**STORIES THAT MADE US – ROOTS, RESILIENCE, REPRESENTATION.**

**SCHOOL SOUTH ASIAN ART HERITAGE ARTIST BRIEF**



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| **CLIENT** |  |
| Herbert Art Gallery & Museum, Coventry |
| **PROJECT NAME** |  |
| **STORIES THAT MADE US – ROOTS, RESILIENCE, REPRESENTATION.** |
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| **PROJECT AND CATEGORY** |  |  |
| ***Background and context*** |
| Herbert Art Gallery & Museum (HAGM) is part of Culture Coventry Trust’s (CCT) broad portfolio of arts and heritage sites and venues. HAGM, a city centre venue, is also a National Portfolio Organisation supported by Arts Council England. HAGM holds a diverse collection of visual art, archaeology, and social and natural history. Our creative programme takes a magazine-style approach, designed to attract and engage with diverse audiences and work with a wide range of participants.Stories That Made Us is an ambitious exhibition and audience development project which brings together room settings, archival materials, oral histories, radio broadcasts, music, video and graphics.The project will celebrate and make visible the contribution of South Asian and British South Asian communities to cultural, economic and political life locally, regionally and nationally and acknowledges the experiences that shape who we are. The heritage focus is Coventry and the lived experiences of a South Asian family during the period 1968-2010. This project will draw on two collections which are unique to Coventry. 1. The Virk Collection is a fully catalogued and accessioned collection in Coventry Archives. Made up of over 2000 items including books, magazines, posters, newspapers, photographs and writings, the collection was donated in 2005 by Harbhajan Singh Virk, a writer and activist who migrated from India to the UK in the 1960s and settled in Coventry.  2. Hardish Virk, son of Harbhajan Singh Virk, has a separate personal collection of over 1000 items drawn from his family’s archive and from actively collecting and receiving donations from South Asian communities in Coventry and the local region.  |
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| ***Purpose and opportunity*** |
| As part of the school learning work which will run alongside the exhibition we want to develop and deliver a School South Asian Art Heritage project with a Coventry-based specialist secondary school in Coventry using the themes of the exhibition as inspiration. We would like to engage an experienced and stimulating Artist to help us create and run this project. |
| **OBJECTIVE AND CHALLENGES** |  |  |
| ***What does the project work to achieve?*** |
| By developing a series of art heritage workshops based on the themes explored in Stories That Made Us we aim to develop a long-lasting relationship with a Coventry secondary school in a location with a high demographic of South Asian and British South Asian residents, with the potential to connect with students a strong emotional and historical bond to the Virk family story. By taking part in these workshops, we are aiming for the students to gain a deeper understanding of their own cultural histories and appreciate how shared experiences can connect people across generations and social groups.   |
| **TARGET AUDIENCE** |  |  |
| ***Who are we trying to reach?*** |
| HAGM has identified several target audiences who we would like to reach with the exhibition and related programme: * South Asian communities – local, regional, national and international.
* Audiences interested in social history and themes such as migrant experience, activism, identity and breaking with traditional roles and expectations.
* KS3 school group (Year 9/10) – up to 15 students
* General and new visitors to the Herbert.
* Online audiences through engagement with Culture Space Coventry and social media.
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| **MESSAGE AND ATTITUDE** |  |  |
| ***What is the key idea to be remembered?*** |
| The key message we want communicate to our chosen groups is one of recognition and celebration.  The diverse and nuanced stories of the South Asian community have never been told in the Coventry’s cultural institutions in the way in which this project proposes to, as this is a partnership embedded in trust, authenticity and integrity. The themes and stories will resonate with the diverse South Asian communities of Coventry and beyond, strengthening community cohesion and challenging stereotypes.    |
| **ROLE** |  |  |
|  We are interested in the Artist working alongside the HAGM Learning team to develop and produce several workshops during the period of the exhibition.The Artist will:* Develop alongside the HAGM Learning team, a series of workshops focusing on South Asian art and heritage.
* Deliver workshops with students at HAGM and within the school.
* Be involved in the display of any outputs from workshops.
* Contribute to the evaluation of the project.

The Artist will be expected to:• Be open and honest.• Be supportive of the project and its objectives.• Build and maintain a relationship of trust with the team responsible for the delivery of theproject.• Bring knowledge and understanding of developing and delivering artistic workshops.• Bring knowledge and experience of supporting and mentoring development of artistic endeavours. |
| **SCHEDULE** |  |  |
| ***Projected timeline, important dates, deadlines, etc.*** |
| The work of the School South Asian Heritage Project Artist will take place during November 2025 – February 2026, exact dates to be confirmed in agreement with HAGM and the participating school. |
| **BUDGET** |  |  |
| £1500 fee.The fee includes 2x days preparation, 3x days workshop delivery, and 1x day exhibition install and evaluation, at £250 per day.There is a budget of up to £500 for materials and equipment for the workshops, and up to £500 for the display of students’ work. Allocation of this budget subject to approval by Culture Coventry. |
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| **DELIVERABLES AND FORMAT** |  |  |
| ***Description of key pieces to be produced.*** |
| * Development of a series of 3 workshops focussing on South Asian art and heritage using the Stories That Made Us exhibition as inspiration.
* Delivery of workshops during the Stories That Made Us exhibition at HAGM.
* Working with HAGM Learning team to display outputs of the project at HAGM (exhibition of students’ work).
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| **HOW TO APPLY** |   |   |
| **To apply for the role of School South Asian Heritage Project Artist please provide the following information:****• A CV, with visual references.****• An outline of the approach you would take to this project brief, including a breakdown of what outputs you would hope to achieve (max 700 words).****• Contact details for two referees.****Please email your proposal to brian.scholes****@cvlife.co.uk** **by Sunday 28th September 2025.**  |