



Artistic Policy for Leamington Art in the Park Festival

Mission Statement:

Art in the Park is dedicated to celebrating artistic expression, fostering creativity, and making art accessible to everyone. Our mission is to provide a platform for artists from diverse backgrounds, encouraging the exploration of various art forms and engaging the community in a vibrant and inclusive cultural experience.

Core Principles:

1. Inclusivity:

- Art in the Park welcomes artists of all ages, skill levels, and cultural backgrounds.
- Strives to feature a diverse range of artistic styles, genres, and mediums to reflect the richness of our community.
- D/deaf/neurodiverse/Global Majority/female/disabled led wkshps & performances anchored at a minimum of 50%.

2. Accessibility:

- Ensures that art is accessible to everyone by organising events in public spaces and providing free admission.
- Promotes interactive and participatory art experiences, breaking down barriers between artists and the audience.

3. Community Engagement:

- Collaborates with local communities, organizations, and businesses to create a sense of shared ownership and involvement in the festival.
- Encourages community participation through workshops, collaborative projects, and interactive installations.

4. Environmental Consciousness:

- Encourages artists to consider the environmental impact of their installations and artworks.
- Promotes the use of sustainable materials and eco-friendly practices in artistic creations.

5. Youth Empowerment:

- Provides a platform for emerging artists, including students and youth, to showcase their talents.
- Offers mentorship opportunities and workshops to support the development of young artistic voices.

6. Interactive and Engaging Art:

- Prioritizes art installations and performances that invite audience interaction and engagement.
- Encourages artists to create immersive experiences that captivate and inspire festival attendees.

7. **Celebration of Local Talent:**

- Showcases the wealth of artistic talent within the local community.
- Supports local artists, artisans, and performers, fostering a sense of pride and connection to the community.

Artistic Expression Guidelines:

1. **Visual Arts:**

- Welcomes a diverse range of visual art forms, including painting, sculpture, photography, digital art, and street art.

2. **Performing Arts:**

- Embraces a variety of performing arts, such as dance, theatre, music, spoken word, and performance art.
- Prioritises performances that are accessible, engaging, and contribute to a dynamic festival atmosphere.

3. **Installation Art:**

- Supports the creation of temporary and site-specific installations that transform public spaces.
- Encourages artists to consider the festival's theme, if applicable, and engage with the local environment.

4. **Workshops and Collaborative Projects:**

- Facilitates workshops and collaborative projects that allow festival attendees to actively participate in the creative process.
- Promotes artistic skill-sharing and learning opportunities within the community.

Communication:

This Artistic Policy will be shared with artists, volunteers, and the public to ensure a shared understanding of Art in the Park's artistic vision and principles. Regular updates on featured artists, performances, and installations will be communicated through various channels, including social media, press releases, and the festival's website.

By adhering to this Artistic Policy, Art in the Parks aims to create an inclusive, engaging, and inspiring artistic experience for all attendees while fostering a sense of community and celebration of creativity.

Approved by Art in the Park Board of Directors 1/12/2023 review 1/12/2024