

Level 5 Professional Practice Module ADAD5002: Part 1

25 September – 1 October 2019

Background Information

The Arts and Humanities Entrepreneurship Hubs (AHEH) project is a 3-year initiative co-funded by the European Union under the Erasmus+ programme.

The project brings together a partnership of 14 organisations from 7 European countries from the worlds of Academia and Enterprise to jointly research, design, test and disseminate a programme of entrepreneurial training for Arts and Humanities staff and students.

The fundamental project goal is to improve the long-term prospects of our graduates and to equip them with the tools and confidence they need to succeed. When we talk about Entrepreneurship, the outcomes could be social, cultural or commercial.

The project will lead to the development of 7 new Entrepreneurship Hubs within partner Universities to fully embed entrepreneurship within Arts and Humanities education.

The new Professional Practice module

The evolving outcomes of the research, development and pilot-testing activities of the AHEH project are being implemented into the curriculum at UWTSD, Swansea College of Art. This September sees an ambitious and exciting launch of the new Professional Practice module for all Level 5 Art and Design students.

Stage one of this module involves a full-on week-long series of presentations and workshops delivered by an inter-disciplinary team of educators, practitioners and researchers, from across Europe; supported by enterprises.

You will be introduced to a wide-range of subjects and skills-development including teambuilding; ideation; marketing communication and social media; the art (and science) of pitching; funding; IP; budgeting and costing; understanding different types of enterprises; as well as all aspects of project planning. And not forgetting the 'live pitch' event, where teams present their project ideas.

To kick start the week, you will be presented with a series of 'challenges' to respond to within inter-disciplinary teams. The 'challenge films' have been posed by a wide-range of inter-disciplinary external contributors. Contributors come from the worlds of Film and TV; theatre and performance; a European Capital of Culture; a Health Board; Furniture design and manufacture; Arts organisations; a Housing association; European academics; independent artists; policymakers; and the third sector (charities).

The 'challenges' will allow you and your team to respond in a variety of ways. For example, the outcomes may be an awareness raising campaign, a service, an event (festival, exhibition) or a product/artefact... Similarly, the outcomes could be cultural, social or commercial. This approach will reflect your differing areas of expertise as well as your different motivations and personal values.

We're delighted to be hosting a number of our European project partners who will be on hand to help support delivery of the module and share their knowledge and experience. Details of our fantastic team can be found below.

Workshop Facilitators and Tutors

Martin Bush, UWTSD



Martin Bush is Programme Director for the BA(Hons) Advertising and Brand Design course and pathway leader for the postgraduate MA in Advertising course at Swansea College of Art UWTSD.

He has twenty-five years' commercial experience in the creative, advertising and media industries, fifteen with a top 30 UK integrated communications agency. This has helped him develop extensive knowledge of broadcast, print and digital communications. In his tenure as agency Creative Director he lead on numerous campaigns that won creative awards at Cream, Roses, Campaign, Cannes and Communication Arts.

For the last seven years he has been teaching the traditional advertising and branding crafts of typography, copywriting, art direction and ideation. Martin's multi-disciplinary pedagogy also includes sustainability, entrepreneurship, social media and emerging technologies. His passion for advertising and education has also lead him to teach and mentor students from Cardiff Metropolitan University and the University of South Wales.

Martin has completed an MA in Fine Art and recently acquired Fellowship of the Higher Education Academy. He was a speaker at the NEXUS 2019 Teaching Conference where he explored the relationship between creative practice and research context.

His creative ethos centres around big ideas which he believes are vital to any successful communications campaign, and he believes the contemporary digital landscape is the ideal incubator for courageous creative thinking.

Peadar Casey, IT Carlow, Ireland



Peadar Casey is the Enterprise Development Manager with IT Carlow - responsible for the New Frontiers Entrepreneurial Development Programme, the Enterprise and Research Incubation Centre and managing enterprise development projects. He has over twenty-six years industry experience where he spent fifteen years working in a multinational food organisation, ten years of which were based in UK. Within the multinational organisation Peadar's work involved enterprise and business development initiatives across administration, sales, operations and acquisitions. Peadar has also worked as an independent consultant over ten years engaging his services in

engineering, ICT, agriculture, energy and food industries, while also undertaking assignments for enterprise development agencies. As an independent consultant Peadar focused on developing existing and start-up enterprises using business model and market development initiatives, nationally and internationally.

Ali Franks, UWTSD



Ali has over twenty years' experience as an applied drama practitioner in Wales.

She specializes in using drama and creativity for personal and professional development and wears many hats including facilitator, teacher, director, trainer, coach, artist, mum, wife and cat lover!

Ali has worked in a wide range of settings including schools, community settings, PRUs, youth groups, homeless hostels, mental health settings, women's refuge, secure units, YOS and working with asylum seekers and refugees. She has also facilitated training for teachers, professionals and artists.

Ali is now the lead lecturer on BA (Hons) Applied Drama: Education, Wellbeing, Community at University of Wales Trinity Saint David and Chair of the Board of Directors for People Speak Up.

Sara Holden, Independent Artist



Sara Holden is an artist and educator working in both personal and business art practices. After gaining a Masters in Visual Arts Enterprise at University Wales Trinity St. David in 2005, she set up Sculpture by the Sea UK Ltd., an environmental arts company. Combining her creative talents with business and entrepreneurial skills gained from marketing and sales positions in between arts training, she has raised significant amounts of funding from arts, environmental and business sectors for the company. This has enabled Sara and her team to design and run many art projects and events for schools and communities that educate and inspire in natural settings such as beaches. The company also creates site-specific public art and received Welsh Government funding last year for their Sculpture on the Coast project, a way-marking trail of five sculptures along the Gower Coast Path.

Sara is also a Dynamo Role Model for Big Ideas Wales running business set-up practical and theory led presentations for university students and six-formers. As a trained Fine Artist, Sara's personal practice involves working to commission in the mediums of painting and sculpture, as well as exhibiting her work in galleries. She is also a Creative Practitioner for the Arts Council of Wales Lead Creative School Scheme working to improve literacy and numeracy in Welsh schools through the medium of art and to teach entrepreneurial skills for all ages.

Antti Leppilampi, Xamk University, Finland



Antti truly considers himself as an optimist. His optimism comes from his home, but also from working with children and teenagers in Finland and doing volunteer work for 5 months in Tanzania.

Many people are a little afraid about the future and what comes with it, but he believes that people together can make a change. It is his life goal to help people find their own inner motivation and guide people to think different and be creative.

His experience at Xamk has given him possibilities to work with several target groups like youth, elder people, artists and entrepreneurs. He has had a privilege to do what he loves the most – being a facilitator in groups and making up new ways to develop communication through social media, writing publications and forming the first Podcast to the University.

Brian Manton, UWTSD



Brian Manton is a writer and educator with professional experience in marketing, publishing and IT. Brian has taught in subjects such as filmmaking, performing arts and creative writing. He currently works with the learning support team at UWTSD specialising in the support of specific learning difficulties.

He has a keen interest in how creativity and literacy can be engaged and supported in education.

Paolo Montemurro, Director of Materahub, Italy



Paulo brings a wealth of expertise and experience of working on capacity building actions for the Creative and Cultural sector, and supporting young entrepreneurs and start-ups in the cultural and social sector. He has worked on cross-fertilization between arts and other sectors of economy, society and culture, developing a methodology to foster innovation in companies and public organizations through the disruptive power of arts and creativity.

David Francis Moore, Visual Gallery and Theatre, Carlow, Ireland



David is an arts programmer, producer and investor with over fifteen years' experience working in both the arts and business sectors simultaneously. He is currently head of theatre programming at the VISUAL Centre for Contemporary Art, one of Ireland's leading arts centres and is the Founder and Producing Artistic Director of the Collaborative Artists Collective. An arts-led organisation dedicated to the development, creation and presentation of experimental inter/multi and trans-disciplinary work. In addition to this David also runs a privately-owned investment company.

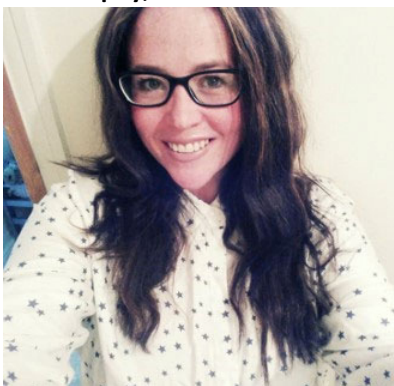
As an Arts Programmer at the VISUAL Centre for Contemporary Art, David has been responsible for delivering several seasons of theatre programming which has seen audience capacity grow significantly. He has been instrumental in setting up the VISUAL lab, an artist support scheme for artists and practitioners working within the region. He is also producer of THRIVE, a multifaceted project that aims to empower a younger generation of artists by uncovering entrepreneurial practice within the Arts in Ireland.

As producing artistic director of the Collaborative Artist Collective, he has led ambitious cross disciplinary arts-led projects with both national and international artists and academics and has presented work at some of Ireland's leading arts spaces.

As a professional artist David has toured extensively both nationally and internationally performing at some of the world most acclaimed venues including the Great Hall of the People Beijing, Royal Carre Theatre, Amsterdam and the Dalhalla Amphitheatre, Sweden.

He holds an MFA in Art in the Contemporary World from the National College of Art and Design, Dublin, a BA in Drama Performance from the Conservatory of Music and Drama, TU Dublin, and a Professional Diploma in Creativity, Innovation and Leadership from University College Dublin. David has also studied at Columbia College Chicago and Manchester School of Art.

Zoe Murphy, UWTSD



Zoe Murphy is a writer, poet, educator, small business owner and an experienced community practitioner. She has many years of experience in both teaching and community work, particularly community education.

She gained her PGCE (PCET) in June 2018 and her MA in Creative and Media Writing from Swansea University. She will be embarking on her PHD in January 2020.

She is currently part of UWTSD's Research, Innovation and Enterprise Department and her role involves civic engagement on behalf of the university in our surrounding communities. She has worked with all factions and groups in several different

communities. She is an advocate for creative opportunities being available to all and her expertise lies in Creative Writing. She has delivered regular workshops in HMP Swansea, HMP Eastwood Park, Connect and CREST mental health services, schools and community groups.

Her current job role involves a creative industries project working with young people not in education, employment and training between 16 and 24. The project will culminate in a theatrical production in December 2019.

She is an active member of the performance poetry scene and has just completed her first novel. She also runs a small business selling intentional and spiritual products which led to becoming a Big Ideas Wales Role Model. She has delivered numerous workshops for the organisation in both secondary, further and higher education establishments. She also devised and delivered a project in 2018 as part of the Higher Education Academy's focus on social mobility for students. The project was centered on developing students entrepreneurial skills as a channel for them to become more confident, and therefore provide them with the opportunity to become socially mobile. She presented her findings at the HEA Conference in Birmingham in July 2018. She has delivered several workshops on presentation skills, pitching and public speaking for UWTSD and community groups. She thinks it's an extremely important skill to possess and likes to encourage students to be confident using their own voice and thoughts.

Brian Ogilvie, Institute of Technology Carlow, Ireland

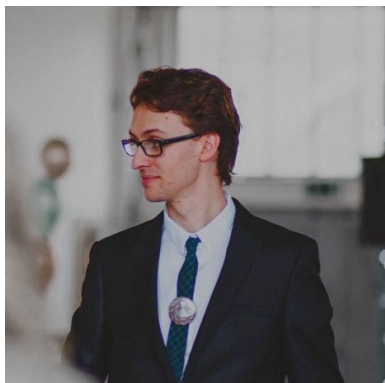


Brian is responsible for the management of the Institute's collaboration with industry, Incubation Centres, Knowledge Transfer function and Research, Development & Innovation (RDI) supports. He has 25 year's management experience in product development & commercialisation, innovation, technical and business development. Key interests include implementing supports for regional and national SMEs and entrepreneurs through developing key mechanisms, specialised and tailored programmes, infrastructure and targeted access pathways through which businesses have greater engagement with HEI facilities, researchers, and networks.

Brian has initiated and compiled many successful project applications (€30M) for collaborative RDI programmes. These have been funded by various bodies including the European INTERREG Programme, Erasmus+, the Higher Education Authority (HEA), Irish Research Council (IRC), the Technology Sector Research Programme (TSR, Department of Education & Science Ireland), Enterprise Ireland and Science Foundation Ireland (SFI).

He holds a BSc degree from National University of Ireland Galway (NUIG), MSc in Technology Management from University College Dublin (UCD) and MBA from Smurfit Graduate Business School, UCD. Brian is an Associate Lecturer in Entrepreneurship, Innovation Management and Business Research at the Institute of Technology Carlow.

Dr Lewis Pearson, UWTSD



Dr Lewis Pearson is an award winning designer with a PhD in Design Communication currently applying his skills and knowledge to empower students in higher education. His research involved collaborating with a team of user-centred designers to develop novel methods to improve the dialogue between designers and their clients, to achieve better design outcomes. Having completed his PhD in 2017, Lewis now leads on the development and delivery of a pioneering personal development programme at the University of Wales Trinity Saint David called Life Design. Taking the findings of his research forward, Lewis' design expertise now brings a different

perspective to the world of personal and professional development. The Life Design programme provides students with an opportunity to apply design thinking to their lives to help them gather meaningful insights about their values, skills and aspirations.

Lewis has delivered over 200 Life Design workshops since 2016, reaching more than 3,000 students across UWTSD. He is currently developing an online platform called the Life Design Hub that will increase the reach and impact of this programme even further. This platform provides access to Life Design resources for those he cannot reach in-person (distance learners for example) and training tools to allow other educators to deliver.

Lewis also provides training on pitching and presentation techniques to staff and students at UWTSD, combining his background in design, research into communication design, and vast experience delivering workshops.

Kathryn Penaluna, Associate Professor in Enterprise Education, UWTSD



Kathryn is our Enterprise Manager. She uses her experiences as a bank manager and a partner in a graphic design studio to teach enterprise and entrepreneurship and to support students and graduates setting up their own businesses.

As creative people you are continually re-assessing norms and expressing ideas for yourself and others, which are essential for responding to today's global challenges. But how do you protect your creativity and avoid infringing the rights of others? This interactive

workshop will raise your awareness of intellectual property rights, using examples from inspirational graduates who, in sharing their own experiences, have described IP presentations as 'vital, absolutely must have info'.

Dr Amanda Roberts, UWTSD



Dr Roberts is an artist, educator and researcher with extensive experience in developing and delivering enterprise initiatives and entrepreneurial activities that link Art and Design based education with the commercial context of the film and television industry. On secondment from UWTSD she set up educational centres at Tonto Studios Swansea and Wolf Studios Cardiff, gaining support from the Welsh Government to establish training hubs that continue to create opportunities for work based and work led learning in a rapidly expanding commercial sector.

As a member of BAFTA Cymru and a director of the Its My Shout filmmaking initiative she continues her commitment to directly addressing the globally recognised need to increase diversity in and widen access to the film and television industry. Through

her current educational outreach post at Swansea College of Art, UWTSD Dr Roberts creates engagement activities that links the University and the wider community, aiming to raise aspirations and create supported pathways to studying in Higher Education. As part of her role she develops entrepreneurial opportunities for students combining external public engagement with University based support and training and is currently developing a level 4 module specifically designed to cultivate entrepreneurial arts practice.

Benedict Room, Company Director and Facilitator



An experienced Company Director with a demonstrated history of working with in the Extreme sports industry. Skilled in: Social Enterprise, Entrepreneurship Education, Coaching, Entrepreneurship, and Lecturing.

Ben began his journey as an entrepreneur 20 years ago when he was instrumental in the founding of the largest charity based skatepark of its type at that time 'The Front' Weymouth. <https://weymouthskatepark.co.uk/>. Since then Ben has had a fantastic array of milestones starting both successful limited companies, social enterprises and working on projects and delivering as self-employed freelancer.

He currently sits as the director of :Surfability UK cic <https://surfabilityukcic.org/>; Board Riding development Limited www.brdsports.co.uk; Team brd cic. For the past few years Ben has been delivering leadership and management qualifications for CMI and ILM.

Ben has also worked as a role model for the Welsh Government programme Big Ideas Wales for the past 10 years. Motivating and supporting young business Start Ups through inspirational talks and business development workshops.

Fátima São Simão, Director of Development at UPTEC, University of Porto



Fátima São Simão is director of development of UPTEC – Science and Technology Park of the University of Porto. She is also the public lead of Creative Commons Portugal (volunteer position), being there responsible for the development of the CC Toolkit for Business and the performance-as-tool Copywrong. Fátima also assumed the executive management of futureplaces.org – medialab for citizenship, at UTAustin-Portugal Colab (2008-2018).

Fátima completed her degree in Economics at the Faculty of Economics of the University of Porto and her Master of Arts in Cultural Policy and Management, at City University of London. While in university, she worked as an actress and ran the university theatre group (TUP) and collaborated with various theatre and film productions. She has worked with artists pro bono ever since. Fátima is currently PhD student at Faculty of Fine Arts of the University of Porto, researching about the effects of copyright on the generation of economic and symbolic value of the cultural and creative sector.

Rebecca Skeels, Jeweller, Educator, Researcher



Rebecca Skeels started her business in 1994 after graduating from the University of Wales. Since 1994, Rebecca's thirst for knowledge and her passion for sharing has led her to graduate from Central Saint Martin's, MA Project by Design and achieving a PGC in Higher Education from the University for the Creative Arts. Rebecca is a Senior Fellow of the Higher Education Academy.

As a designer-maker, Rebecca's work has been exhibited across Europe, in the USA and China and she continues to explore ideas and work collaboratively with like-minded

designer-makers within different disciplines, utilising different materials. In parallel, Rebecca's enthusiasm to encourage others to learn and to be creative led her to the position as Course Leader for Postgraduate courses in Craft at the University for the Creative Arts.

Rebecca's position as a design maker, leader of craft courses and as an active member of the UK's craft industry, provides her with a unique perspective on education and requirements for the future of 'the crafts'. Her interests allow her to continuously develop craft education to enable more inclusive learning experiences which are adaptable to the students' abilities. Her exploration of 'other' materials and processes from different craft disciplines provides an extensive view of the industry.

Materials are her obsession; bridging her work as a designer-maker and her role as an educator. Materials and their related processes determine not only the form and function of an object but also the object's interaction with the surrounding environment, connecting with personal memories and associations. The use of materials within Rebecca's own work can be fun, contradictory, functional and thought-provoking. The knowledge of other craft sectors has led to the exploration of traditional techniques and processes, along with new technologies and digital processes, developing current and future craft practices.

www.skeels.co.uk

<https://www.linkedin.com/in/rebecca-skeels/>