

An orange oval shape with a white scribbled pattern of lines and curves. The text "#ArtUnlocks" is centered within the oval in a white, bold, sans-serif font.

#ArtUnlocks



#ArtUnlocks

Why target MSP's?

- To promote the innovative work of Scotland's artists and arts organisations to policy-makers, local and national government and funders.
- To help policy makers, politicians and the public better understand what contemporary art is, how artists work and the value of that work for their constituencies/regions.
- To inspire confidence and ambition with Scotland's arts institutions and workers ensuring the continued delivery of inspiring arts projects.
- To secure a public statement of commitment from all MSP's to 'support artists in their communities'.



Liam McArthur MSP visits the Pier Arts Centre, Stromness



Maree Todd MSP visits Gaada, Isle of Barra



Clare Baker MSP visits 201 Telephone Box Gallery, Strathkinness



Patrick Harvie MSP visits Platform, Easterhouse



First Minister Nicola Sturgeon visits Studio Pavilion, Glasgow.

We used the banner of Art in Action. We'd have liked to get in touch but we didn't have a good reason, so this allowed us to do something and it drew more attention to it. (Arts org)



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I knew SCAN were moving towards making more political change and getting the visual arts voice heard so Art in Action sounded great. It was always moving towards this, trying to make that policy change. (Arts org)

It felt like a good way forward to spread the word about things happening in the visual arts sector. A collective voice is a lot stronger than individual voices. It can filter up and MSPs can make the difference at that level. (Arts org)



The #ArtInAction parliamentary reception. October 2019.

#ArtUnlocks 2021 on social media

- reached 10.8m profiles on social media
- 62.8k interactions on social media
- 2.1k social shares
- 58.7k likes





Pam Duncan Glancy MSP visits the CCA, Glasgow



Graeme Simpson MSP and Stephen Kerr MSP visit Foundry Fortune, Larbert

Our aims for #ArtUnlocks 2022



- This year, when times are really hard for people across the country, we are focusing on the individual stories and encounters that help policy makers understand the impact that contemporary art can have on people's lives.
- This might be the impact of visiting a show, the effect of taking part in creative activities or local landmarks or activities that shape our understanding of where we live.
- It could be the journey to become an artist or the way that art helped us to deal with an issue to matter to us.

How could this look with MSP visits?



- A tour of an exhibition or show that deals with an important issue or topic in an engaging way.
- Meeting artists/organisations that have created opportunities in their local area
- Meeting local volunteers that have taken part in a local contemporary art project.
- An invite to a performance or festival event
- Participating in a workshop or class that brings people together
- Meeting an artist/community group that have worked on a public commission

Timescales



May	Confirm key messages with members
	Start to plot out visits
June	Liaison with MSP offices
	Press and PR Activity
June - Sept	Parliamentary recess – visits to take place across Scotland
October	Parliamentary motion to acknowledge the benefit of contemporary art in communities across Scotland
Nov/Dec	Parliamentary event, sponsored by Clare Adamson MSP