

Press release: 17 May 2012

## Animate Projects: organisation update

Animate Projects is five years old. And we are very proud of what we've achieved in that time. We have garnered an international reputation for the artistic quality of our work and our archive - the Animate Collection - has been acknowledged as the primary online space and living archive for experimental animation.

Abigail Addison and Gary Thomas have been working with Animate's Trustees to ensure that Animate continues to exist, and thrive. The charity receives no public funding towards its core costs, and over the last year, whilst pursuing opportunities for revenue support, it became apparent that the organisation could not continue in its existing form. This does mean some substantial changes: we will be moving from our current office; Abigail and Gary will be working part-time; and we will sadly be losing the other two members of the team.

We are delighted to be able to announce that we have been invited to take up residence at creative agency, ais London, in the capital. This exciting move chimes with Animate's interest in, and history of, working with a range of creative talent from the commercial creative industries to fine art.

Geoff Gower, Managing Partner – Creative at ais London, says: 'It's a privilege to have such a great charity move in with us. For innovation to flourish, organisations must create an environment that fosters creativity; bringing together multi-talented groups of people who work in close collaboration together — exchanging knowledge, ideas and shaping the future.'

In June we will be launching CEL, an online fundraising project. All proceeds will contribute to the direct costs of maintaining the Animate Collection and keeping the [animateprojects.org](http://animateprojects.org) website live. CEL will offer the opportunity to buy limited edition

prints of original artworks donated by Animate artists, including Suky Best, Carolina Melis, Simon Faithfull, Thomson & Craighead and Run Wrake.

We will continue to deliver and develop a programme. Current and upcoming projects include:

Regarding Gardens, by Carolina Melis, and with a poem by Simon Barraclough, is currently showing at the National Trust's Ham House and Garden in Richmond, Surrey, and at [animateprojects.org](http://animateprojects.org).

The Animate Projects' season for Art on the Underground's Canary Wharf Screen starts at the end of May, and runs throughout London's Olympic summer. In August, we will be showing Animate films at Welcome to the Treasuredome, a 'surround cinema' event in Weymouth, and part of Maritime Mix – the London 2012 Cultural Olympiad by the Sea programme.

Our Random Acts films for Channel 4 offer alternative perspectives on London 2012, and can be seen at [randomacts.channel4.com](http://randomacts.channel4.com), and will all be streaming on [animateprojects.org](http://animateprojects.org) from 11 June.

We will shortly be announcing details of Navigations, a Wellcome Trust funded project that will support two artists to undertake residencies with a cancer clinic and research institute. And the Jerwood Charitable Foundation is generously supporting us to research and develop an ambitious production project, and professional development programme.

Our changing circumstances will impact on what we are able to provide our artists and audiences outside of these project-funded activities; we will however continue to coordinate the Animation Alliance UK and to lobby for the recognition and support of animation.

**-Ends-**

## Notes to editors:

### **About ais London**

ais London is a creative agency, with offices in London, New York, Madrid, Barcelona and Mexico City. Key clients include EDF Energy, ŠKODA, Sony PlayStation, AXA, Danon, The Economist, Arla Foods, El Corte Ingles, Wilkinson and CoppaFeel! Ais London always starts with the customer. And always get them to do things. To act. To react. To stop and think. To buy. Digital. Direct. Social. Below the line. Above the line. Through the line. Things that don't have a line. Stuff that has no name yet. It's still marketing, but it's marketing people actually want. They call it creative innovation that people value. Visit <http://www.aislondon.com>.

### **About CEL**

CEL is a fundraiser for the Animate Collection. Animate artists have donated original artwork for limited edition prints that are available for purchase from the Animate Shop. Proceeds from the fundraiser will enable Animate to continue to maintain the Animate Collection and to keep access to the online resource freely available, ensuring a large international audience can access the wealth of artworks and contextualising information that the site offers. Artwork has been kindly donated by artists including: Katerina Athanasopolou, Suky Best, Sebastian Buerkner, Paul Bush, Simon Faithfull, Petra Freeman, Oliver Harrison, Max Hattler, Stephen Irwin, Jo Ann Kaplan, Andrew Kötting, Carolina Melis, Emily Richardson, Chris Shepherd, Thomson & Craighead and Run Wrake. Visit <http://pinterest.com/animateprojects/cel>.

### **About the Animate Collection**

The Animate Collection includes 20 years of the Arts Council England/Channel 4 AnimateTV commissions which are freely available online. The Collection includes work by many key figures in contemporary British animation, and new commissions and acquired films have added to the Collection over the past five years, building on its status as the premier online resource of experimental animation. Visit <http://www.animateprojects.org>.

### **About Animate Projects**

Animate Projects is the only arts charity in the UK dedicated to championing experimental animation. We maintain the Animate Collection, a foremost online resource of experimental animation - [animateprojects.org](http://animateprojects.org). We produce multiplatform projects for a range of prominent partners with internationally renowned artists including: Hiraki Sawa, Apichatpong Weerasethakul, David Shrigley and Jane & Louise Wilson.

Experiments in animation - <http://www.animateprojects.org>

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### **Further press information:**

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