

ArtisOn and The Making of Mashamshire

Opportunities for joint working

ArtisOn is a Community Interest Company (#9424815). Our main purpose is to run a wide range of educational workshops and courses allowing people to learn and develop creative, contemporary and traditional art and craft skills. We are based just outside of Masham.

We work with;

- * Professional artists and crafts people, particularly in North Yorkshire
- * People interested in learning traditional and contemporary creative skills in order to carry on crafts or promote their own creativity and wellbeing
- * Residents of a rural area who would have limited access to creative learning activities and traditional skills

Previous joint work with MOM

As a team we are inspired by the story of the place we live and work. It is an immense inspiration to us and our team of artists and tutors. We regularly draw on the vast local knowledge and resources of MOM.

In the summer of 2015 we worked with MOM to create the Masham Swifts, a trail of small art pieces that take you to a number of heritage sites in the town. The art includes the heritage skills of stone carving, blacksmithing, ceramics, wood carving and metal work. The Swifts leaflet, explaining the heritage story with text and old pictures and describing the artist's work is extremely popular for locals and visitors. Never a day goes past without seeing someone 'on the trail', appreciating the skills of the maker and the story of the town.

We also worked on a reminiscence project with MOM at Maple Creek (local sheltered housing) that used art and the senses to remember the different decades of the 20th Century. One of our ceramicists was able to engage residents in plate painting, using different designs and styles from the different decades. One resident with dementia was able to emotively connect and share her own experience when employed as a plate artist in the 40s and 50s.

We are now working with MOM to develop a new education and outreach programme working with local people, particularly those who are isolated and lonely.

Opportunities for joint work at the Bakehouse that supports the aims of ArtisOn and MOM

There is a high level of interest in art, creative and traditional crafts from all sections of our local community and yet very little affordable opportunity to learn and develop these skills.

The educational programme provided by ArtisOn and MOM will enable endangered and heritage skills to continue; whilst raising awareness of local history and creative learning activities. This in turn has a positive impact on the lives and wellbeing of participants.

Through these opportunities our professional artists and makers have chance to share and promote their skills, helping to find new audiences for their own work, helping to raise awareness of the history and importance of their crafts, and helping people to see the value of their skills. In addition, providing the artists with unrivalled inspiration opportunities and an extra income generating opportunity

Access to educational opportunities attracts visitors to Mashamshire and has a positive economic impact on tourism in our area.

Working together with MOM, we will be able to offer visitors to Masham and the area access to short, one-off activities, encouraging them to take a closer look at our past while enjoying interesting and entertaining holiday activities for all ages.

We already see the economic benefit on the local accommodation providers that comes with our existing customer base. Workshops based in The Bakehouse will also bring more custom to Masham businesses.

Joint exhibitions and activities (like community art projects at markets) will involve families and all members of the community in local history themes.

Passers-by (local and visitors) can try out the creative heritage skills and understand the importance of their role in the past. We want to engage the interest of people in traditional skills and encourage them to feel that they too could take part in and develop their creative skills.

We aim to ensure that creative activities are seen as fulfilling and fully inclusive not exclusive.

The Bakehouse provides the opportunity to deliver lower price or funded workshops for local people in a much more accessible setting than our main venue.

The workshop facilities will be ideal for our lone-working artists and makers to promote their own businesses – from soap making to baking – and to network and collaborate.

Many artists and makers work in isolation, especially in a rural location like North Yorkshire, but are very heavily influenced by the rural landscape and the people and practices that forged it. We aim to provide an environment and opportunities where relationships between tutors and other creative people can be developed to support collaborative activities and general information / ideas sharing. Working closely with MOM and with access to a whole range of historical sources and objects provides artists and makers with an opportunity to connect more deeply with their craft, and the land and community it emerged from. This passion and knowledge can then be passed on to workshop participants.

Heritage skills are becoming increasingly important within the local job market, whether in the creation of beautiful gifts, clothes and furniture or through the building industry.

The partnership with MOM, and the excellent learning space of the Bakehouse will help us to encourage those exploring careers in heritage crafts and to help them make the connections with local firms.

We are very excited by the opportunities for making and the untold stories yet to be unrolled.

ArtisOn 2016