

Art at the Heart is a partnership of arts organisations working with Southampton City Council to deliver a series of inspirational creative projects to develop audiences in the City. The core partnership brings together organisations working across a range of arts practice which share artistic and audience development aims. The partners will work together and with other artists to create projects that focus on Southampton's emerging Cultural Quarter, benefiting from this unique opportunity to raise the profile of the City's arts.

Our vision is of a culturally confident city, in which world-class, diverse and ambitious artistic practise thrives and is prized by audiences hungry for culture. Working with partners across the city, and with partners of national and international significance, Art at the Heart will set the standard for the quality, reach and public profile of cultural activity in Southampton.

We will develop our artistic confidence, ambitions, and skills and build audience demand, appreciation and confidence in Southampton's arts sector through a range of performances, exhibitions and participatory activity that are stimulating, affecting and thought-provoking.

Art at the Heart activity is undertaken in addition to/alongside organisational activity. The distinguishing features of Art at the Heart events are agreed as being:

- Partnership approach
- Desire to reach new audiences
- Originality of event
- Location in or around the Cultural Quarter

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Art at the Heart will **engage and develop audiences in Southampton through the emerging cultural quarter.**

To achieve this aim we will:

- **work together as a distinctive cultural partnership in Southampton focusing on artistic excellence.** This partnership will champion ambition and risk-taking in the delivery of arts activity. Regular dialogue and reflection will strengthen understanding and relationships between organisations and allow for imaginative and opportunistic links to be made. The business planning for the future of Art at the Heart will also cement relationships and develop further strategic partnerships. Curatorial and communication groups across the arts partners and the city council will meet regularly to progress the project and monitor achievements.
- **cultivate the arts ecology in Southampton.** Outstanding arts activities in the public realm of the City will introduce new artists and arts practices working alongside Southampton's existing arts community, and will provide opportunities for the community to get involved. These events will raise the ambition and confidence of the artistic community, ignite creative dialogue and encourage further projects to be developed that sit alongside or complement Art at the Heart activity.

2012 the partnership is comprised of: Art Asia, City Eye, John Hansard Gallery, Nuffield Theatre, Southampton's new arts complex project, Turner Sims, and Southampton City Council. The partners commit to either leading the delivery of cultural quarter projects, or supporting projects as best they can. The partners commit to meeting regularly as a curatorial and strategic group – this is to steer the project through, fundraise, advocate and deliver projects and events. They also commit to regular communication meetings to publicise and market the project and individual events.