

# LOOK AGAIN

## VISUAL ART & DESIGN FESTIVAL

### **MEDIA RELEASE**

Monday, 19 December 2016

### **New Funding Initiative Promises New Opportunities for Aberdeen Artists and Designers**

North east creatives are being offered the chance to make a seed of an idea become a reality, thanks to a new funding initiative being launched in the city today (Monday, 19 December 2016).

Organisers of the annual Look Again Visual Art and Design festival are calling for established and emerging artists and designers to apply for support from its Seed Fund – and they could receive a cash injection to make their ideas a reality.

They have revealed that up to four artists, who have an association to the northeast will be in line for the funding package - a total of £2,000 is available - and that once completed, their work will form part of the 2017 Look Again festival.

Debuting in 2015, the Look Again festival is spearheaded by The Robert Gordon University and Aberdeen based art agency – SMART. Celebrating the very best of visual art and design, it aims to challenge the way we see the Granite City and put the north-east of Scotland on the map as a centre of excellence for innovative and imaginative projects.

Sally Reaper, Look Again Visual Art & Design festival director, said: “We’re very excited to be launching our Seed Fund today as it will allow a handful of artists to realise an idea that otherwise might never see the light of day. As artists we often have ideas that don’t fit into our ‘normal’ practice or we dismiss ideas within our practice because we assume they will never happen due to budget, permission or health and safety.

“Whatever the reason, the Seed Fund aims to support artists by providing funding and guidance so that many more great ideas can become visible. We hope it will help knock down some of those brick walls local artists and designers come up against every day when trying to take their art projects from initial concept to reality.”

The Look Again Seed Fund - supported by Aberdeen City Council - is open to north east artists and designers at any stage of their creative careers. It is anticipated that the initiative will encourage more artwork to be produced and shared within the public realm - any publicly owned streets, pathways, parks and open spaces. The successful projects should be temporary in nature and take into account sustainability and environmental impact in terms of production, delivery and removal.

Councillor Marie Boulton adds: “We are delighted to support the Look Again festival for 2017 and are pleased that the start-up fund will benefit local artists by giving them a platform to showcase their ideas and work to a large audience. Last year’s festival certainly captured the hearts of residents in Aberdeen and we very much look forward to see what 2017 brings to the city.”

The Look Again festival has become a firm favourite on Aberdeen’s cultural calendar, attracting world-leading artists such as last year’s headline act Turner Prize winners, Assemble, as well as hundreds of artists from across Scotland and the rest of the UK. Taking place from Thursday April 27 to Monday 1 May, the lineup for next year’s event is still to be announced.

Sally continues: “Over the last three years, the Look Again festival has grown steadily and become an important event to the city and its people – we have introduced visual art and design to hundreds who would not necessarily visit an art gallery or exhibition and are working hard to make art truly accessible to everyone.”

Artists or designers who are interested in applying for the Look Again Seed Fund should download the full brief from [www.lookagainfestival.co.uk](http://www.lookagainfestival.co.uk). For further details please contact the Look Again team at [hello@lookagainfestival.co.uk](mailto:hello@lookagainfestival.co.uk).

**Ends**

**Media Contact:**

For further information, or to arrange an interview with the festival organisers, please contact: Alison Ellis, Director of Korero: 07988050980 or [alison@korero.co.uk](mailto:alison@korero.co.uk) Or Claire McCabe: 07789 902255 or [claire@korero.co.uk](mailto:claire@korero.co.uk)

**Notes to editors:**

- **Photo Captions**

The Mirrored Pavilion – a temporary structure designed by an architecture student and built on Aberdeen’s Castlegate as the centrepiece of last year’s Look Again Festival.

Mirrored Pavilion Launch 2 – (from left to right) - Professor Ferdinand von Prondzynski, Principal of RGU, RGU student Lucy Fisher, Sally Reaper, Look Again Visual Art & Design festival director and Lord Provost of Aberdeen, Councillor George Adam reflected in the mirrored pavilion.

**Both of the above photos were taken at last year’s Look Again festival.**

**Look Again Visual Art & Design Festival** is spearheaded by a collaboration between the Robert Gordon University and local art agency SMART, the festival is now in its second year. It aims to establish Aberdeen as a centre of excellence for visual art and design while leaving a lasting legacy for the region. It encourages people to become tourists in their own city and have a fresh appreciation and understanding of their surroundings

- **SMART** is one of the north-east’s leading art agencies. They run art projects and support established and emerging artists/designers by providing platforms for them to exhibit and sell their work to the wider community of Aberdeen and beyond; this is achieved through gallery programmes and pop up events. Their services include art consultancy, curation, artist representation, exhibition & collection installation, bespoke commissions, design, pop up events & exhibitions, specialist craft projects and exclusive artwork leasing. For more visit [www.wearesmart.co.uk](http://www.wearesmart.co.uk)
- **The Robert Gordon University (RGU)** provides industry led undergraduate and postgraduate courses leading to highly relevant awards and degrees. Situated on

one of the most beautiful campuses in the UK, the university is investing £120m in a master plan development project aimed at providing all staff and students with state-of-the-art facilities. Teaching staff have an outstanding reputation for quality and academic research and our track record in graduate employment is the best in Scotland. The range of degree courses include online degrees as well as traditional taught courses in subjects as diverse as art and design, management and engineering.