond - Yara + Davina - Arrivals and Departures
 Sud Basu - Respond and Reinvent

TALENT DEVELOPMENT

Nick Sweeting - Directors' and Designers' Labs
 Susanna Roland - Writing the Outdoors Symposium and Lab
 Lina Johansson - Mimbres - Acrobalance Lab
 Emma Hogg and Mydd Pharo - Wildworks lab
 Maggie Clark - Without Walls/ X Trax - Digital Symposium and Lab
 Jackson Barnard - participant in Directors' & Designers' Labs (also general residencies at 101)
 Colin Nightingale - Punchdrunk - Designers Lab
 Olivia Stephenson - freelance artist and maker
 Sally Lampitt - Applause Rural Touring

DIGITAL R & D AWARDS

Flick Ferdinando
 Pete Gunson - Pif Paf
 Lorna Rees - Gobbledegook
 Garth Williams - Safety Catch

GENERAL RESIDENCIES / SUPPORT TO INDIVIDUAL ARTISTS

Lisa Lapidge - Momsori Exchange/ South Korea
 Anja Meinhardt - Justice in Motion/ work with
 Teatr Biuro Podrozy
 Antony Simon, Olivier Hagenloch - Caramantran
 (France)
 Clive Lyttle - Certain Blacks
 Anna Berry
 Kathy Hinde
 Jamie Beddard - Extraordinary Bodies

OTHER EXTERNAL ORGANISATIONS

Lorna Palmer - Arts Council England
 Jon Linstrum - Arts Council England
 Angus MacKechnie - Outdoor Arts UK
 Paschale Straiton - NASA
 Sarah Bird - Wild Rumpus

Appendix 1: 101 Labs and Symposia: 2017-22

2017

Animatronics Lab – June 2017

Outdoor Work for Disabled Artists Lab in association with Unlimited - October 2017

Devoted & Disgruntled: How Do We Make Great Outdoor Arts? – October 2017

2018

Shedonism Maker's Lab - January 2018

Joining the Dots outdoor arts training meeting – March 2018

Site-specific Dance workshop with Ex Nihilo – August 2018

Circus Circus Circus – Black Circus Lab produced by Certain Blacks

Devoted & Disgruntled: How Do We Make Great Outdoor Arts – October 2018

Outdoor Directors Lab with Phelim McDermott – December 2018

2019

Outdoor Designers Exchange Lab in association with Punchdrunk – January 2019

Shedonism Makers Lab - January 2019

For the Love of It – produced by National Association of Street Artists - March 2019

Create in Public Space - Online Study Group in association with FAI AR/In Situ - July 2019

Landscape Theatre Lab with Wildworks – September 2019

Toolbox – Leadership Programme with Arts Agenda – October 2019

Devoted & Disgruntled: How Do We Make Great Outdoor Arts? – October 2019

Digital Symposium in association with Without Walls – December 2019

Creative Tech Lab in association with Watershed and Without Walls - December 2019

2020

European Acrobalance Lab in association with Mimbire – January 2020

Shedonism Maker's Lab- January 2020

Bouffant and Clown Lab with John Wright/Ramshackalicious – February 2020

Writing the Outdoors Symposium – February 2020

Writing the Outdoors Lab – February 2020

Devoted & Disgruntled: How Do We Make Great Outdoor Arts? – October 2020

2021

Shedonism at Home - Maker's Lab online - January 2021

Toolbox at Home – Leadership Programme with Arts Agenda – February 2021

Dance & the Outdoor Symposium (online) with The Place and BIDF - June 2021

Making Multi-sensory Outdoor Work produced by Frozen Light – July 2021

Rural Touring Lab in association with Applause – July 2021

Devoted & Disgruntled online: 2020 WTF? with Improbable

Black Womxn in Circus Lab produced with Upswing – October 2021

Respond & Reinvent: socially and environmentally focused lab - October 2021

Shedonism Makers Residency - January 2018/19/20/21/22

Toolbox Together: Leadership Programme with Arts Agenda – October 2021

Devoted & Disgruntled: Bread and Circuses – October 2021

Green Production Lab – November 2021

2022 to date

Puppeteers of Colour convention produced by Thingamajig – January 2022

Outside the Conventional into the Mainstream Symposium – February 2022

Connected Directing Lab– March 2022

Appendix 2: Links to artists and organisations cited in this report:

Abandon Normal Devices <https://www.andfestival.org.uk/>

Aidan Moesby <https://aidanmoesby.co.uk/>

Anna Berry <http://www.annaberry.co.uk/breathing-room/>

ArtAngel <https://www.artangel.org.uk/>

Bistaki <http://bistaki.com/>

Blast Theory <https://www.blasttheory.co.uk/>

Carabosse <http://ciecarabosse.fr/en/>

Caramantran <https://www.caramantran.com/en/the-company/>

Certain Blacks <https://certainblacks.com/>

Ceschi + Lane's <https://www.bravenewworlds.co/greenham>

Crying Out Loud <https://cryingoutloud.org/>

Darren Johnston <http://www.array.org.uk/>

Ellie Harrison <https://www.griefseries.co.uk/team-grief>

Emma Frankland <https://www.emmafrankland.co.uk/>

Extraordinary Bodies <https://www.extraordinarybodies.org.uk/>

FAI AR <https://www.faiar.org/>

Far From the Norm <https://www.farfromthenorm.com/>

Forestry England <https://www.forestryengland.uk/>

Fuel <https://fueltheatre.com/>

Greenham Trust <https://greenhamtrust.com/>

Handmade Parade <http://handmadeparade.co.uk/>

Heba El Cheikh <https://hebaelcheikh.com/>

Improbable <https://www.improbable.co.uk/>

In Between Time <https://inbetweentime.co.uk/>

Jennifer Irons <https://www.makeamplify.co.uk/who-we-are>

Juliet Robson <https://julietrobson.com/work/hertz/>

Justice in Motion <https://www.justiceinmotion.co.uk/>

Kundle Cru <https://cryingoutloud.org/blame-game-by-kundle-cru/>

Leeds 2023 <https://leeds2023.co.uk/>

Ling Tan <https://lingql.com/about/>

Make Amplify <https://www.makeamplify.co.uk/who-we-are>

MAYK <https://www.mayk.org.uk/>

Melanie Wilson <https://melaniewilson.org.uk/>

MIF <https://mif.co.uk/>

Mimbre <https://mimbre.co.uk/>

Momsori <https://voicetheater.net/en/about/>

NASA <https://nasauk.org/>

OCM <https://www.ocmevents.org/whats-on>

Oval House <https://brixtonhouse.co.uk/our-story/from-ovalhouse-to-brixton-house/>

Outside the Conventional & Into the Mainstream: Arts in Public Space in England report <https://bit.ly/ArtsinPublicSpace>

Pauline Mayers <https://www.paulinemayers.com/>

Periplum 451 <http://www.periplum.co.uk/content/451/>

Punchdrunk <https://www.punchdrunk.com/>

Ray Lee <https://www.invisible-forces.com/>

Seven Sisters <https://www.sevensistersgroup.com/>

Sivan Rubinstein <https://www.sivanrubinstein.com/>

Suba Subramaniam <https://www.sadhanadance.com/subathra-subramaniam>

Teatr Biuro Podrozy <http://www.tbp.org.pl/>

The Albany <https://www.thealbany.org.uk/>

The Place <https://www.theplace.org.uk/>

Uljeongbhu Festival Korea <http://www.umtf.or.kr/>

Upswing <https://upswing.org.uk/>

Vidya Thirunarayan <https://www.vidyathirunarayan.com/>

Watershed Pervasive Media Studio <https://www.watershed.co.uk/studio/about-us>

Wild Rumpus <https://wildrumpus.org.uk/>

Wildworks <https://wildworks.org.uk/>

Without Walls <https://www.withoutwalls.uk.com/>

Appendix 3: Photo credits

P2 Mel Stevens - Aim to Fly – disability circus company resident at 101
P3 Clockwise from top: Reqhardt & Rosenberg - Future Cargo produced by Fuel at 101
Kundle Cru - Blame Game (Seedbed residency) produced by Crying Out Loud
Jackie Waddell, Beautiful Creatures Theatre & DOCA, Emma Frankland (Seedbed residency)
P4 All Womxn Acrobalance Lab - produced in association with Mimbire
P5 Gorilla Circus
P6 Ceschi +. Lane - Greenham (Seedbed residency) photo by Camilia Greenwell
P8 Top to bottom: Emma Frankland (Seedbed residency)
Anna Berry - Breathing Room, Avant Garde Dance - Table Manners
P10 Liam Walsh at Shedonism Outdoor Arts Makers' Lab
P11 No Fit State - Open House
P12 Toolbox Producers Lab in association with Arts Agenda
P13 Daryl Beeton Productions & Mimbire
P14 Gobbledegook Theatre
P15 From top: Krundle Cru (Seedbed residency), Gorilla Circus, Green Production Managers Lab
P16 Ling Tan - Supermoments (Seedbed residency)
P17 Ceschi +. Lane – Greenham (Seedbed residency)
P18 From top: Emma Frankland (Seedbed residency), Melanie Wilson - Live Long and Die Out/Radical Mother, Blame Game - Kundle Cru
P19 Jim Parris and Xumo Nounjio - Divination Palace (Seedbed residency), Darren Johnston (Seedbed residency), Simon Daw - Unknown Forest (Seedbed residency)
p20 Make Amplify - Now Is Not The Time To Be Gentle (Respond & Reinvent residency)

P21 Toolbox Producers Lab in association with Arts Agenda
P22 Green Production Lab produced in association with Without Walls
P23 Outside the Conventional and Into the Mainstream - Arts in Public Space In England report - Launch Symposium with Lyn Gardner, Kully Thiarai and others
Black Womxn in Circus Lab produced with Upswing
P24 from top: CODA Dance, Hikapee, Emergency Exit Arts
P25 Ray Lee - Congregation
P26 Kerith Ogden at Shedonism Maker's Lab
P27 Top to bottom Anna Berry - Breathing Room, Juliet Robson – Hertz (Seedbed residency)
P28 From top - Feet off the Ground, Upswing and Unlimited, Ashley Peevor and Nikki Watson
P29 - From top: Toolbox Cultural Leadership programme online with Arts Agenda
Alleyne Dance, Shedonism Maker's Lab
P30 Jin Young Kim/Lisa Lapidge residency at Seoul Street Arts Creation Centre
P31 Mimbire - The Exploded Circus
P32 Ceschi +. Lane – Greenham (Seedbed residency)
P38 Clockwise from top left: Accommodation cabins at 101, All Womxn Acrobalance Lab with Mimbire, Ceschi +. Lane – Greenham (Seedbed residency) photo by Camilia Greenwell, Emma Frankland (Seedbed residency), Flick Ferdinando at Wildworks Theatre in the Landscape Lab
P39 Clockwise from top left hand: Reqhardt & Rosenberg - Future Cargo, Respond & Reinvent (Seedbed residency), Toolbox Cultural Leadership programme with Arts Agenda, Jin Young Kim and Lisa Lapidge residency exchange with Oxford Brooks University neuroscience dept, Rural Touring Lab with Applause Touring



