



Thelma  
Hulbert  
Gallery

THELMA HULBERT GALLERY,  
EAST DEVON DISTRICT COUNCIL

STRATEGIC VISION, VALUES AND PROGRAMME 2020

## 2019 -2024: A NEW STRATEGIC VISION AND OUR VALUES

*Responding to new opportunities  
and the challenges we face, to  
create a stronger, resilient gallery  
rooted in the community while  
delivering a programme that  
inspires, challenges and excites*

- In 2019 the strategic mission of THG redefined as operating as a **'cultural** supporting communities in their **health environment** and **well-being** through annually changing programme of exhibitions, events and workshops, to inspire, challenge and excite.
- The gallery is driven to support **innovation** in rural cultural production and operate a **resilient** rural arts organization, strengthened through working in **partnership** and **collaboration**.

EAST DEVON DISTRICT  
COUNCIL - THE VALUE OF  
ARTS & CULTURE

**and well-being** - psychological and emotional

**ing the environment** –Places that are clean, safe  
welcoming encouraging participation

**ing economic vitality** –Tourism and Participation  
cultural activities generates much economic activity in  
sectors

**g learning and personal development** –  
contribution to education, enrich our intellectual and  
development

**ngthening local identity** – pride in the place where  
live - protect it and ensure the safety of its residents

CULTURE 20  
+ CLIMATE 20

**Themes:**

- **Reuse, repair, recycle** – how we live
- **Climate emergency** – our relationship with the planet
- **Walking and health**
- The natural environment and **conservation**



# CULTURE 20 + CLIMATE 20

Art and Culture can play a pivotal role in helping us understand our complicated relationship with nature and help identify new ways to coexist. How we want to share our habitat and its resources, now and in the future, is the central question of our Culture + Climate 2020 programme.

This programme has been developed against the context of **East Devon District Council's commitment to Devon's Climate Change Emergency** declaration, and the **University of Exeter's declaration of an environment and climate emergency**. Exhibitions, projects, workshops, talks and walks will be taking place across a range of locations in East Devon and at the University of Exeter.







EXHIBITIONS  
2020

**TATE Artist Rooms – Richard Long**

Sat 22 February 2020 – 23 May 2020

**Mike Perry**

5 June – 5 September

**THG NATURE Open**

19 Sep – 31 October

**Present Maker**

14 Nov – 23 December

**OFF-SITE – ABODE OF LOVE, Exmouth,**

June

CULTURE + CLIMATE 2020  
IN PARTNERSHIP WITH THE  
UNIVERSITY OF EXETER

## Culture + Climate event programme

**ARTIST ROOMS Richard Long**  
*Being in the Moment*

Private View, THG, Saturday 22 February,  
3 -5pm

**Art and Nature, Curator's talk**

THG, 28 February 6-8pm

**A series of workshops** at THG led by curator and producer Tessa Fitzjohn, including talk, gallery tour, discussion and practical activities exploring Richard Long's work.

**Sand, snow, mud, stone and chalk**

10 March, 2-4pm

**Take a line**

24 March, 2- 4pm

**Staying and passing**

21 April, 2-4pm

**From one place to another**

5 May, 10am-12pm

**Exmouth seafront**, Simon Terrill

Launching Spring 2020

**University of Exeter presents Creative Dialogues with Richard Long** - Beehive, Honiton. 13 May, 7pm

Join us to meet Richard Long, a pioneer of land art. Creative Dialogues is an 'in-conversation' event that is part of the

Arts and Culture University of Exeter public programme, offering the audience a rare opportunity to join international renowned professionals in person and learn first-hand about their inspiration, careers and life works. (THG late night opening until 6.45pm)

**Culture + Climate symposium**, June 18 & 19 (optional camping June 17)

A two day series of field trips across East Devon including Exmouth, Seaton and THG. Speakers include a range of environmentalists, artists and thinkers including Simon Terrill, Mike Perry and Fourthland.

Camping/Glamping available at the School of Art & Wellbeing, Honiton.

**The Exchange Symposium: strengthening research through collaboration**

- RAMM, Queen Street Exeter. Tuesday 7 July, full-day event. Go to [artsandcultureexeter.co.uk](http://artsandcultureexeter.co.uk) for details and booking.

These are the highlights of our Culture + Climate 2020 programme. Visit our website for more details on activities.

**Book** through Eventbrite on THG website: [thelmahulbert.com](http://thelmahulbert.com)

The ARTIST ROOMS collection is shared across the UK through



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**ARTS COUNCIL ENGLAND**

**Art Fund**





# RICHARD LONG

- **Sir Richard Julian Long**, (born 2 June 1945) is an English sculptor and one of the most well-known British land artists.
- The only artist to have been short-listed four times for the Turner Prize and won the award in 1989 for *White Water Line*
- Work on permanent display in Britain at the Tate and Bristol City Museum and Art Gallery as well as galleries in America, Switzerland and Australia.
- Long's work broadened the idea of sculpture into performance and conceptual realm.
- His practice has been based on his relationship with the landscape through the medium of walking and his use of natural materials
- His work typically is made of earth, rock, mud, stone and other nature based materials





## IN THE CLOUD

ALONG AN 8 DAY WALK ACROSS S

<sup>3</sup>/<sub>4</sub> HOUR IN CLOUD

WHILE GOING OVER BEN MA

THE HIGHEST POINT OF THE V

COAST TO COAST WEST TO EA

hibition is our first collaboration with ARTIST ROOMS, featuring the work of the renowned British sculptor and landscape artist Richard Long. Long's work is rooted in his deep affinity with nature, developed during solitary walks in the West of East Devon. Richard Long's work is rooted in his deep affinity with nature, developed during solitary walks. He shares his remarkable journeys through photographs, texts, drawings and sculptures, capturing landscapes, time, space and experience.

The exhibition spans a period of 40 years, starting with Long's early experiments near his hometown of Bristol. His practice has taken him across all seven continents but his enduring connection with Devon continues to provide a source of inspiration.

ARTIST ROOMS **RICHARD LONG**  
*Being in the Moment*

22 February - 23 May 2020

# MIKE PERRY

Mike Perry is a British photographic artist

represent the west of Britain in BBC4's documentary, *A Digital Picture Of Britain*

Won Best Picture at Christie's of London  
5th Anniversary photographic competition and in 2012

presented in the 56th Venice Biennale in 2015

In 2015, Perry was awarded Creative Wales Award and in 2017/18 for exhibition *Land/Sea*.

Worked with Greenpeace and presented the case for a *Clean Tech Britain* to the Treasury with Economist Nicholas Stern and artist Anthony Gormley

He was a founding director of *solarcentury* with Greenpeace's ex head of science, Jeremy Leggett.

is in the process of rewilding a small



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## MIKE PERRY – LAND/SEA

Mike Perry is well known for his interest in Wetlands, deserts, the impact of mono-cultural Land use and re-wilding.

As Skye Sherwin from the Guardian observes “Perry’s photography, is not concerned with the campaigning rhetoric of straight environmental documentary. Rather it poetically alludes to what we might be leaving for future generations.”

# THG – OUT & ABOUT BODE OF LOVE - EXMOUTH

**Out and About** is our way of bringing benefits of cultural activities direct to residents of East Devon and shine a light on the districts outstanding natural environment for all to enjoy. It makes cultural activities accessible and a 'way of life', where everyone can enjoy nature in the outdoors, benefiting health and wellbeing.

**Out and About works** in the outdoors to engage diverse audiences through participatory, interactive and unusual creative processes. It employs a range of creative practitioners from poets to artists, sculptors to designers, sharing ideas about our heritage and natural environment, inspiring and exciting communities locally, nationally and globally.



# ADODE OF LOVE, EXMOUTH

**Adode of Love** is an area on the beachfront of Exmouth. It runs along the back of the beach approximately 342 feet long, with bays each 38 feet long accessed by a flight of stairs leading up to the main road, acting as a flood defence.

NG has devised a two year public art programme which aims to address the repeated vandalism that is effecting this area and upsetting residents



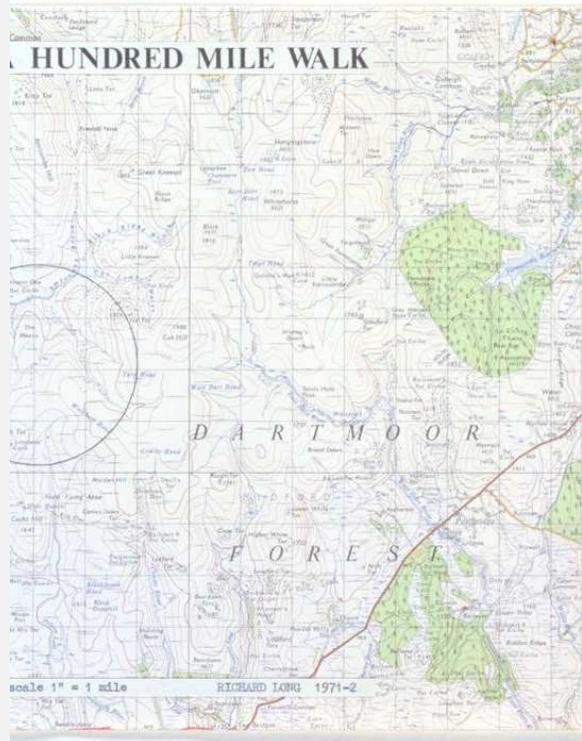
**2020 Year 1** working collaboratively with local schools and collages to deliver a temporary public art work and series of interventions and events.

**2021 Year 2** To produce a high quality permanent work of art that relates to the wider context of climate change and plastic (Exmouth).



# ENGAGEMENT, LEARNING AND PARTICIPATION

# EVENTS



- Day 1 Winter skyline, a north wind
- Day 2 The Earth turns effortlessly under my feet
- Day 3 Suck icicles from the grass stems
- Day 4 As though I had never been born
- Day 5 In and out the sound of rivers over familiar stepping
- Day 6 Corrina, Corrina
- Day 7 Flop down on my back with tiredness  
Stare up at the sky and watch it recede



## Families from low socio-economic backgrounds in East Devon

EDDC's youth development team, SWITCH

EDDC's housing tenants team

Honiton Children's Centre

## Locally isolated older people

Honiton Memory Café and Honiton Dementia Alliance

Clinton Devon Insight (people dealing with sight-loss in East Devon)

Local arts groups

Rural community centres and village halls

Walking for Health groups in East Devon

## Low audiences with little experience of cultural engagement

Local arts partnerships (Forestry England, East Devon AONB, RSPB, Sidmouth Walking Festival, LED Walking for Health, Clinton Devon Estates, EDDC's Countryside team – Wild East Devon).

SWITCH and other low socio-economic engagement routes

Arts & Health South West

## Young people

- Mainstream primary and secondary schools
- Home-educated groups in East Devon
- THG's youth-led arts group and Arts Award programme
- HE college and Exeter University

## Young people with additional needs

- Headlight, project for young people with mental health issues in East Devon
- Young people with profound learning disabilities through Millwater School
- Taunton and Exeter PRUs
- WESC – specialist centre for visual impairment in Exeter

## AUDIENCE DEVELOPMENT - TARGETS

Visitor Target Increase of 35% in 2020

**Total Visitor Numbers of = 19,356**

Exhibition Visitors = 13,333

Events = 1,918

Learning / Workshops = 1,410

Outreach = 2,696

**Total Visitors 2016 – 2019 = 43,015 / Av of 14,338 per year**

- Exhibitions = 29,628 / Av of 9,876 per year
- Events = 4,262 / Av of 1,421 per year
- Learning / Workshops = 3,133 / Av of 1,044 per year
- Outreach = 5,992 / Av of 1,997 per year

# PARTNERSHIPS



TATE



AONB



University of Exeter



School of Art and Wellbeing

# ARTS PR

Advocacy & Network Building

Audience Development

Brand Auditing & Strategy

Corporate & Crisis Communications

Digital Strategy & Social Media

Editorial & Content Creation

Event Management

Marketing

Media Planning & Buying

Media Relations

Partners & Sponsors

Workshops & Training