

GENERATION

25 Years of Contemporary Art in Scotland

Marketing Society Scotland Star Awards 2015
Category 3.7 – Communication - PR

GENERATION – CELEBRATING 25 YEARS OF CONTEMPORARY ART IN SCOTLAND



■ MATERIAL

PRECIS

Scotland has long been punching above its weight in the contemporary art world. Over the past 25 years in particular, the nation has developed an international reputation as a distinguished centre for contemporary art, produced a disproportionate amount of award-winning artists and hosted a number of ground-breaking exhibitions.

Yet to many people in Scotland, contemporary art is often viewed as esoteric and un-relatable, and media coverage of works which have emerged within the past 25 years often places too much emphasis on the 'Glasgow miracle' – a label which doesn't truly paint the full picture.

So, in 2014, the National Galleries of Scotland, Glasgow Life and Creative Scotland joined forces with over 60 venues, galleries and exhibition spaces across the nation to stage a nationwide celebration of the past 25 years of contemporary art in Scotland – GENERATION.

GENERATION was the first project of its kind - one of the most ambitious celebrations of contemporary art ever held by a single nation, and Material_UK were tasked with devising and implementing a PR campaign which brought to life the incredible story of Scotland's contemporary art scene, and shone a spotlight on the remarkable achievements of a generation.





ABOUT THE PROJECT



GENERATION brought an ambitious and extensive programme of works of art by over 100 artists to over 60 galleries, exhibition spaces and venues the length and breadth of the nation between March — November 2014, with the majority of exhibitions taking place over the summer of 2014, as part of the Glasgow 2014 Cultural Programme. Its wide-ranging programme celebrated key moments and works from the past 25 years, featuring seminal pieces from landmark exhibitions and bringing significant works to new audiences in galleries and exhibition spaces across the nation.

Over 60 venues involved in the project programmed their own exhibitions, working with an Associate Curator and a specially convened Curatorial Board comprised of representatives of the partner organisations, to ensure that all the exhibitions shared the aspirations of the project.







OBJECTIVES

BUILDING NEW AUDIENCES MMATERIAL

GENERATION's core aim was to reach and build new audiences for contemporary art, and make it more accessible to a prospective audience. However it was of critical importance to the curatorial board that this was not achieved by "dumbing down" the work – the campaign should develop an audience by tackling perceived barriers to engaging with it, whist not alienating contemporary art enthusiasts. Fundamental to achieving this would be a multi-faceted and engaging PR strategy.

First and foremost, the campaign had to establish GENERATION as a brand and gain the support of the core target market – contemporary art enthusiasts. It was crucial we gained this buy-in early on, so we had solid foundations upon which we could build our campaign.







Objectives outlined by the Curatorial Board were as follows:



- To gain coverage and visibility for GENERATION to as wide an audience as possible (local, Scottish, national, contemporary art academics etc.)
- To attract new audiences and increase audiences for contemporary art
- To retain existing contemporary art audiences
- To raise the profile and awareness of contemporary art within Scotland and its influence
- Publicise GENERATION's public engagement programme
- Highlight the collaborative nature of the partnership

TARGETS

- 100 print articles including:
- Magazine/long-lead: 4 features
- UK national broadsheet: 5 features
- Scottish national titles: 10 features
- Regional titles: 15 features
- Reviews: 10 reviews
- Broadcast coverage: 5 features
- 100 online articles





■ MATERIAL

TARGET AUDIENCE

- Young people (16 25 year olds)
- Contemporary art enthusiasts
- Gallery attendees who are wary/unsure of contemporary art
- **Tourists**
- Local communities





STRATEGIC THINKING AND PLANNING

MATERIAL

STAKEHOLDER ENGAGEMENT

GENERAT MAY TO OCTOBER 2014 100 ARTISTS + 60 VENUES

The scale of the project presented a challenge. The sheer number of stakeholders involved - the Curatorial Board and delivery partners, over 100 artists (and their studios), over 60 galleries, plus funders, sponsors, tourism bodies, education partners - meant there was significant scope for messaging to be skewed.

We had to establish a clear, consistent tone of voice across all comms and therefore retain control over the messaging as we worked hard to define GENERATION as a brand. We reached out to all venues and stakeholders, to open a direct line of communication with the Material_UK team, as the central press office for this far-reaching project. This meant that we could exploit all PR opportunities — from access to exhibiting artists, to unearthing nuggets of stories and strong local angles - whilst giving the participating venues and artists their rightful place in the process.





PLANNING AND COORDINATION

In 2014, Scotland was buzzing with thousands of cultural events taking place across the country, in celebration of what was a huge year for the country. We knew it would be challenging to establish GENERATION as a brand within such a crowded landscape. Rather than trying to shout above the noise, we joined the chorus, and worked closely with colleagues at Creative Scotland, Glasgow Life and Glasgow 2014, who were delivering the Glasgow 2014 Cultural Programme, to strategically plan our activity around key touch points in their wider campaign.

GENERATION was positioned by the Glasgow 2014 Cultural Programme Press Office as a major highlight of the Cultural Programme, resulting in strong cut-through for the project as part of the wider comms strategy surrounding the Commonwealth Games, generating valuable coverage.







ARTIST OUTREACH

Due to the nature of their work and creative process, we knew we couldn't always rely on exhibiting artists to act as spokespeople or ambassadors for the project in media interviews. We worked closely with each artist to gauge their availability for media interviews and agree times when we might be able to approach them with media requests, planning this into their schedules weeks in advance. This meant that we could confidently sell-in artist features, and be reactive in order to fully exploit last minute PR opportunities when they arose.







EXECUTION

LAUNCH





We launched the GENERATION programme to a packed press conference of media in Edinburgh, and held an evening launch party for artists and stakeholders in Glasgow - emphasising the collaborative partnership at the core of the project. Media briefings and interviews with the Associate Curator Katrina Brown ensured the project's aims were clearly communicated. We underlined its scale and ground-breaking ambition by sourcing endorsements from major players in the international contemporary art world, such as Nicholas Serota - Director of Tate and no.1 in ArtReview's 2014 Power 100 list of the world's most influential contemporary art figures, plus some of Scotland's leading artists. This resonated with media and audiences, launching GENERATION as a major new force on the Scottish art scene.



LAUNCH









POSITIONING GENERATION AS A CULTURAL HIGHLIGHT

The programme launch took place in November 2013 to enable us to target key arts and lifestyle media, resulting in a strong presence in 2014 cultural preview coverage running at the top of 2014.



Generation

While its voters prepare for the independence celebration, Scotland launches an ambitious and extensive programme of art of the last 25 years and today. A total of 60 galleries will take part, with major shows by Glasgow Life and the National Museums of Scotland. If only ever-complacent and London-centered

England showed the same courage. Locations throughout Scotland, March to November

£2m nationwide show will celebrate thriving art scene



NEWS ENTERTAINMENT & ARTS

Our pick of what's to come in 2014

By Will Gompertz

Arts editor

Add to that GENERATION - a vast, multi-site exhibition of contemporary art made by artists either living in, or from Scotland including work by Turner Prize winners, Douglas Gordon, Simon Starling and Richard









SHINING A SPOTLIGHT ON CONTEMPORARY ART IN SCOTLAND

We negotiated a partnership with the BBC which resulted in a specially commissioned 1-hour documentary which aired on BBC Four and BBC Two Scotland. Scotland's Art Revolution: The Maverick Generation told the story of the past 25 years of contemporary art in Scotland. Presented by Kirsty Wark, we set up interviews with many artists taking part in GENERATION as well as Associate Curator Katrina Brown to tell this incredible story.

The documentary featured a wealth of archive footage, which was extremely effective in raising the profile and awareness of the movement that GENERATION celebrated.

We complemented this with print and radio features across a wealth of outlets which traced the development of Scotland's art scene in this period.









TARGETING YOUNG PEOPLE

We understood that there was a barrier to breakdown in terms of engaging young people in contemporary art, so we tapped into the rich synergies between music and art in Scotland to create an entry point for this prospective audience which would capture their attention.

Ambassadors from the music world became key to this – BBC Radio 1 DJ Ally Macrae, who has over 12k Twitter followers, presented an edition of BBC One's On the Road series which showcased Douglas Gordon's Caithness Horizons exhibition, connecting with a younger audience.

Outlets with a strong youth readership, such as The List, The Skinny, Scotland's leading online music channel Tenement TV, and various student media outlets also covered this angle.





DJ Ally McCrae takes a leap into unchartered territory as he gets to grips with modern art in Thurso







DIGITAL OUTLETS AND INFLUENTIAL BLOGGERS

We worked closely with the National Galleries of Scotland team to ensure our PR campaign complemented GENERATION's digital strategy. We engaged bloggers and influential digital outlets to generate valuable coverage online, knowing this would be key to engaging a wider audience.







YOUR WEEKEND

Acrobatic planes, contemporary art and a flea market. And that only takes us till Saturday





GET ARTY

Edinburgh, EH4

New show Generation: 25 Years Of Contemporary Art In Scotland features work by Charles Avery, Alison Watt and others. The exhibition features a room-sized installation by Ross Sinclair and new commissions. Until 25 January 2015; free; Scottish National Gallery of Modern Art,





■ MATERIAL

TOURISM

We worked closely with tourism bodies to maximise GENERATION messaging in their destination campaigns. With a significant number of international visitors expected to descend on Scotland in the year of Homecoming, we delivered a GENERATION presentation to the consumer PR team at VisitScotland to get them on board with our messaging. A dedicated GENERATION Tourism Communications Coordinator at VisitScotland meant we had a constant dialogue with the team, and GENERATION exhibitions featured in press trips from visiting lifestyle press – resulting in high profile coverage.

Men'sHealth

5 ways to improve your Commonwealth Games

Make the most of the Friendly Games with our guide to Glasgow

Where to soak up culture

Gallery of Modern Art

If the testosterone of competition gets too much (or if you promised your girlfriend more than athletics and beer) go to GoMA. Featuring the Generation exhibition, which showcases 25 years of contemporary art in Scotland, it's home to works by multi-award winning artist Douglas Gordon and Turner prize nominee Nathan Coley. Warning: an open mind is essential.



Art, culture, food and the Commonwealth Games: Visit glorious Glasgow



PRESS TRIP









Postcard: 'Generation – 25 Years of Contemporary Art in Scotland'



Generation: the mega-show that proves Scottish art is fizzing with energy

Taking place in galleries all over Scotland, the giant art event Generation is by turns ecstatic, eye-opening and troubling. Jonathan Jones finds a Parliament of Funk and a land of free guitars







Jonathan Jones
The Guardian, Thursday 26 June 2014 17.41 BST
Jump to comments (...)



To highlight the far-reaching nature of GENERATION. and counteract potential focus on GENERATION shows in the central belt from national and international media outlets, we took influential art critics to shows across the country, including exhibitions in Orkney, Caithness. Dundee. and more. In attendance were Jonathan Jones, leading contemporary art critic for The Guardian (and former Turner Prize judge), Chris Fite-Wassilak from the world's leading contemporary art bible frieze, Moira Jeffrey who covered for The Scotsman and BBC Radio 4's Front Row, and BBC Reporting Scotland. This resulted in hugely impactful coverage which hit as the majority of exhibitions opened.



COMMUNITY OUTREACH



We implemented a secondary PR campaign which targeted local and regional media across Scotland to highlight. This resulted in valuable media coverage at a local/regional level to target local audiences and drive engagement amongst local communities. We identified strong angles which would highlight the strong community and education outreach work that the GENERATION

project team were undertaking, and sold these in to media.

Leading Scottish artist Toby Paterson had been working with groups of young people across Scotland to develop an interest in contemporary visual art by involving them directly in the creation of interpretative material for his exhibition, as part of the GENERATION Young Curators' Project. We held a media launch for his exhibition in Kirkcaldy involving the artist and a group of young curators from Fife College, which resulted in national and local media coverage for this strong angle.



EVALUATION AND RESULTS

EVALUATION AND RESULTS MATER

CAMPAIGN SNAPSHOT

QUANTITATIVE

- **280** print articles (vs target of 100) including:
- Magazine/long-lead: 18 features (vs target of 4)
- UK national broadsheet: 96 features (vs target of 5)
- Scottish national titles: 100 features (vs target of 10)
- Regional titles: 17 features (vs target of 15)
- Reviews: 55 reviews (vs target of 10)
- **262** online articles (vs target of 100)
- 14 broadcast features (vs target of 5)

QUALITATIVE

- Strong pick-up of key messages
- Specially commissioned BBC Four documentary presented by Kirsty Wark attracted **161,186** viewers, with **88.4%** of viewers tuning in from across the UK (outwith Scotland), resulting in a strong national profile
- Diverse spread of coverage highlighting the geographical spread of GENERATION
- Widespread coverage outwith the arts pages to bring GENERATION to a new audience



EVALUATION AND RESULTS

MATERIAL

AUDIENCE ENGAGEMENT

A diverse spread of coverage ranging from local to national to international media outlets ensured the profile of GENERATION was high from the project's launch through to end of year reviews.

Associate venue outreach and collaboration led to a successful secondary local and regional media campaign, which resulted in valuable media coverage at a local/regional level to target local audiences and drive engagement amongst local communities.

Final visitor figures are still being collated by all venues, however a snapshot provided from a number of GENERATION participating venues around Scotland – including the Scottish National Gallery, Scottish National Gallery of Modern Art, Scottish National Portrait Gallery, The Royal Scottish Academy, The Collective, The Fruitmarket, Talbot Rice, Gallery of Modern Art, Tramway, Glasgow School of Art, The CCA, Street Level Photoworks, Pier Art Centre and Caithness Horizons - reported a combined 650,000 visitors by the close of the summer period.





COVERAGE HIGHLIGHTS

VOGUE



The New York Times

SCOTTISH SINGULARITY

With Scots preparing to vote in a referendum on independence in September, a nationwide series of exhibitions celebrating 25 years of contemporary art in Scotland seems timely. The initiative. "Generation," which kicked off last week at the National Galleries of Scotland, features the work of more than 100 artists at over 60 museums, galleries and exhibition spaces.

THE SKINNY

ArtReview



The Scots give Brit Art a run for its money with an impressive show of home-grown talent spanning the past 25 years

HE CULTURAL HIGHLIGHTS

YOU HAVE TO SEE

To celebrate the success of Scottish art in the Turner Prize, this nationwide show attempts to track key.

Richard Wright, Graham Fagen, Lucy McKeraie and Henry County (generationarticotlandorg) to 2 No.

moments from the past 25 years. Artista include Steven Campbell,

marie claire



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. HENRY COOMBES .

· RACHEL MACLEAN ·

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Culture Art and design Turner prize 2014

Don't call Glasgow's contemporary art scene a miracle

Glasgow has produced three of this year's Turner Prize nominees, and several previous winners. This should come as no surprise

Moira Jeffrey

The Guardian, Saturday 10 May 2014

Making the most of a miracle

Scotland has produced many acclaimed artists but how, Griselda Murray Brown asks, can it ensure a healthy future for young talent?



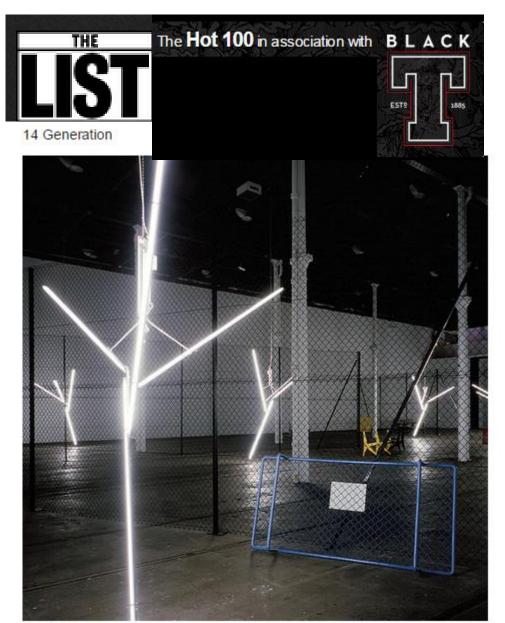


image: 'Our Love is Like the Flowers, the Rain, the Sea and the Hours', Martin Boyce
Created to tie in with all our significant events in 2014, <u>GENERATION</u> was a nationwide
retrospective of Scotland's finest contemporary artists from the last 25 years. And what a haul it
was, with the likes of <u>Douglas Gordon</u>, <u>Martin Boyce</u>, <u>Jim Lambie</u> and <u>Lucy Skaer</u> appearing in
excellent group and solo shows. (David Pollock)

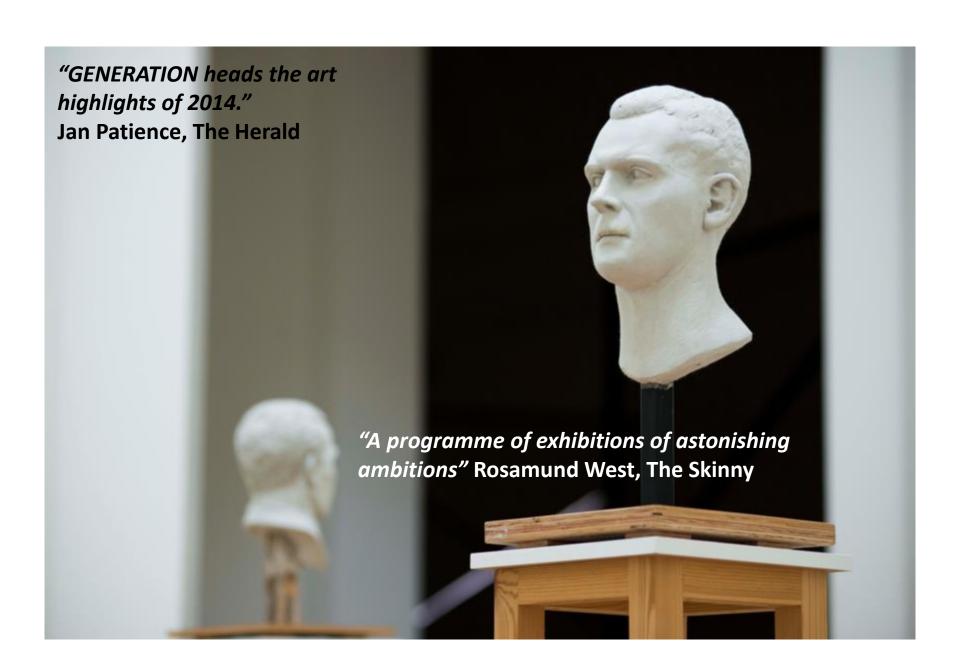
THE SUNDAY TIMES



Let there be enlightenment









"More than a snapshot, GENERATION is a definitive group portrait. It's also a brave and confident curatorial endeavour which acclaims the work of those artists born in the 1960s and 1970s and attempts to etch into the critical record the names that will really matter in the decades to come." Sunday Herald



