

Great artists steal.

Andrew Sleigh

Strategy and planning meetup

19 November 2014

@andrewsleigh


What are we selling?

- Free
- Illuminating
- Incomprehensible
- Brings baggage
- Transcendent





Spoiler alert

A vintage, slightly faded color photograph of a man with dark, curly hair. He is looking directly at the camera with a neutral expression. He is wearing a light-colored shirt with a dark, repeating geometric pattern along the collar and down the front. A semi-transparent dark grey rectangular box is overlaid across the middle of the image, containing the text "1. Ways of seeing" in white, bold, sans-serif font.

1. Ways of seeing

Colour photography, oil paint.



A close-up photograph of a chocolate smoothie served in a white cup with red vertical stripes. The smoothie is topped with a swirl of white cream, several dark chocolate chips, and a generous amount of multi-colored sprinkles. Two colorful sticks, one pink and one green, are inserted into the drink. The background is a light, textured surface with some greenery.

2. Job to be done

Engagement rank 1

Highly engaged prosperous liberal urbanites, with wide range of arts and cultural interests.

Commuterland Culturebuffs

Engagement rank 2

Affluent suburban and greenbelt consumers of culture as part of their social lives.

Experience Seekers

Engagement rank 3

Diverse urban audiences, students and recent graduates into a variety of cultural events.

Engagement rank 4

Regular but not frequent attenders living in city suburbs and small towns.

Trips & Treats

Engagement rank 5

Suburban households often with children for whom occasional arts and cultural activities from a day out or a treat.

Home & Heritage

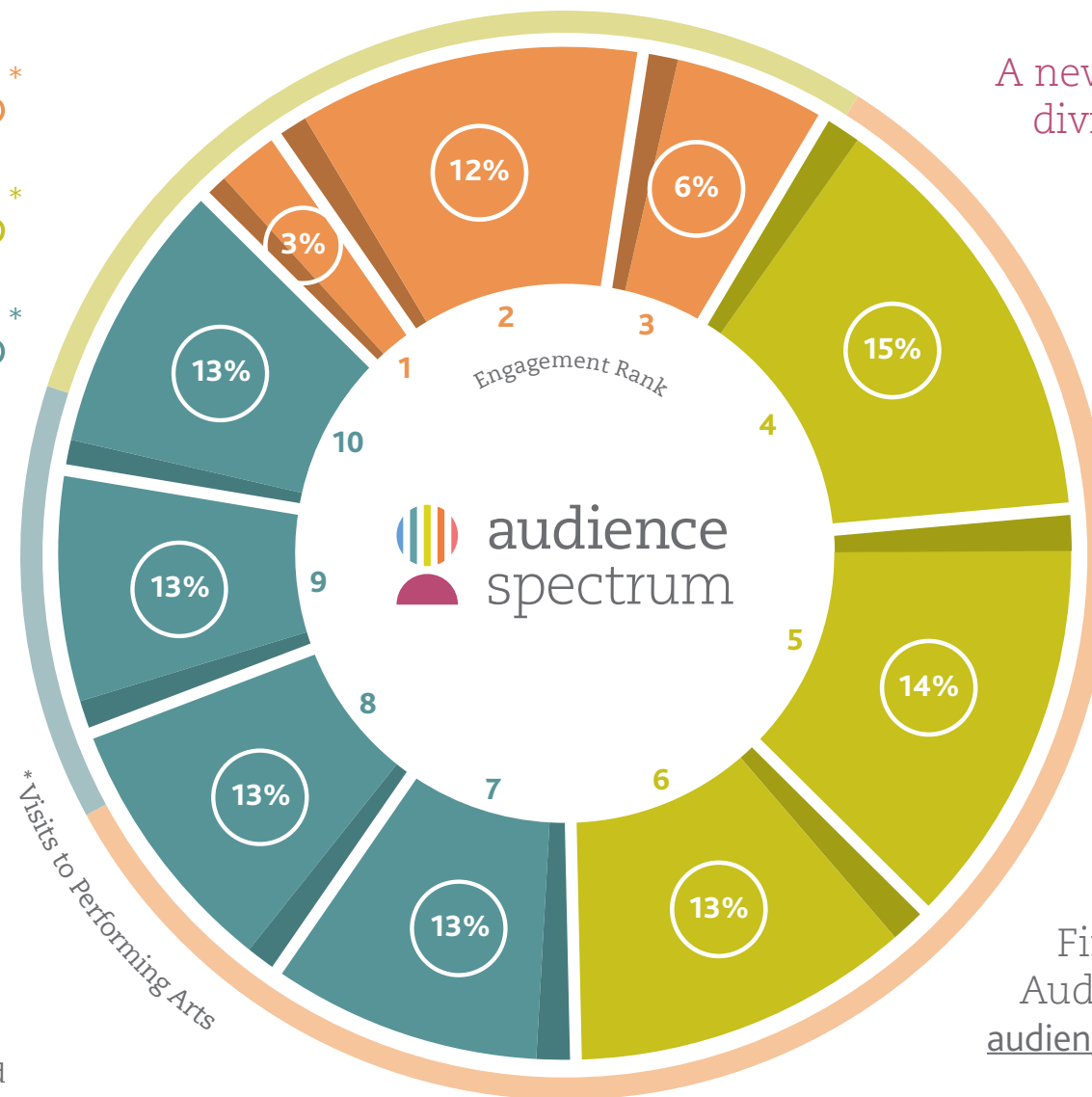
Engagement rank 6

Conservative and mature households who have a love of the traditional.

Higher engaged | 58%*

Medium engaged | 29%*

Lower engaged | 14%*



A new profiling tool that divides the population into 10 segments based on their arts and cultural engagement behaviours


the audience agency

Find out more about Audience Spectrum at audiencefinder.org/spectrum

(%) Households in England

Up Our Street

Engagement rank 7

Reasonably comfortably off households, occasional audiences for popular arts & entertainment, museums and heritage sites.

Facebook Families

Engagement rank 8

Kaleidoscope Creativity

Engagement rank 9

Urban and culturally diverse, their arts and cultural activity happens in their community and outside and mainstream.

Heydays

Engagement rank 10

Older people who find it harder to access the arts and

3. Abundance

A high-angle, wide shot of a massive warehouse interior. The floor is covered with hundreds of pallets, each stacked with numerous cardboard boxes of various sizes. The boxes are organized into long, straight aisles that stretch far into the background. The warehouse has a high ceiling with a complex network of steel beams and many small, recessed lights. Large windows are visible along the sides, letting in natural light. In the lower right foreground, a person is walking through the aisles, pushing a metal shopping cart. The overall impression is one of vastness and overwhelming quantity.

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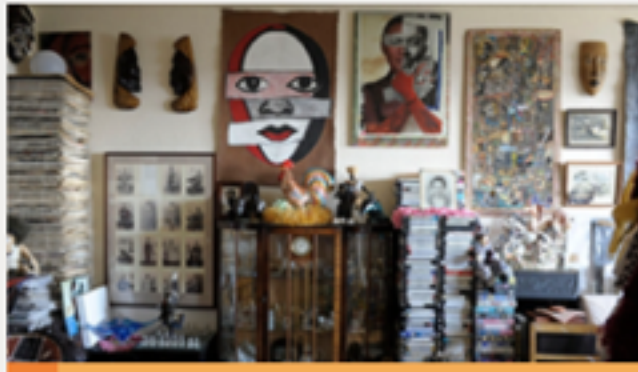
All projects

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Keyword (optional)



At Home with Vanley Burke

£17,000 needed

by Ikon Gallery, West Midlands

We want to move the entire contents of photographer Vanley Burke's flat, including his archive, to the Ikon Gallery for a brilliant new exhibition.

8%
FUNDED

43
FUNDERS

31
DAYS TO MAKE
IT HAPPEN



The Museum of The Gorge: Warehouse of the World

£25,000 needed

by Museum of The Gorge, Shropshire

We want to transform the iconic Museum of The Gorge, completely upgrading the gallery and creating a dynamic space for museum and community events. Support our campaign!

33%
FUNDED

58
FUNDERS

17
DAYS TO MAKE
IT HAPPEN



Manchester Revisited: A new commission by Emily Allchurch

£6,000 needed

by Manchester Art Gallery, Greater Manchester

Help us commission a new contemporary work for Manchester Art Gallery that resonates with the city's unique artistic past.

118%
FUNDED

70
FUNDERS

HAPPENING
10 APR 2015



4. Retail

TOPSHOP
TOPMAN

TOPSHOP

TOPMAN

HOUSE OF FRASER

SEASONAL
OFFERS

30







5. Everyone is an artist



KICKSTARTERDiscoverStart

Search projects

Me


Radiotopia: A Storytelling Revolution

by PRX, Inc · You're a backer

HomeUpdates10Backers21,808Comments283

Cambridge, MARadio & Podcast

Funded! This project was successfully funded 4 days ago.



RADIOTOPIA FROM PRX

PLAY

21,808


Backers

\$620,412

pledged of \$250,000 goal

0

seconds to go

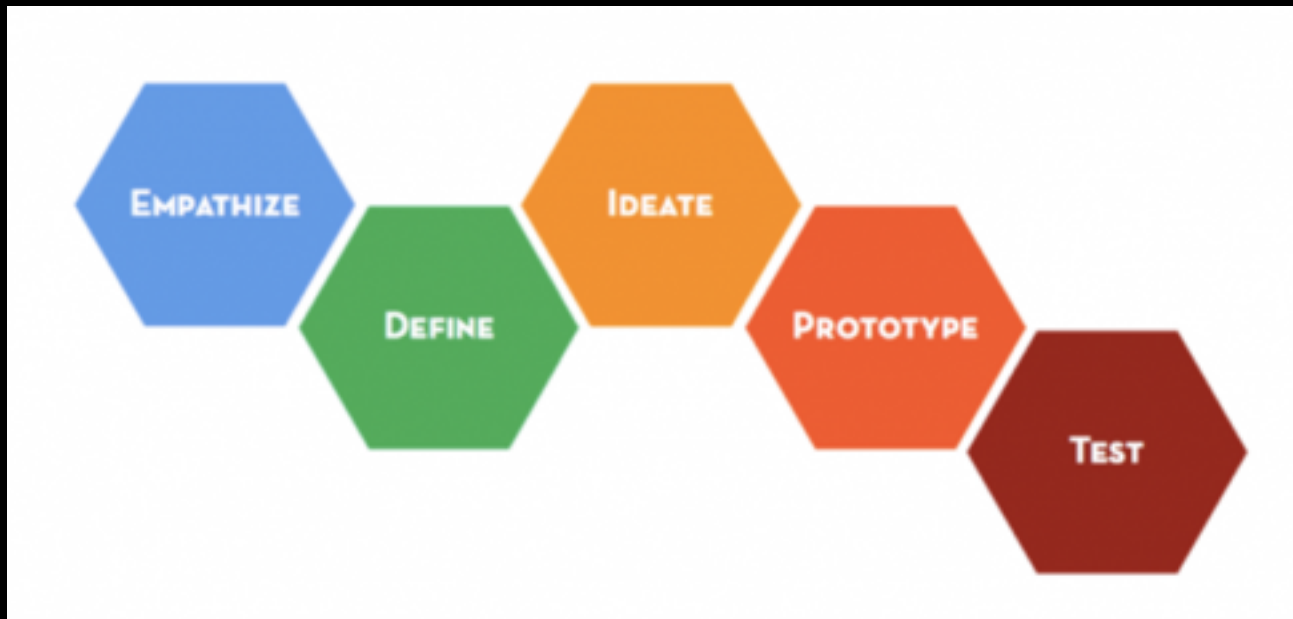
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PRX, Inc
Cambridge, MA

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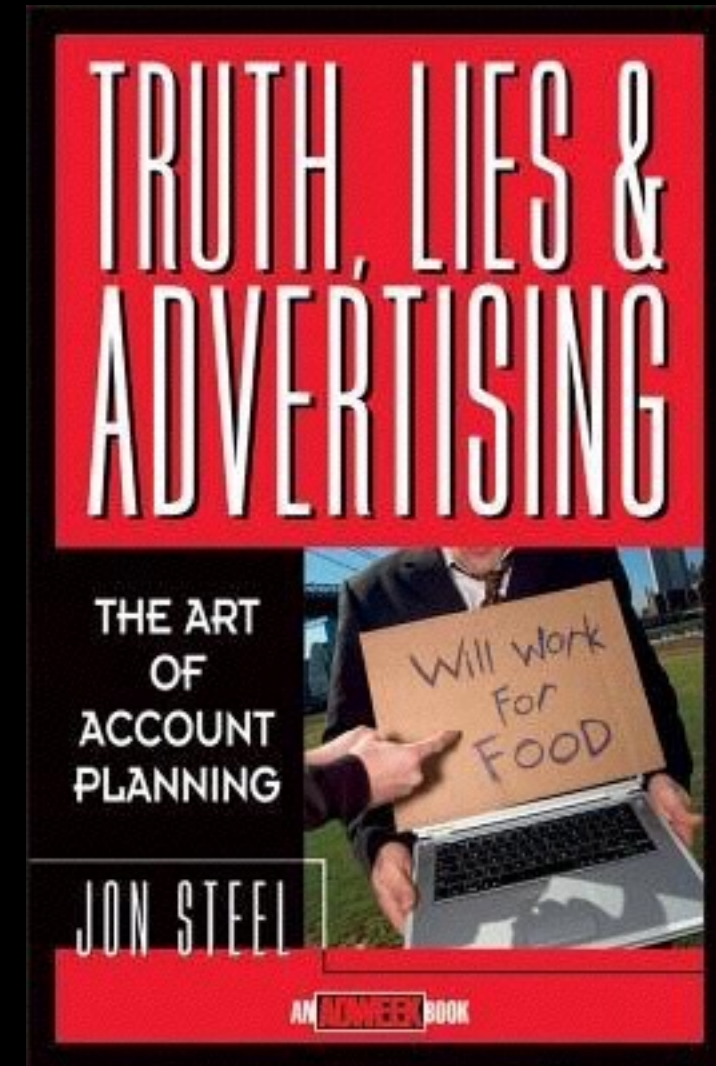
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radiotopia.fm

Design thinking



Account planning



1. Escape your own perspective
2. Consider what jobs culture can do
3. Respond to abundance
4. Rethink physical spaces
5. Invite everyone to be a creator

Thank you.

@andrewsleigh