Derek Hughes

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Module Coode – M5X01635

Research Report

Green Dragon Lane

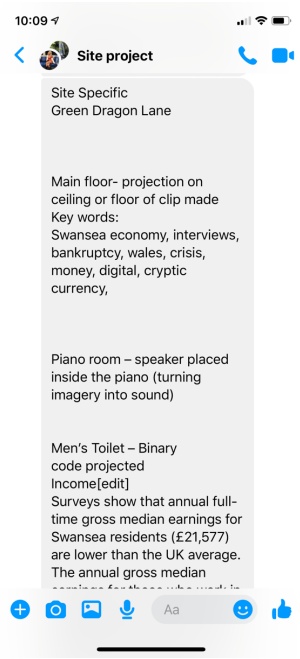


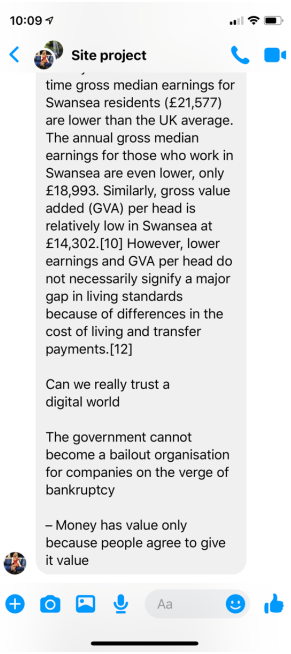
After submitting our individual videos for potential sites throughout Swansea, we were placed into groups of 5 students and allocated a site-specific location, to each group of 5, that the lecturers had chosen as the 5 most interesting locations. I w was placed in a group with John, Bell, Faith and Sunniva. Sunniva is an overseas student who would be travelling to Swansea as part of a student collaboration scheme where we would work on the exhibition as a group. We started by having a conference call with her still in Norway to introduce ourselves.



Our first hurdle came about almost immediately as there we discovered that the site was going to prove difficult to access as the owner wasn't always available, and the key could only be given to Bell, who would be away for some of the 2 weeks building up to the exhibition. However, we decided that these kinds of obstacles are part and part of planning any exhibition and we would need to pull together, make the most of what we had and carry on.

At the very start we all decided that we would work collectively as a group, and not be creating individual work for the space, as this would enable us to fully experience working as a collective team, having to communicate with each other regularly to plan and complete the work together. We set up a group messenger account that we used to communicate with each other, 24/7 if required, where we could bounce ideas of each other and progress our ideas.





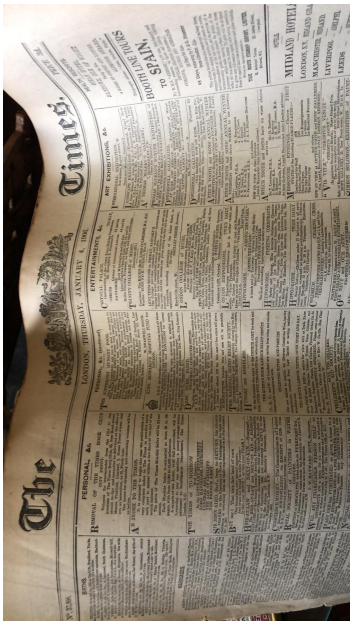
This really worked well as we weren't always in Uni together and this enabled us to keep on track. We started by throwing ideas about what we could theme the exhibition on and we all watched the video that Bell had made initially as it was her original site-specific choice.

The building is an old Bank (National bank) that dated back to the 18th Century. It is positioned in a prominent position in the centre of Swansea on the corner Green Dragon lane and Wind Street. It has loads of character as there are many old, original features still showing, such as the typical bank pillars to the front and lovely wooden panelled walls and extravagant ceilings.

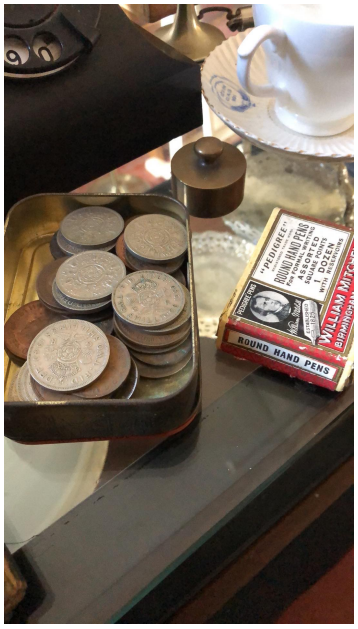


Initially we came up with an idea of creating a video of a bar scene from back in the 18th century where everyone was in correct dress for the era, and then we would project the film onto the back of the bar. We set about preparing for this and I spent a weekend gathering old clothing and props ready for the scene.











On having our first meeting with the lecturers at the site it was decided that the idea didn't have enough context to the idea, and we should therefore think more creatively, but also in a simpler way, concentrating more on the ideas behind the concept.

We got rid of the idea of a bar as this was too cliché, seeing as the building was last used as a bar/club, and we went back to the roots of the building and decided on the theme of finance/money, being an old bank.

There were 3 main areas in the building that had lots of character and we decided on using all three spaces, almost creating three separate zones, where people could walk through and interact with the installation.

So we wanted to create an art installation that incorporated the site specific building, whilst using the theme of local and global finance.

There was a great cctv set up at the site, that showed a screen monitoring the rooms, and we wanted to use this in combination with the digital and information age that we are currently in, and create a 3d exhibition that would question the future of money in this complex digital world.

The three rooms would be called

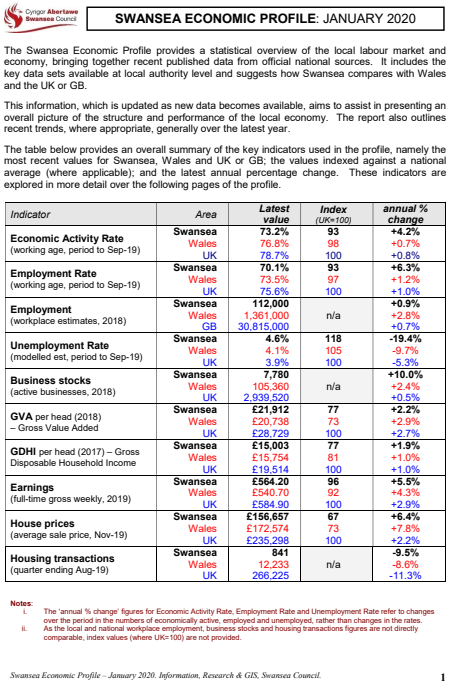
1. **Welcome to the Future**



This room would have a projection of the cctv screen transmitted onto the ceiling, and the plan was for people to be able to see themselves in real time, adding a concept of being watched and monitored in the digital age, a form of data surveillance. Unfortunately this didn't go to plan as even though we had all of the technology to do this, it wasn't going to happen as the building was derelict, therefore it had no wife enabled and the walls were so thick that it didn't allow for 4g phone coverage to transfer the signal to the projector. Along with the fact that we only had 2 actual days in the location before the exhibition started, due to the 'key access' issue, we had to opt for a plan b, which was to record a 40 minute video of the cctv images and just project this on a loop. It still proved effective but being in real time would have added to it.

2. Swansea Economic profile (Sound)





Cyngor Abertawe Swansea Council

SWANSEA ECONOMIC PROFILE: JANUARY 2020

The Swansea Economic Profile provides a statistical overview of the local labour market and economy, bringing together recent published data from official national sources. It includes the key data sets available at local authority level and suggests how Swansea compares with Wales and the UK or GB.

This information, which is updated as new data becomes available, aims to assist in presenting an overall picture of the structure and performance of the local economy. The report also outlines recent trends, where appropriate, generally over the latest year.

The table below provides an overall summary of the key indicators used in the profile, namely the most recent values for Swansea, Wales and UK or GB; the values indexed against a national average (where applicable); and the latest annual percentage change. These indicators are explored in more detail over the following pages of the profile.

Indicator	*Area*	*Latest value*	*Index (UK=100)*	*annual % change*
Economic Activity Rate (working age, period to Sep-19)	**Swansea**	**73.2%**	**93**	**+4.2%**
	Wales	76.8%	98	+0.7%
	UK	78.7%	100	+0.8%
Employment Rate (working age, period to Sep-19)	**Swansea**	**70.1%**	**93**	**+6.3%**
	Wales	73.5%	97	+1.2%
	UK	75.6%	100	+1.0%
Employment (workplace estimates, 2018)	**Swansea**	**112,000**		**+0.9%**
	Wales	1,361,000	n/a	+2.8%
	GB	30,815,000		+0.7%
Unemployment Rate (modelled est, period to Sep-19)	**Swansea**	**4.6%**	**118**	**-19.4%**
	Wales	4.1%	105	-9.7%
	UK	3.9%	100	-5.3%
Business stocks (active businesses, 2018)	**Swansea**	**7,780**		**+10.0%**
	Wales	105,360	n/a	+2.4%
	UK	2,939,520		+0.5%
GVA per head (2018) – Gross Value Added	**Swansea**	**£21,912**	**77**	**+2.2%**
	Wales	£20,738	73	+2.9%
	UK	£28,729	100	+2.7%
GDHI per head (2017) – Gross Disposable Household Income	**Swansea**	**£15,003**	**77**	**+1.9%**
	Wales	£15,754	81	+1.0%
	UK	£19,514	100	+1.0%
Earnings (full-time gross weekly, 2019)	**Swansea**	**£564.20**	**96**	**+5.5%**
	Wales	£540.70	92	+4.3%
	UK	£584.90	100	+2.9%
House prices (average sale price, Nov-19)	**Swansea**	**£156,657**	**67**	**+6.4%**
	Wales	£172,574	73	+7.8%
	UK	£235,298	100	+2.2%
Housing transactions (quarter ending Aug-19)	**Swansea**	**841**		**-9.5%**
	Wales	12,233	n/a	-8.6%
	UK	266,225		-11.3%

Notes:

i. The 'annual % change' figures for Economic Activity Rate, Employment Rate and Unemployment Rate refer to changes over the period in the numbers of economically active, employed and unemployed, rather than changes in the rates.

ii. As the local and national workplace employment, business stocks and housing transactions figures are not directly comparable, index values (where UK=100) are not provided.

Swansea Economic Profile – January 2020. Information, Research & GIS, Swansea Council. 1

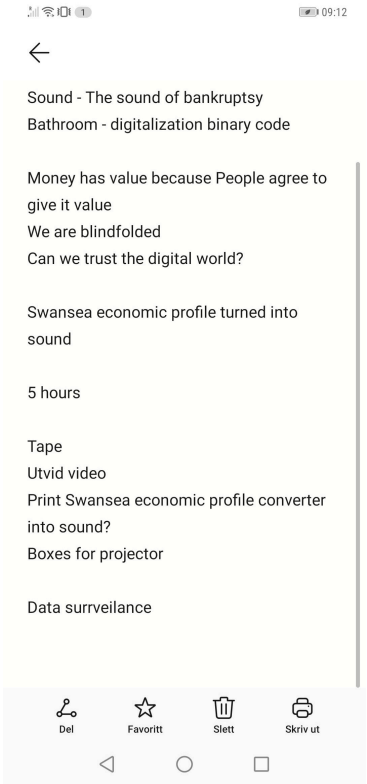
This room already had a flickering light that instantly created an uneasy feeling to it, and it already had a piano in it. We thought we could use the piano as a centrepiece and also work on a sound piece to be projected from inside it. We downloaded a document that was titled 'Swansea Economic Profile' and we used an online program to convert the information into the sound equivalent, and with a little bit of tinkering we were able to give it piano type tones too.

3. Value (Binary Code)



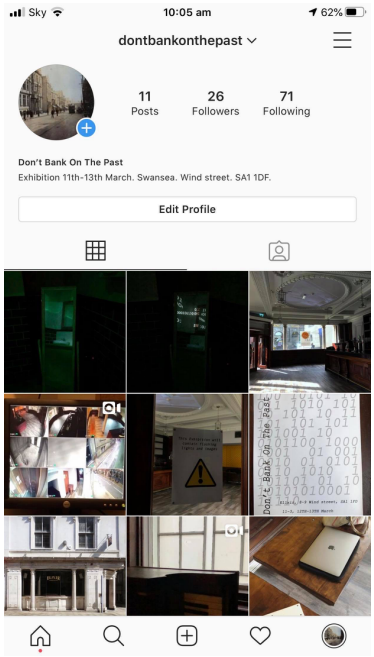


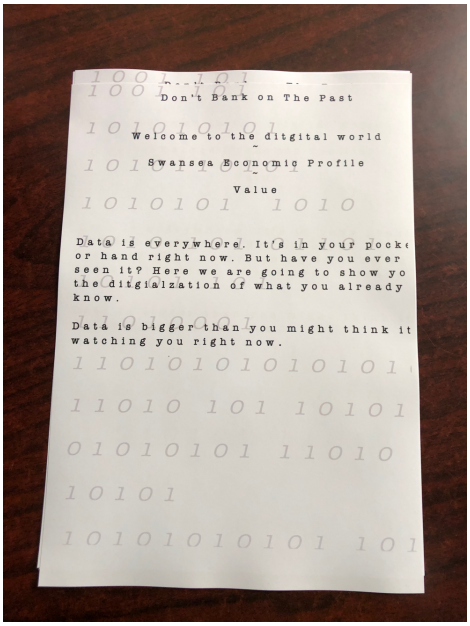
The third room was actually the men's toilet and it already had a great green ambient light inside, but we decided this space would also be ideal for another projection. We e came up with some wording that was appropriate for our theme and used another program to convert it into a binary code that could be shown by a film, which would also be on a loop.

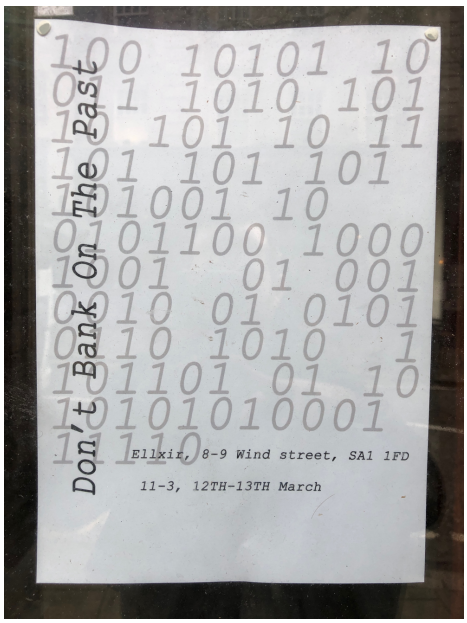


'Money has Value because people agree to give it value. We are ae blindfolded; can we trust the digital World?"

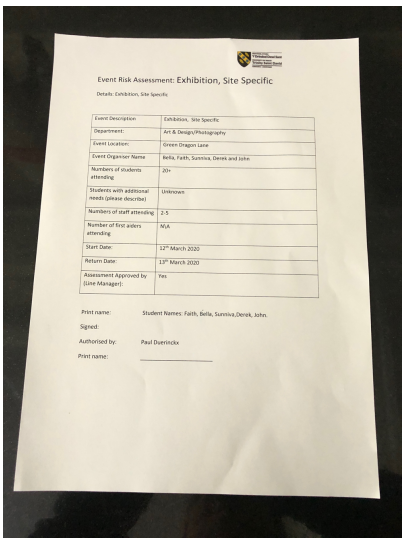
We decided to name the exhibition ‘Don’t bank on the past’ and then set about a marketing campaign where we set an Instagram account to post regularly
and designed and printed posters to place around the Uni Campus and in the windows of the exhibition site. We got a book for all visitors to leave any feedback on the exhibition, created a warning poster as there was flashing lights and completed a ‘event risk exhibition’ form for health and safety.

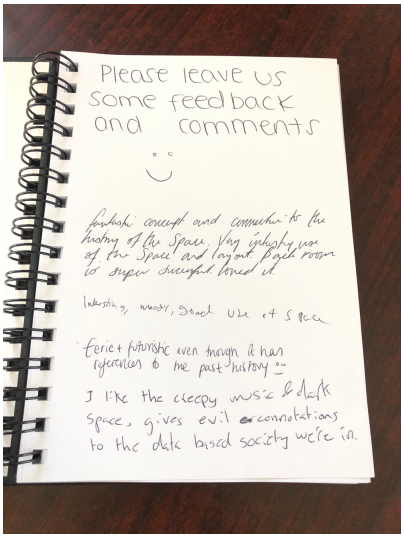












To summarise I think the exhibition was a success given its short time frame and limited access that we had to contend with. We held the exhibition for 2 days in total, 11th and 12th March, and I think we chose a very apt theme to concentrate on, Finance in the digital age, whilst including a local element. It was great to see us working as a team as we had very little conflict of ideas and all agreed which we liked most and worked with them.

Rather than assigning individuals with specific roles we decided on all volunteering as we went along to get everything done as team, and then discussing the work as it progressed and thus improving on it collectively. The majority of our time at the site was used up setting up the required hardware to work properly and to tidy and clean as we went along. I think If I was to reflect on my input I tended to deal with the required equipment as I was often loading and unloading my car with additional items such as the projectors and Mirrors, wooden boxes, tape for securing the extension leads etc

On reflection, the access restraints that we had certainly affected the amount of input we had on the end ideas as we were all aware that we only had 2 full days at the site to complete everything, and in the future I. would certainly ensure that we chose somewhere that had better access on a more regular basis.

I feel that the feedback and suggestions we received from the lecturers on the assessment where very positive and we all agreed that Hamish' idea of laying pillows down in the first room to allow visitors to lie on the floor and view the Footage that we had projected onto the roof was a good, if not obvious one. More thought was needed to allow visitors interaction with the installation more.

