



School: School of Art

Researcher: Jonathan Kelham

Project Title: *UGO*

UOA: 32: Art and Design

Research Questions

UGO Project Space

How do commissioned artists respond to the format of large-scale public billboard, considering the associated advertising context, scale, purpose and outcome?

What curatorial considerations are bespoke to the billboard format?

Are these expensive rented formats viable for future visual art projects?

How can 'overt' public artworks contribute to an emerging regional artist-led context?

How can *UGO Project Space* contribute to larger bodies of work, in the case of Mark Gubb's multi-site exhibition *Revelations*?

Will *UGO Project Space* increase the number of individuals accessing, questioning and experiencing contemporary art? And will the project / artworks shown generate a new audience for contemporary art in Southampton?

UGO Digital Project Space

How can ideas of space and the ambiguity of the project space inform artists and students to work in different ways?

What is the relationship between the physical project space and the digital project space in the art school?

How can the art student working with ideas central to the physical realm – scale, materiality, tactility, surface – respond to the digital space?

Could the Digital Project Space (DPS) provide an original format for Collective Learning? How do students operate and work on a cognitive level - when interacting in these spaces?

How can a sculpture / ceramicist student maintain the importance of materiality in the digitalisation of their practice?

How can the Digital Project Space generate a new 'safe space' in the contemporary art school, especially for students working with materiality?

How might one use key examples of progressive pedagogical risk in art school to generate a hyperbolic Digital Project Space?

How can the Project Space be utilised by a critical performative pedagogy to address dominant ideologies of the art/student studio?

How can the unseen learning opportunities of the project space be enhanced via Actor Network Theory / Critical Pedagogical Practice / Blended Learning?

How can one use Fictioning to frame a playful DPS for the future Art School?