

The London Development Agency (LDA) has funded 198 Contemporary Arts and Learning through 2012 London Cultural Skills Fund to deliver 1London. This fund is designed to support the advancement of cultural and creative skills so that more people in London can have a chance to learn and develop through the arts during the Cultural Olympiad.

1London will provide employment support and skills development to young 16-25 through a digital media programme, work placements to an exhibition in March 2010 and master classes for art and design professionals.

Arts Council England works to get great art to everyone by championing, developing and investing in artistic experiences that enrich people's lives. As the national development agency for the arts, we support a range of artistic activities from theatre to music, literature to dance, photography to digital art, and carnival to crafts.  
[www.artscouncil.org.uk](http://www.artscouncil.org.uk)

The LDA is the Regional Development Agency for London. Its goal is to improve London's economic development and the quality of life for all Londoners.

It pursues its goal by investing in a range of projects that have been designed to improve life for London and all its diverse communities. It focuses on six areas of investment:

- Regeneration: making strategic investments that maximise London's economic development
- Climate change and environment: helping London become a world-leading, low-carbon capital
- Sustained employment: giving all Londoners the opportunity to take part in London's economic success
- Business support: ensuring London has the most competitive business environment in the world
- International promotion: helping to position London as the business capital of the world
- Olympics: helping London and its communities benefit from the legacy the Olympics will deliver

The LDA invests in and supports a wide range of projects under each of these themes. Across all areas of investment, it also works to improve health, sustainability, equality and community safety.

To deliver our strategy in practice, the LDA works with a wide range of partners in the public, private and voluntary sectors. These include other members of the GLA family (including the GLA itself), the 33 London boroughs, government agencies, businesses and charities.

It works with these bodies to share goals, identify priorities and develop projects and initiatives that will deliver the best solutions for London and all its diverse communities.

The LDA is funded by central government, with contributions to our budget coming from various government departments including the Department for Communities & Local Government and the Department for Business, Enterprise and Regulatory Reform.



Supported by  
**ARTS COUNCIL  
ENGLAND**



198 Contemporary Arts & Learning 198 Railton Road London SE24 OJT  
T.+44 (0) 207 978 8309 W.[www.198.org.uk](http://www.198.org.uk) E.[bookings@198.org.uk](mailto:bookings@198.org.uk)

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# 1 LONDON

## Creative and Cultural Skills Professional Development Programme

A programme of professional development for people interested in careers in the visual arts and design.

'The London Development Agency (LDA) has funded 198 Contemporary Arts and Learning through the 2012 London Cultural Skills Fund, managed by Arts Council England, to deliver 1London'

# 198 Contemporary Arts and Learning

Master Classes for emerging artists and designers as part of **1London**

## **Fundraising and Finance**

**14th October 2009 & 2nd February 2010 6-9pm**

Considering different sources of funding, preparing applications, budgeting, financial management & sponsorship

## **Evaluating your Project**

**20th October 2009 & 8th February 2010 6-9pm**

Planning evaluation, collecting evidence, analysing data, reporting and sharing findings

## **Artist Run Spaces**

**12th October 2009 & 25th January 2010 6-9pm**

Why begin an artist run space? Identifying spaces, considerations in setting up artist run spaces.

## **Contracts and Copyright**

**26th October 2009 & 18th February 2010 6-9pm**

Understanding commissioning and sales, intellectual property rights, being contracted by private and public organisations.

## **Becoming Freelance**

**12th November 2009 & 21st January 2010 6-9pm**

Exploring what it's like to be Freelance, the legal requirements for being self-employed, tax and national insurance, personal accounting.

## **Gallery Education**

**10th November 2009 & 10th February 2010 6-9pm**

Exploring different approaches and opportunities to interpret exhibitions and collections with different groups and audiences.

## **Using the Internet**

**28th October 2009 & 16th February 2010 6-9pm**

How to promote your work and develop projects using blogging, social networking, streaming media and websites.

## **Curating Exhibitions and Projects**

**25th November 2009 & 27th January 2010 6-9pm**

Developing your concept, planning, working with artists, delivering and documenting your project.

## **Marketing**

**23rd November 2009 & 19th January 2010 6-9pm**

Understanding different forms of media, communicating your message, developing press releases and publicity materials.

## **Socially Engaged and Participatory Practice**

**18th October 2009 & Thursday 4th February 2010 6-9pm**

Participatory practices, working with people in non-traditional spaces, residencies, communities and regeneration.

## **Networking Event**

**10th December 2009 & 25th February 2010 7-9pm**

An opportunity to get together, network and meet other participants.

Each class aims to develop a greater understanding of the skills required to manage and develop a variety of arts projects, using presentation, cases studies, practical exercises and group discussion. Each class will be delivered twice by experienced arts professionals.

**All classes are free but require a £10 refundable deposit**

**Classes will be held at 198 Contemporary Arts and Learning. For more information and to book your space on any of these courses please email [bookings@198.org.uk](mailto:bookings@198.org.uk)**

**Each participant is offered a minimum of two courses subject to availability.**

198 Contemporary Arts and Learning is an equal opportunities training provider.