

## Flower-Power - Artists Plan:

1. Design and distribute 2 x types of Creative Oral History gathering kits
2. Design process following oral history gathering
3. Completion of Design models / mood boards
4. Presentation of design models/mood boards to public through online / physical exhibition
5. Actively involved in project reporting

The following plan can all be carried out during lockdown allowing us to move forward with the project during the predicted continuation of lockdown into spring/summer:

### Stage 1.

Kathleen Smith and Laura Mabbut will design a memory package to be delivered to approx. 120 participants.

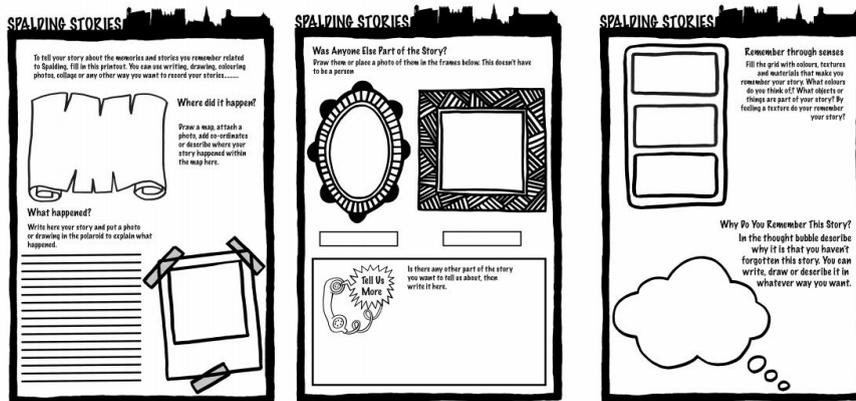
There will be a **choice** of 2 kits for participants

Each kit will include 2 ways to prompt / gather memories:

#### Kit 1 would include:

- A booklet that uses creative prompts for people to document their memories through writing, photos, textures, colours etc.
- 3 x flower making craft activities. Results of these will be utilised in the creation of the designs in the form of photo collage or actual objects being sent back to the artist.

An example from a previous project is below:



#### Kit 2 will include:

- The same booklet as described for kit 1
- A 'blank' model of a parade float for people to decorate or customise along with ideas of ways they may like to do this. Below image is an example from a previous project:



Packages will be sent out to people who register with the project after collaboration with the marketing lead of the project to target specific audience groups.

Here are some examples of previous creative kit projects we have worked on in the past during lockdown:

- Transported commissioned: Craft Catalyst Club
- Mansions of the Future: Artworks Craft Challenge Zine kit
- Crafts council commissioned: Make:Shift:Do
- Transported commissioned: Lanterns kits
- The Collection: Creative Make Kits



## Stage 2.

Research analysis and design process

Kathleen and Laura will each analyse the information gathered by the Creative Memory Kits and the Oral histories gathering activity carried out by the rest of the Flower Power team.

We will use this information to formulate designs for potential artworks to be created in the 2nd phase of the project taking physical and digital outcomes into consideration.

## Stage 3.

The design ideas will take the form of maquettes, models, mood boards and design sheets. During this stage we will use the content gathered from the craft kits (flowers and floats created by the public) to inspire and be a part of the final artwork designs.

These will be presented to the public for feedback in stage 4 below.

## Stage 4.

Kathleen and Laura will curate an exhibition to showcase our designs to the public with the aim of gathering feedback and input from the community in order for us to develop the designs further during the next stage of the project.

This will initially take the form of an online exhibition and social media interactions that people can access regardless of the lockdown situation. If social distancing allows, we can present the items physically to the public at Springfields or via market stall events at Spalding market to reach out to the public.

## Stage 5.

Provide feedback and data for project reporting

## **Proposed Artists' Timeline:**

21 Jan - 28 Feb - Design kits

22 Jan - 1 March - Marketing staff to put call out for participants to receive kits

4 - 28 Feb - Create kits (approx. 120)

1 March - Kits sent out

1 - 31 March - Gather kit output from participants (images, text, objects)

1 - 16 April - Design Process

16 - 23 April - Put together online exhibition

24 April - Online exhibition launched for public feedback

Exhibition ongoing until the next phase of the project begins.