



REF: *UGO Project Space*
British Art Show 8 / CULTURE Southampton
Expression of Interest
09/06/2016

Dear Louise & CULTURE Southampton,

I hope this email finds you well. I am contacting you with an expression of interest for the Associate Programme as part of Southampton's hosting of the British Art Show 8. The proposed curatorial project is entitled *UGO* and presents an opportunity to contribute significantly to showcasing local and nationally renowned critical contemporary visual artists and a lasting legacy for Southampton from BAS8.

I have completed an expression of interest as requested, taking into consideration the nature and concerns of both BAS8 and CULTURE Southampton. Please find both attached and underneath.

I am grateful for the time taken in considering the expression, please feel free to contact me with any further questions and I look forward to hearing back from you.

Thanks again and best,

Jonathan

Jonathan Kelham
UGO Project Space
UGOProjectSpace@gmail.com



EXPRESSION OF INTEREST / UGO PROJECT SPACE / BRITISH ART SHOW 8 / SOUTHAMPTON ASSOCIATE PROGRAMME

> PROPOSAL: WHAT IS UGO PROJECT SPACE?

UGO Project Space is a rolling programme of large format public artworks, which utilizes an underused billboard to present a series of individual, critical contemporary work by Southampton-based and nationally renowned artists. The project would present an interesting format for the artists to consider the purpose, context and outcome, generating new pieces specifically for the framework, but very much embedded in their ongoing practice.

It is the aim of the project to use the public reach of the 'overt' advertising format to provide as many individuals as possible the opportunity to access, question and experience contemporary art practice. Whilst also being a prominent example of the city increasing engagement with and support of creative art initiatives that hope to replicate the qualities and direction associated with the British Art Show, as a showcase for emerging, exciting and engaging current practices which also presents a convergence of physical and virtual practices.

The artists selected have been specifically approached via a number of evolving criteria. *UGO* is not only an opportunity to visually contribute to develop a further platform for a greater visual art scene in the city, but also an opportunity for important local artists to actually present their work in Southampton. The programmes curatorial intentions have developed to present a variety of practices, from local and national artists who will raise the profile of *UGO*, links to BAS or/and who's practice sits well within the city context and artists with local concerns.

The project has approached a number of artists and I have been really delighted and genuinely surprised that all have wanted to create a work for *UGO*. The proposal intends to present 6 artists initially [see: DURATION] as part of the Associate Programme, but has the opportunity to develop as ongoing platform for contemporary artistic practice in the city.

> INITIAL ARTISTS

A selection of the artists who have been approached for the project and would potentially be involved across the 6 month project as proposed.

HAHA GALLERY [Local Gallerists & Artists Jen Harris / Liv Fontaine]

S MARK GUBB [*UGO* work created alongside other US/UK site-specific works in SYSON Gallery Solo Show]

JUNEAU PROJECTS [BAS5 Artists & Previous Show at JHG Central]

DOMINIC FROM LUTON [British Artist, with practice centered on city-context of hometown.]

STUART WHIPPS [BAS8 Artist & city-context decline of the motor industry]

MILLY PECK [RCA graduate Sculptor]

PAUL VIVIAN [Locally based Graphic Readymade artist]

HARRY PYE [WSA Alumni- proposed work is a Painting of Chris Peckham, with his favorite animals as requested by Peckham]

> VENUE / LOCATION

The proposed venue is a newly renovated '16 sheet' billboard 2 meters x 3 meters, located on the junction of the A3035 [St Denys' s Road] & Priory Road, approximate coordinates 50.924561-1.381155. The billboard faces the oncoming traffic from Bitterne Park as the audience cross Cobden Bridge and continue onto St Denys, Portswood and Highfield. The billboard's location allows for a significant number of individuals to view *UGO*.



> DURATION

As part of the Associate Programme *UGO* would have the opportunity to run across the whole of the British Art Show 8 in Southampton and 24 hours a day. The proposal has selected a 6-month duration, because it allows for a number of important factors. Firstly, the presentation of the first work a month before BAS8, helps to increase awareness of the project space, the locality, agenda and reputation, building a knowledgeable local audience. Secondly, it allows for a greater diversity and opportunity to present works from the local and nationally renowned artists already interested in the project. This larger timeframe for example allows for the possible incorporation of *UGO* into the multi-site-specific [US/UK] public artworks as part of artist S Mark Gubb's solo show at SYSON, Nottingham in October–December 2016. Finally, the duration provides the greatest opportunity for a legacy of the Associate Programme, not only in the 6 month duration, but this also demonstrates the rigor, impact and success of *UGO*. The documentation of which will help support a stronger chance of *UGO* being successful at gaining further funding [crowd-funded & art grants] and platforms in which the project space could develop i.e. securing the site for longer, finding new or multi-site[s], commissioning designs. Generating an established new platform for critical contemporary artistic practice in Southampton.

> BUDGET

Showcase Outdoor are a local organization which responded favorably to the initial proposals undertaken in April.

Installation of New Billboard	> £000.00
16 Sheet Billboard Rental 6 Months	> £1000.00
6 Large Format Prints & Installation	> £440.00
THE UGO 6 2017 Publication	> £.Print on Demand. Costs Covered in Pricing.

Total *UGO Project Space* for 6 Months > £1440.00

*goodwill gesture by *Showcase Outdoor* to realise project, reduction in overall standard price by £480.00 [Total £1920.00] & Installation of New Billboard.

> CURRICULUM VITAE

JONATHAN KELHAM [Born 1986, East Riding of Yorkshire, UK.] Lives & works in Southampton, UK. Completing MFA [Distinction] & Postgraduate teaching qualifications at Birmingham Institute of Art & Design [UK.]

Previous solo exhibitions and residencies between 2012–2016 include: *EXETER AFTERMATH* Exeter Phoenix [UK], *Leaders Of Men Town Hall Tour* MEANTIME [UK] and city-wide participatory project *PLAYDUNDEE* with Generator Projects/Dundee County Council [UK.]

Group shows between 2012–2016 include: *Summer Fete* Ceri Hand Gallery, *Deptford X International 12 & 15*, *Stand and See* Wimbledon Space [London], *Lot No.* Lionel Dobie Project [Manchester], *Flatpack Festival*, *The Event* Lombard Method [Birmingham], *Yuck n' Yum* Dundee Contemporary Arts [Dundee], *I Am A Warrior* John Hansard Gallery [Southampton], *NOSE Festival* [Exeter], *Streaming Festival* [Hague] and *Disco Impossible* [Zurich]. In 2013–14 I was Artist in Residence at Camberwell College of Arts [UAL, UK].

Visiting Artist Lecturer roles include: UCS / Middlesex University / Camberwell UAL / University of Chichester / Birmingham Institute of Art & Design. UK. Whilst previous ACE funded arts and education practice-led action research includes residency *A&E* [Cheltenham] and *5x5x5=*Worcester action residency with Nathaniel Pitt [Worcester].

Forthcoming work includes: *Willingly I-Impart My Things, Not Not-Willingly I-Accept Better Ones* at SE9 Container Gallery [London].



> DOCUMENTATION

UGO Project Space Website: Initial website development for *UGO* providing an online space for the documentation of the project to be collated and promoted.

www.ugoprojectspace.tumblr.com

Artists Website: Artistic & Action-Research practice website, presenting documentation of works and projects from 2009 - Present.

www.jkelham.com

Traction Magazine Interview: Art practice interview.

www.tractionmagazine.co.uk/post/115888632352/079-jonathan-kelham

> PROTOTYPE THE UGO 6 PUBLICATION 2017





> CONTACT DETAILS

Jonathan Kelham
07805762681
UGOProjectSpace@gmail.com
@UGOProjectSpace