

# ARTification 2023-24 Annual Report

‘Celebrating Art, Culture, Community’

Registered charity 1152149



ART CULTURE  
COMMUNITY

CONNECTING PEOPLE  
AND PLACES THROUGH A  
VIBRANT ARTS CULTURE

OUR PROJECTS:

W3 GALLERY	STREET CANVAS	W3 VENUE
POP-UP EVENTS	ACTON CARNIVAL	URBAN OASIS

ART  
ification  
www.artification.org.uk



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## **ARTi Organisation**

### **Notes from the Chair & Director:**

*"At last years AGM I shared that this was going to be my final year as the Chair of ARTification, and it seems in a blink of an eye that the year has passed. Yet despite this, its amazing to sit and reflect on everything the organisation has achieved. W3 Gallery continues to be a venue that celebrates and represents visual arts in all its varied forms, and gives a space for artists of all interests and abilities to share their creativity and passions. I am also excited by how W3 Gallery has become a space for people to meet and connect with one another as a place for individual expression and shared learning.*

*ARTification also continues to use its expertise in community engagement. Through our work in Northolt and North Acton communities, we continue to demonstrate the value of art and creativity as a tool for bringing people together and enhancing community life. In areas that are seeing great change this is helping people to both celebrate the past and create a vision for the future.*

*I've been proud to represent and lead ARTification over the past 4 years and to support its work as Trustee for almost 14 years. Although I'm stepping down from the role of Trustee, I remain a committed supporter of the charity and its role in enhancing the lives of people in West London. In a world of conflict and division ARTifications vision of celebrating art, culture and community has never been more needed. We will continue to champion the diversity of community and creativity in West London through events such as Acton Carnival, and through our cultural hubs of W3 Gallery and North Acton Pavilion, and I look forward to seeing ARTification continue to grow and thrive."*  
*Tim Owen, Chair of Trustees*

*"Now in our 20<sup>th</sup> year, we are celebrating our achievements and planning our development. There is much to celebrate as we move forward. Supporting local artists & creatives, ARTification has also brought a sense of community and pride to the streets and public places of Acton. Residents have come together to support the eco-art initiatives and have taken ownership of their public spaces, creating a more vibrant and welcoming community for all. We are thankful for local support in recognition of the creative, cultural, and environmental work that we do with our partners, participants, and team. With the end of another year of ARTification, it's a time of reflection on the experiences and achievements over the last year and considering our hopes and plans for the year ahead. Gratefulness for our 20<sup>th</sup> year marked by fabulous people and events, and thankful for the friendships, partnerships, and support." Rachel Pepper, Director*

#### **STATISTICS 2023 – 2024**

- **1,745** visitors to events, workshops and exhibitions.
- **143** Artists participated in exhibitions at W3 gallery & W3 studio.
- **73** Creative Practitioners, including 20 designers, 18 tutors, & 35 artists.
- **80** days of environmental activities.
- **6** new Public Art works created.
- **5,540** Acton Carnival, 370 in procession, 410 actively engaged & 4,500 in attendance.

#### **The ARTi Mission**

Our mission is to connect people and communities through art, enhancing the quality of life and fostering strong local relationships. We are committed to transforming cultural and natural spaces by encouraging creative co-creation. By supporting various arts, environmental, and cultural programs, we aim to strengthen community bonds, promote individual empowerment, and drive positive social change.

ARTification enhances local communities by fostering a vibrant arts culture and transforming natural spaces. Our mission, rooted in the principles of connection, creation, and contribution, aims to improve quality of life, strengthen relationships, and empower individuals. We support community cohesion through education, employment, and various cultural, environmental, and artistic initiatives, specifically addressing the needs of West London.

#### **ARTification's Strategy**

ARTification focuses on empowering local communities, particularly the most disadvantaged, by addressing critical issues through creative approaches. Our initiatives have been recognized for their transformative impact, helping participants gain confidence and tools for self-expression. Our strategy centers on fostering community engagement through diverse activities that inspire growth and empowerment.

#### **Governance**

**2023-24 Trustees:** Our Trustees are responsible for the management and administration of the charity on behalf of its beneficiaries. Thanks to: Tim Owen (Chair), Barry Khwatenge (Secretary), Bruce Harron (Treasurer), Rachael Owhin, Sarah Constable, and Mary Collier. We extend thanks to Tim Norris & Janet White who stood down this year. The Board of Trustees, subgroups, staff, volunteers and partners have all furthered our mission and work. For 2024-25 we welcome our new Trustee Rong A and say farewell and a huge thank you for all of the years with ARTification to Tim Owen, and to Mary Collier as they move on with their lives. We'll miss you!!

**Public meeting:** ARTification's Annual General Meeting, covering the period from April 2022 to March 2023, showcased our vision and fulfilled our legal responsibilities as a registered charity. The event featured keynote speeches from distinguished guests, including Symone Williams from Arts Council England, internationally renowned sculptor Tim Norris, and Thi Dac Nguyen, who shared insights into the volunteer experience with ARTification. The public meeting included the presentation of the Annual Report, Financial Statement, Trustee re-election, and other governance matters. Following the

formal proceedings, we hosted the keynote speeches and celebrated alongside the October W3 Market.



### Patrons

Thank you for the continued support of ARTifications wonderful Patrons: Pioneering photographer who turns 95 this year, **James Barnor**; (pictured here celebrating with Eric Huntley) and monumental artist **STIK**.



### The ARTi team:

The ARTification community, including our people, partners, creatives, and connectors, is driven by a shared passion for bringing creativity to life. We deeply value our ARTi volunteers, who are an integral part of the ARTification family, supporting every aspect of our charitable work. Our team includes 16 core members, 28 dedicated volunteers, 8 Trustees, and numerous delivery partners.

- Director / Coordination, Management: Dr Rachel Pepper.
- Operation / Project Management: Dr Rachel Pepper (Operations), Chantel Thomas (Events), Dr Rong A (Research), Margrit Sessions (Pavilion), & Amanda Wright (W3 gallery).
- Finance: Dr Mufarrah Sikandar (Accounts & Bookings).
- Project Delivery: Ross Carmalt Walker, Bea Maccarrone.
- Marketing & Communications: Thi Dac Nguyen (marketing), Kamer Chatawa (branding), Natasha Thompson (photography), Massimo Dinucci (newsletter).

Congratulations to Mufarrah Sikandar who this year completed her PhD and graduated a couple of weeks ago. The title of her PhD was Building Information Disclosure Index and examining the influence of Accountability of UK small charities on stakeholder's trust and the impact of Covid-19.



**Data:** ARTification is registered with the Charity Commission. We are HMRC registered; HR is undertaken by Thomson Jenner LLP; Syon Associates independently examine and prepare our accounts; and we are insured with Scrutton Bland Financial Services.

### Key Organisation Milestones:

- *Established Acton Arts Forum in 2003.*
- *First Acton Carnival 2003.*
- *First Visual Arts exhibition in 2004.*
- *First Performing arts festival 2004.*
- *First Acton Street Art created 2005.*
- *First Arts in public places Winter Festival 2006.*
- *Independent organisation founded in 3<sup>rd</sup> September 2007.*
- *Love Acton campaign 2012.*
- *W3 gallery opened 2012.*
- *Charitable status in 22<sup>nd</sup> May 2013.*
- *Tallest street art in UK created by Stik 2014.*
- *Relaunched ARTification 23<sup>rd</sup> July 2016.*
- *North Acton Pavilion managed by ARTification from September 2017.*
- *STIK charity auction donation of £155,000 in 2018.*
- *Refurbishment of premises: W3 gallery & North Acton Pavilion 2019.*
- *MyMural monumental murals across London 2019.*
- *First virtual projects: Friary C2020, & Virtual Reality exhibition & event space 2020.*
- *First live-streamed Acton Carnival attracting 10,000 people in 2020.*
- *2 new fully funded post holders begin 2021.*
- *3-year funded environmental project, Edible Acton, begins 2021*
- *W3 garden established in 2021*
- *ARTi Market established in 2021*
- *Pavilion café reopened 2022*
- *Acton Mural Trail map launched 2022*
- *'Acton Carnival, the return' with full ARTi control 2022*
- *Leading Acton Carnival 2003-2023*
- *Proud to celebrate 20-years of creative, cultural opportunities in 2023.*
- ***Landmark ATM Pavilion mural created 2023.***
- ***W3 Studio space developed as exhibition space 2023.***
- ***Part of the Martinwear Centenary project 2023.***

**Ownership:** Research and consultation with local people, creatives, partners and project participants identifies needs and priorities that align with our vision, mission and values. Based on this we develop creative solutions, endorsed by our Trustees, delivered by experienced creative teams, staff and volunteers, whilst coordinated and overseen by the Director and Trustees.

**Funding:** Thanks to City Bridge Trust, Cultural Enterprise Zone, HS2, Mount Anvil, London Borough of Ealing, Arts Council England, Acton Charities, Acton BID, the Cooperative Community Fund. Creative collaborations are central to our work, and we are pleased to have built strong, lasting partnerships over the years. We benefit from established relationships and continue to attract new people.

## ARTi Venues

W3 gallery & W3 venue utilise their prime, high-street location and park setting to run a number of ventures including:

1. Environmental programme and community arts projects.
2. Visual arts exhibitions with performance opportunities.
3. Training spaces for developing new work-and-life skills in arts, gardening, cooking, leadership, events.
4. Community engagement programme.

## W3 venue



North Acton Pavilion serves as our office base, W3 studio, garden, and a vibrant community venue where we host arts, gardening, and creative activities in collaboration with partners and participants. It also provides a space for residents to hold parties, gatherings, and events. The W3 venue is used by various community groups for activities such as the W3 Café, exercise and martial arts classes, programmes for elders, children, and families, as well as arts and cultural projects. All users are required to align with the ARTi ethos, which celebrates art, culture, and community. ARTification also runs many of its own projects here.



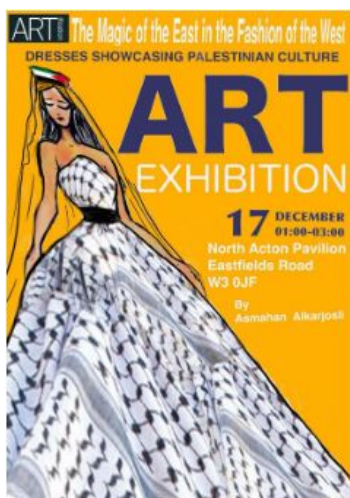
Much planning, clearing, sorting and developing this year. Thanks to the team we are organising the W3 venue spaces and storage, developing the offer, and launching old & new

activities, including: Shorinji Kempo UK, StayActive4Life, Kung fu, Holiday scheme, W3 gardening & Children's Art drop-in, Ramadan evening gatherings, elders' wellbeing programme, school & college drop ins, and more.



The new W3 Studio: We are thankful to our volunteers who transformed the community hall into a creative W3 Studio which launched with an art exhibition by Gianni Bonincontro. We opened with art, music & more on the afternoon of Saturday 29<sup>th</sup> April.

The W3 Studio also hosted a powerful exhibition by Asma Alkarjosi, titled "The Magic of the East in the Fashion of the West," which paid tribute to the children of Gaza lost in the recent conflict. Her designs merged Palestinian and Western fashion, expressed solidarity, empathy, and unity. The exhibition featured accompanying performances, including by Dr. Amar Alaw's Sufi-jazz saxophone, Saife Alnaffakh's passionate oud compositions, and poetry from Amir Darwish and Hafiza Ibrahim, addressing themes of Palestinian identity and struggle.



Summer 2023 was a busy period, highlighted by the Holiday Scheme, the Dominican Overseas Nationals Association's 45th anniversary celebration, and the launch of new user groups and events. We were honoured to welcome the Dominican High Commissioner, Councillor Grace Quansah, and DONA organisers to the festivities. We were also excited to showcase the various groups and activities running at the W3 Studio. Looking ahead, we invited all to celebrate 20 years of ARTification at the W3 Venue, where we reflected on how we continue to creatively connect people.

Activity:

- W3 Studio exhibitions.
- Artist in Residence, Bea, leads the popular weekly Family Arts.
- W3 garden is developing into a fabulous growing space and haven.

Events:

- Plant & Art Market held monthly
- ARTi public meetings
- Pavilion programme of User groups
- Cultural events

**W3 gallery**

Thanks to the artists, poets, musicians, workshop leaders, and volunteers for their commitment all year and for the lovely exhibitions and events held. Over the year we held 8 exhibitions over 45 weeks involving 133 visual artists, 12 musicians, 55 poets, 9 artist talk events, 307 people attending opening events, 53 active volunteers, 146 workshops held, other event attendance of 107 people, 4 training sessions, 4 school visits and estimate of 915 gallery visitors.

W3 gallery Stats 2023-24															
No.	Exhibitions:	Dates	wks	Artists	Opening Event	visitors/ Ex	Vols/ ex	Artist Talks	Wkshops	Musicians	Poets	Other Event attend	Training	Schl/ City visit	Total
1	Acton to Cork	Mar-Apr	2	1	32	36	7	2	0	1	0	12	0	1	92
2	Acton Open	21Apr-20June	8	24	48	222	9	2	32	2	0	58	0	1	406
3	Fiesta	23June-31July	5	8	27	120	4	2	24	1	10	32	1	2	236
4	Summer Arts	1Aug-26Sept	6	14	24	80	6	0	8	1	12		0	0	145
5	Nature	28Sept-7Nov	6	16	44	132	8	0	40	2	15		0	0	257
6	Winter Arts	9Nov-9Jan	8	26	50	132	7	0	18	3	10	2	2	0	250
7	Art Sale	12Jan-20Feb	5	20	20	43	4	0	10	1	8	1	0	0	107
8	Ceramics	23Feb-2Apr	5	24	62	150	8	3	14	1	0	2	1	0	265
<b>Total</b>			<b>45</b>	<b>133</b>	<b>307</b>	<b>915</b>	<b>53</b>	<b>9</b>	<b>146</b>	<b>12</b>	<b>55</b>	<b>107</b>	<b>4</b>	<b>4</b>	<b>1745</b>

Exhibitions:

1. 'Acton to Cork - a London Irish Childhood' photographs by Marcella Reardon (Mar-Apr). See Margot Peter's Blog here: <https://www.artification.org.uk/blog/acton-cork-0>
2. The 'Acton Open' taking place from 21st April - 20th June 2023. Opened with music courtesy of Steve Harrison & David Brammer, art & artists, guests, bespoke W3 cakes, and a lovely evening heralding the start of the Acton Open. Happy to share the 24 artists, 9 new to w3 gallery, 2 musicians. 46 guests at the opening, and 10 volunteers selecting, curating, hanging, hosting, promoting.





3. Fiesta, 23 June – 31 July. Opened with a vibrant and captivating atmosphere filled with an abundance of culinary delights, captivating melodies, and stunning 'fiesta' arts.



4. Summer Arts, 1<sup>st</sup> August – 12<sup>th</sup> September



5. Nature Arts, Sept-Oct: the annual Eco-Arts exhibition. Nature exhibition with some beautiful art & events in October. Art & Artists, Music & Musicians, Creatives & Community. Happy that Piotr & Thi played at the opening event bringing music to the occasion.
6. Winter Arts, 9<sup>th</sup> Nov to 9<sup>th</sup> Jan. Seasonal art, crafts, gifts, seasonal gifts, cards et al for the 2023 Winter Arts gift shop. A lovely opening event incorporating live music courtesy of Alan & Trisha from Wing & a Prayer, lots of new artists and guests. 25 artists have contributed their art & craft to the W3 gallery with work that is affordable and accessible with great original art gift ideas.



7. Art Sale. 12 Jan-20 Feb. Jan auction.
8. Ceramics exhibition. 25<sup>th</sup> Feb – 2<sup>nd</sup> April. We are very proud to be hosting our first Ceramics exhibition. A lot of work preparing for the show. A huge thank you to the team. We held a fabulous opening event. We will be hosting a 'Behind the Pots' Artist talk on Thursday 14<sup>th</sup> March at 6.30 pm hosted by Jonah Rees. Plus, pottery workshop using reclaimed London clay & Martinware talk led by London Potter Janet White.



Events:

19<sup>th</sup> May insights into the art practice of exhibiting artists including Nigel Ryan, street photographer. Karina Kucherenko: Born in Volchansk, Ukraine. Maria Teresa Colucci, photographer and illustrator. & 16<sup>th</sup> June.



W3 gallery cultural hub Activities & Workshops:

- Poetry evenings.
- Ealing Repair Café.
- Carnival Arts Drop ins
- Martinware pottery workshop
- 'Artists in Conversation' Events
- Tasters and art workshops for those wanting to try new activities and hone their skills.
- Musical performances
- Spoken word events.
- W3 Gallery Team Meetings
- Xmas wreaths & cards.
- Botanic Art with Ros
- Painting with Peter

Poetry & Spoken word events are now a regular feature of the gallery calendar. Fantastic poetry evenings hosted by Anthony Smith, that have featured the Acton Poets, author poets: Caroline Maldonado, Amir Darwish, Alice Thompson & others for Open-Mic Nights. We had participation from our special guest, the Ealing Mayor, Hitesh Taylor. Including: 11<sup>th</sup> September, 16<sup>th</sup> October, 4<sup>th</sup> December, 12<sup>th</sup> February.

**Acton Poets**  
*An evening of poetry*

Come join us for a FREE evening of poetry readings by local poets. All welcome and an open mic for all!

W3 Gallery, High Street, Acton  
 Monday 11th September  
 6.30pm - 8.30pm




12/02/24 6-8pm

W3 gallery Open Mic Night  
 Hosted by Anthony Smith  
 W3 gallery, 185 High Street, W3 9DJ




**CARL GABRIEL TALK**  
 "SHAPE THE ART"

W3 GALLERY  
 185 HIGH ST, W3 9DJ

25/7/23  
 7-8 PM



**SPECIAL EVENT**  
 INTERNATIONAL RENOWNED ARTIST, CARL GABRIEL WILL SPEAK ABOUT HIS ART FORM. HEAR FROM THE MASTER OF CARNIVAL ARTS.  
 W3GALLERY@ARTIFICATION.ORG.UK




**Ealing Repair Café**  
 Patch, Darn & Natter

Monthly 3<sup>rd</sup> Thursday  
 18 January  
 6 pm - 7.30 pm

Artification W3 Gallery  
 185, High Street, Acton, London, W3 6DJ



Join Ealing Repair café to learn how to mend your clothes. Hand sewing equipment, thread, fabric patches will be available to borrow or buy.

[www.ealingrepaircafe.org](http://www.ealingrepaircafe.org)  
 Email: [ealingrepaircafe@gmail.com](mailto:ealingrepaircafe@gmail.com)






### Street Canvas

- **Placemaking, Creative Enterprise Zone in Old Oak & Park Royal:** The ARTi Creative Enterprise Zone project worked with residents and artists to promote the local area and create two public art installations. Community engagement included pop-up events, inclusive participatory discussions, training sessions, celebratory events, and exhibitions. Together, we co-developed themes and ideas for public art in the Acton and Park Royal area, contributing to both the artwork and its message. Engagement was meaningful, achieved through voting, consultations, and discussions. Experts in the creative industries provided training in placemaking, community engagement, participation, development, visibility, and promotion. The project included:
  - I. Artist, Pati Starzykowski, engaged the community in the creation of public art installation. Ecological Sculpture workshops at EX2 studios x 2; Creating nature inspired art for Park Royal
  - II. North Acton Station Square pop up with music, art activities, artisans, stalls & talking to people 13th May,
  - III. Training sessions with Keynote speakers discussing the Creative Industries, Public Art & Placemaking; Community Surveys, Training session by James West (Creative Industry Business Adviser) and Marcus Willcocks (Community Led Designer and Practice Based Researcher),
  - IV. Training 'People & Place' Lively Discussion on 29 July led by Evgenia Kritikou in the W3 garden which lent itself to some fascinating discussion, connection and expression. Evgenia

introduced the concept of walking art, the binary opposition of the terms place & space and how connections between them can affect our sense of belonging.

V. Public art developed from community themes by Erol Donald of Mindspray.



- pART of it.** The Creative Schools University pilot project brought artists and creative professionals into schools to work with children to explore individual and group creative expression. Participants immersed themselves in a variety of 2-D and 3-D visual arts experiences, drawing inspiration from nature. Personal and collective pieces were generated through the workshops, created in collaboration with artists from Northolt Primary Schools and Brentside High School students. Planning took place in the Spring, with artists matched to schools to deliver workshops and make public art during the Summer term.
- Northolt Public Art Project** ARTification was selected to deliver the Northolt Public Art programme. The creative brief for the multiple public art sites aimed to capture the rich tapestry of Northolt's heritage, people, identity, and green spaces, ensuring that each public art piece resonated with the community it serves. We gathered an impressive & experienced Stakeholder Panel and issued a Public Artist Call. We received some impressive mural artists interested in the project, and the Stakeholder group met to make decisions on which to proceed with in what location. We then entered the phase of matching artists and sites to express Northolt's heritage, people, identity, and green spaces.

**KEY THEMES**



- **Pavilion Public Art:** ATM created a new mural at the W3 Venue, North Acton Pavilion. Inspired by the local ecology and conversations with residents, ATM's design enhances the park setting and beautifully connects the park and pavilion. This artwork decorates the W3 studio wall, courtesy of the local Acton artist.

ATM said of the piece: "Goldfinches were chosen as a subject by local residents because they are such a popular bird in the area. Local people stopped a smuggling ring for goldfinches, which were being illegally trapped in the park and playing fields for sale. That was a big success and shows what a good effect residents can have when they are aware and intervene." Residents feedback has been wonderful.



We proudly unveiled our latest piece of public art by artist ATM, who shared his inspiration with our guests. Pictured here are the ARTi Team members, including Trustees, staff, volunteers, partners, creatives, artists, a councillor, an MP, poets, painters, photographers, and friends—each with their own incredible stories. The joy captured in the photo speaks volumes!

### Projects

Funded projects include:

1. **Urban Oasis**, We are grateful for the support from City Bridge Trust and Ealing Planning Gain funds. Our garden initiatives extend beyond simply growing herbs, salad, and vegetables; we are actively harvesting, sharing, and tasting teas, creating garden-inspired crafts, and exploring the healing properties of plants, along with the essential role of pollinators. Regular gardening activities continue alongside eco-arts and food-related events, which include sessions with college students. The W3 garden thrives, featuring a bountiful variety of herbs, fruits, salads, and vegetables.

W3 Gardener Ross said: "Today we planted 5 beech trees to fill gaps along the perimeter of the park. This winter we have ambitions to plant up the orchard surrounding the kitchen garden and will be needing help in doing so. A good orchard could really help feed the community and what more do we want than that...."

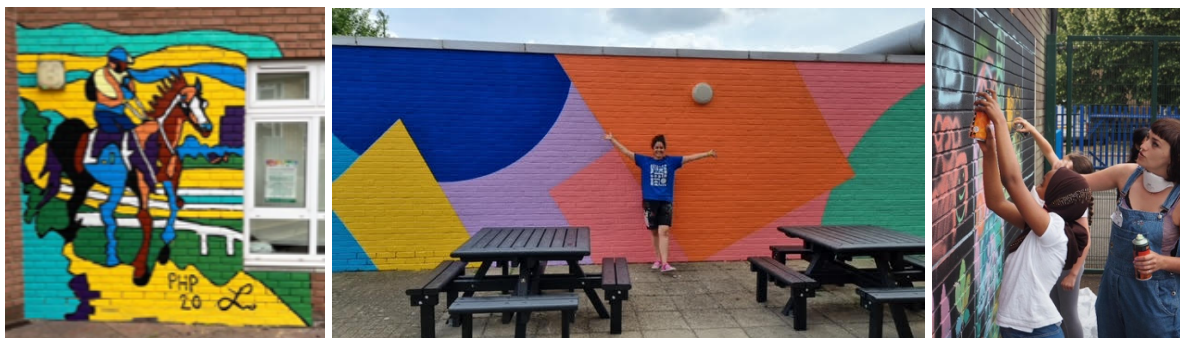




Garden team member: "I popped over today and could not recognise the garden. It is lush and verdant. Well done everyone. Such a lovely space to be outdoors and take in the big sky."



2. **School 'pART of it' project** – where we collaborated with 3 street artists, 4 primary schools, 1 high school and numerous students who benefited from the emersion in the public art experience. Experimental workshops, agreeing inspirational themes, scaling up to create murals, and learning from professional artists has been an incredible opportunity.



Brentside High art students helped in the creation of the 4 new pieces of public art, learnt from professional artists, helped primary school children explore mural arts and learnt from visits to Artist studios talking to professional creatives who shared their journey in the arts.

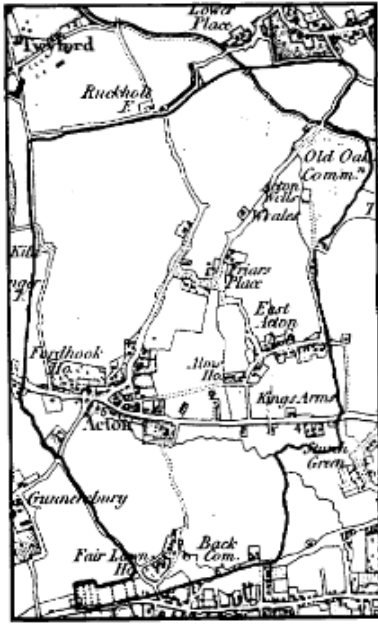
3. **Martinwear Centenary project** celebrated the Martin Brothers' contribution to art pottery, and who worked in Southall between 1877 and 1930. Produced by Ealing Council in partnership with Artification, Roaming Projects and Yonescat, we were a delivery partner in the Arts Council funded, multi-partnered, community-based programme that explored the contemporary legacy



of ceramic practice. Using Ealing Council's Martinware collection as its starting point, the centennial celebration provided new ways for audiences to engage in artistic activity & the collection. The project extended beyond Southall Library to a Virtual Reality experience, walks, talks and tours including our first Ceramics exhibition at the W3 gallery with associated workshops and events.



4. **Y-Our Story:** This local heritage project will train local people in the skills and abilities to research, capture and tell stories of the areas history from the past to the present. Supported by Peabody, Y-Our Story is one of 6 new projects taking place in Friary Park as the neighbourhood goes through a major transformation.



1822



1876-7



1914

Revealing Friary Park's hidden history through an engaging community-based project that will highlight the sites and sounds of local heritage interest. This project focuses on the residents' memories, local history, historical events, the local community, and more. We are taking old stories and bringing them to life. This Heritage / Local History project is intergenerational, inclusive and is comprised of training in local history, research, photography, film, oral history, capturing stories, exhibition, and storytelling. Film-making training with young people & capturing resident stories has taken place, with heritage, visual arts and drop in events continuing.



5. **Sanctuary** (Haven. Home. Roots/Rooted. H-EARTH) Sanctuary is an 18-month project focused on communities affected by HS2 construction in North Acton and Old Oak, regions rich in industrial history and diverse populations. To ensure community involvement, we began with pop-up events for residents impacted by HS2. Ideas generated from these workshops and discussions informed customised creative and eco-friendly activities. Our goal is to co-create a placemaking program that enhance the area and foster resident cohesion. Sanctuary aims to help residents transform their neighborhoods into sanctuaries during this period of change. We are developing plans for placemaking initiatives in the Victoria Gardens and Wells House Road areas.
6. **Urban Oasis:** this intergenerational Environment and Food project includes planting, growing local, nurturing nature, local food with ARTification. Thanks to the W3 Garden green team. Funded by City Bridge Trust, we are pleased to be developing our ecological work.
  - **W3 garden** with Ross & Paul, plus Debra & Michael, our head gardeners working with local Green Team residents.

*Seasonal news from Head W3 gardener:*

- *"...new lanes planted up with spinach seeds and cleared it out of the ever invasive grass. We're really looking forward to getting Leah's plant medicine order in the ground which should be arriving at ours next week. Plenty of healthy healing herbs which Leah's very knowledgeable.... Enjoy this sunny Sunday crew. All the love, Ross."*
- *"Morning North Acton Wonders, This morning we are hosting some students for a seed sowing workshop. We're going to prep an area for growing in and then plant lettuces, radishes and spring onions."*
- *West Thames College students."My students enjoyed the experience. They were happy. ... Good work Ross did with our students."*

- The **plant and art market** is now in its 4<sup>th</sup> year coordinated by Margrit Wachnicka bringing community, enterprise, entertainment, environmental, arts, performance, and food to the W3 garden. Thanks to Margrit for organising the monthly markets. Stalls include Dr Bike, art, craft, plants, music, food, & most importantly a space for neighbours, family and friends to connect, and support small businesses and community groups. The W3 market is an opportunity for local people to share their creations, arts, crafts, plants, produce, and welcomes small businesses, environmental organisations, cultural & community groups to the beautiful W3 garden in our North Acton Playing Fields location.

- *"The importance of community has been widely reported. From social scientists to local organisations, they consistently remind us of the benefits of belonging to a community. Community events allow us to feel as though we belong to a group. They can be a source of support, happiness and a great way to meet like-minded people. Artification's Art & Plant event brings local people together in the beautiful North Acton Playing Fields which has been awarded with the Green Flag." Margrit, the ARTi event organiser.*
- *"Hi Margrit, Your organisation is fantastic! Wonderful atmosphere and I had a great time."*
- *"Modos Cuisine food was very well received at the first event we had, hence they resigned for the second event."*
- *It was a really lovely afternoon - thank you for all your hard work!*
- *So lovely to see so many local people meeting outside the Pavilion on a sunny day.*
- *Good vibes.*
- *A fabulous, community, creative, & sunny day in the W3 Garden. Thanks to Margrit for organising a lovely ARTi event enjoyed by locals.*



**Art in the Park**

*Bea: "Today it was very busy. We made lots of mobiles. Drawing, colouring, cutting, pasting, using a hole puncher and attaching their pictures to the frames with strings. This activity is nice because it involves the whole family working together to create their own mobile to take home."*

Weekly sessions @ W3 Studio with Bea. Childrens free arts activities included: Tree of life, Claude Monet inspired painting, Tribal snake pointillism, mixed media bird, Under the sea free painting; Summer themed mobiles; Junk modelling; Bird hotel painting; Bird nest clay modelling & painting; Reflections; Hilma af Klint inspired art; Henri Rousseau; Sonia Delaunay; Leaf art; Halloween themed art; Joan Miro; Paul Klee; Fashion dolls; Winter decorations; Snowflakes; Chinese New Year lanterns / dragons; Picasso; Matisse, paint with scissors; Weaving.

**Testimonials:**

*"I can't imagine a Tuesday without Art Club! We have been attending for over a year now, and it has become a highlight of our week. We absolutely love everything about it. The variety of activities are thoughtfully designed to suit all age groups, offering something for everyone. As a mother of*

two children who are home-educated, this has been a fantastic opportunity for them to socialize while engaging in fun, creative projects. Through painting, clay work, sewing, and modeling, they have had the chance to explore their creativity and develop new skills in an enriching and supportive environment. And the best part—it's free!" Fatema (Parent)

"The parents commented that this was a great activity and that they'd never done anything like it. although a bit tricky for the youngest children in the group, the parents and older children loved it and helped the younger kids. Busy but super quiet because everyone was so focused on their creations."

**Events**

**Acton Carnival**

This was our **20<sup>th</sup> Acton Carnival** & with ACE funding support... we held the 'Emerald Carnival Celebration' on 8<sup>th</sup> July. .... Thanks to all for the passion and love of carnival that has kept the event going over the years. Indeed, in 1889 the procession was photographed in practically the same spot that we start today. The procession through the streets of Acton was one of the best as groups rose to the occasion in celebratory style. The festival in Acton Park has become a real family focused event with people of all ages enjoying the food, arts and entertainment.



Acton Carnival 2023 showcased its power on local & digital platforms:

- Inclusive Engagement: 17 Mas Bands, 370 procession participants, 200 engaged in Carnival Kids Day, & 60 at our film screening event.
- Nurturing Creativity: 73 Creative Practitioners, including 20 designers, 18 tutors, & 35 artists, who elevated creative excellence.
- Artistry: 60 workshop leaders, plus Art & Cultural Zone Creatives orchestrated 20 dynamic activities.
- Dedication: 120 Procession Stewards & festival Volunteers fuelled the event's execution.
- Reach: 4,500 festival attendees, 5,500 parade spectators, 789 streaming viewers, & 10,000+ online audiences were captivated.





Admission: Free | Location: North Acton Playing Fields, W3 0JF | [www.artification.org.uk](http://www.artification.org.uk)

Activities included:

- 4<sup>th</sup> June – Kids Carnival Day at the W3 Venue
- 2<sup>nd</sup> July - Carnival Film Screenings including 'Russ Henderson: The Panman' at Act One cinema.
- June – July - Fiesta art exhibition
- 8<sup>th</sup> July: Street procession & festival in the park

Thanks to ACT-one Cinema, Stardust Pan, Mike McKenzie & his Pan Man film screening, and to Erduan for editing the history of Acton Carnivals. Lovely to see the contributions of people who have built the event over the years. Full house and time to connect.



## Partnerships

- **Ealing Art's & Culture:** ARTification actively engages with other creative industries, organisations and individuals including at the Mas Resistance premiere, supporting developing Ealings Borough of Culture bid, co-curating Ealing's Cultural Manifesto, at creative networks such as at Pitzhanger Manor & Gallery.



- **Ealing Food Partnership:** Connecting with Food Partners across the borough. Activities included generating a map of online resource to connect organisations and residents in Ealing to the location and information of surplus food providers, emergency and low-cost food and food activities. The purpose of [this map](#) is to connect food activities and services, ensuring effective signposting to food services and making it easier to locate them for hyper-local surplus distribution.
- **Networks:** ARTification continues to be something of a creative 'match-maker' ... For instance bringing the Ealing Club and ACT-One Cinema together.

## EU Connections

The LivingArt, the Art of Living project concluded with the final meeting in Turkey. The Erasmus+ project with official partner Double Helix & partners from Poland, Greece, Turkey, Italy, Belgium & UK. Fostering international collaboration and lifelong learning. This period saw two meetings: one in Greece, the other in Italy. Getting ARTi with European colleagues:



## **ARTi Business**

**Monitoring:** ARTification tracks the journey of participants; measures our impact, reach and benefit; and captures this to understand trends. Evaluation is integral to ARTification and our projects, and we also have the commitment of our key delivery partners to ensure successful outcomes.

**Outcomes:** People have found friendship, employment, collaborations and pathways to new skills and interests during the past year of this project. The project has a deep impact on regular participants lives whilst enhancing the experience of Acton/Ealing/West London for wider residents.

**Finance & Fundraising:** Support from funders has provided the project coordination and resources to deliver a series of rich, intergenerational, creative experiences. Thanks to the Funders and Partner contributions for providing the financial input that helped us deliver and grow. See the Annual Accounts in the 2023-24 Annual Return prepared by our independent auditors, Syon Associates.

## **Future Focus**

Through our shared spaces, strong partnerships, research, engagement, participant conversations, and place-making projects we continue to develop a culture of connection. Financial stability remains a core priority. Going forward in 2024:

- Ensure synergy of values & vision in all that we do.
- Secure stable funding to support development, core running costs & projects.
- Strengthen the connection between the W3 Venue elements: the Studio, Café, Kitchen and Garden.
- Focus on our 6 key areas of: Placemaking, W3 venue, W3 gallery, Urban Oasis, Acton Carnival, Pop-Ups.

**Support:** We extend our gratitude to the ARTification Trustees for their dedication and guidance. We also thank our partners and funders for their support of ARTification and the projects we delivered this year. Additionally, we appreciate everyone who joined us in 2023-24 and the friends of ARTification for their continued support.

## **Conclusion**

ARTification's team and project partners bring a wealth of proven skills, qualifications, and experience to tackle opportunities and challenges with confidence. By collaborating closely with our partners and communities, we cultivate imaginative solutions to local issues. As a well-established and respected organisation, we have a strong track record of impactful delivery and expertise.

Looking ahead, we are excited to develop a dynamic funding strategy that encompasses venue rental income, grant funding, donations, and sponsorship. Our Business Plan aims to enhance our creative engagement approach and successfully implement innovative cross-sector partnership programmes. Together, we can continue to inspire and transform our communities through the power of collaboration and creativity.





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