

Board of Management Art Foundation

Date of Meeting	28 February 2018
Paper No.	CAF 02-D
Agenda Item	5
Subject of Paper	College Art Collection: Development of an Online Database/Website
FOISA Status	Disclosable
Primary Contact	Sandra Gunn, Faculty Director, Creative Industries
Date of production	22 February 2018
Action	For Discussion I Decision

Recommendations

The Art Foundation is asked to agree the proposal to progress the website proposals.

1. Purpose of Report

The purpose of this report is to ask the Art Foundation Committee to discuss and consider the development of an online database/website for the art collection held by the College.

2. Strategic Context

The current collection is fully documented in a digital database which holds all relevant information on the works and is updated as new acquisitions are made. This is an internal document and was fully realised as part of the migration process. It is fit for purpose as a record of the overall collection. However, the quality of the images is not of a professional standard but useful merely for recognition purposes.

The proposal for the production of a website would require the production of complete high resolution photography record of all the work to appear on the website.

The Collection itself falls into distinct groups:

1. Works which have been purchase by the Art Foundation as purchase prizes at the annual RSA, RGI and RSW exhibitions. (high quality)
2. Works which were owned by the former colleges.(high quality)
3. Works which have been donated by artists and benefactors (mostly high quality)
4. Works which have been loaned by artists, benefactors and institutions.
5. Works which were commissioned as part of the Community Benefits Scheme related to the Sir Robert McAlpine contract during new build process and funded. These comprise of work by staff and students of the College. The work by staff is of high quality, the student work is of mixed quality.
6. Works which have been collected by the Faculty of Creative Industries over a long period which comprises student work and some donations by former students. There is a mixed quality of work in this category.

The production of a website has a range of advantage, opportunities and considerations. This would include the following:

- 1 The opportunity to bring the collection (or a selection) to a public and global audience.
- 2 It would enable easy access for educational and research purposes.
- 3 It would raise awareness of the aims and aspirations of the Art Foundation for the collection
- 4 It may inform and encourage additions and loans to the collection by artists and benefactors.
- 5 It would bring it in line with a number of websites of public art collection such as Artuk.org, and gc.culture.gov.uk

A website would create the opportunity to bring additional material related to the collection into the public realm. This might include the role and aspiration of the Art Foundation, profiles of artists, etc. The website would require to be managed but could be updated as new work was acquired and perhaps used to highlight other related activities of the Art Foundation.

3. Copyright

There are a number considerations around the copyright of work and reproduction of work. Although the College has purchased work, the copyright belongs to the artist unless otherwise agreed and permission would be required for the reproduction of this in a public 'site' or document. Gaining permission maybe a lengthy and potentially costly element. The reproduction of student work would require further action but falls into the same category as copyright remains with them. These issues are not insurmountable, but must be considered.

4. Selection Process

There is a necessity to decide the scope and content of website material. The Art Foundation would have to consider whether the website included only work purchased through the Award Prizes and donations or included a selection of additional pieces. The selection of work to be shown on-line is crucial to creating the correct impression. It is strongly advised that only high quality work be included on the website – to ensure the best profile and presentation of the work is given. This would ensure that any future donations would be reviewed against that benchmark.

5. Website Brief

A detailed brief would require to be drawn up for the website in relation to the technical, navigational and aesthetic requirements to be completed before any work could proceed. Although the existing database would provide some sound information, it would be essential that a new professional photography component was produced. Linkages to the College website would be a pre-requisite but the website would require a distinct identity. Narrative and profiles would require collation and editing. A number of individuals with different skills would be required to provide information and develop the component parts. Initial investigations suggest that a 3 month (60 working days) would be a realistic timeline. The principal cost would relate to this.

6. College Foundation Funds

An option to raise funds could be made through an application to the College Foundation. This would require detailed brief, costs and potential procurement of

services process. It could be presented at the next appropriate meeting of the College Foundation.

7. Risk to the College

The risk to the College would be limited. It would be essential that the website is developed appropriately and projects the quality and aspirations of the Art Foundation.