

HART CULTURE

INSPIRING EXCELLENCE IN THE ARTS THROUGH LOCAL COMMUNITIES

Marketing | C.I.C Corporate Intelligence

CAT NO. 1238_HC/008

✓ **HC C.I.C Mission:** Offering an emotional connection through art and discovery | Innovative ways of engaging with the youth and inspiring positive changes.

TRANSFORMING LIVES

Clients

Tower Hamlets, Newham Council, St Angela's Ursuline School, St Bonaventures Sixth Form College
St Edwards R.C. School, St Mary's R.C. School, Beckton Globe Library, Ogeyinka Arts & Theatre Production
Zambia, Dominica, World Food Festival, Protein OS, HSBC, Lyndon's Arts Trust, the Sorrell Foundation Project



TRANSFORMATION

The **HART CULTURE** philosophy and '*HC C.I.C Manifesto, 2009*' - points to "Transformation of the inside outwards. *"your lifes journey has an outer purpose and an inner purpose"*, *E.Tolle* outlines.

Murals, help to transform public places into places of staticised thought and reflection on valuable attributes towards the spiritual world.

PROCESS

(1) The concept is discussed in some depth with the 'host'. (2) Key Concepts and drawings are drawn up and presented. (3) Process: Sometimes, it may be necessary to ask young people, Volunteers; and anybody else that may find value in participating in the 'creative' process' - to assist the lead Artist.

We want our creative Programs at the HC to "Change people's lives" through the capacity to 'Understand' and "Experience". We inject positive flow into their everyday world through these values. The Mural painting gets people 'Into the moment' and thus becomes like a therapy - *"everybody should have a crack at painting a themed*



[Above] Kingsford School Art Department Head Teacher, Ms Tracey Phillips, Sanjit Khan, Joel Quarshi, Jennifer Millford, Lead Artist: Chermiah Hart FdA BA



[Above] Panorama of wall murals - a work in progress. The mural themes were: *Read, Listen and Learn*. The adjacent wall featured a *Sports Scene*. Beside the Sports scene: *Female abstract DJ*. (Illustrated by a Kingsford Design Student) and opposite both walls; an intricate urban environment - featuring architecture, animals, silhouettes, cut-outs, young people and horticulture.

mural" says Young HC Director *Chermiah Hart FdA BA*.

The Students learn an important aspect of Teamwork and respect for each other during the creative process. No one emerges a winner of loser, but can define success according to their own needs.

Mural painting facilitates alot of soft skills in core curriculum areas such as:

Construction, Deconstruction, Reconstruction, Acrylics, Working with Surface, GCSE Applied Art, Graphic Communication and Fine Art.

BRIEF

To Regenerate the "Teen Learning Zone" at the Beckon Globe Library, Newham.

ABOUT

Wall Measurement: **55ft Circa**.
Estimated completion: **10 Days**
Volunteers: **7**
Library Faculty: **Arts & Culture**
Faculty facilitator: **Steve Waltho**
Curriculum Area: **Education/Sport**
Medium: **Acrylic, Paint Primary**

The 'Curved' part of the library was originally designed by In House Architects for 'Architects' of Library Design' within Newham. The Regeneration of *1 Kingsford Place E6 5LG* included a temporary scaffolding unit, removal of all Library inner units and complete washing down of the walls. Once this was completed, the work could be safely carried out, as photographed here < left.

TESTIMONIALS

"...The was carried out to a highly professional standard. The mural has really helped the young people to take ownership of the space!

*Steve Waltho,
Library Management*

"...This gives the youth a real shot at Art - Genius!

*Head Of Art Department,
Kingsford School*

Region:

East London, Beckton

Community Served:

Royal Docks Residential

Hours/Service:

500 +

Lead Awarding Body:

Newham Council, Beckton Globe Library

Cost:

£1,500

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