

EXPERIENCE
THE INTRICATE
CONNECTIONS
BETWEEN
**NATURE,
CREATIVITY
AND JOY**

**VORTEX
CREATES**



Herbert
Art Gallery & Museum

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ENGLAND**

INTRODUCING JOY...inspired by nature

JOY...inspired by nature is a thought-provoking and immersive exhibition that invites visitors to experience the intricate connections between nature, creativity and joy. Created and curated by Marianne Taviner and Nicola Richardson of Vortex Creates.

The exhibition celebrates nature and encourages visitors to take a breath and feel inspired to take a break from the day-to-day hustle that steals time.

The exhibition has two integral art installations *How Does Your Garden Grow?* and *RE:Wilding* from Vortex Creates. They feature a soundscape and scentscape by Ashley James Brown and Gemma Costin respectively, crafted in response to the artworks and the concept of JOY.

The exhibition has been designed to celebrate local artists, reduce barriers to exhibiting and increase local participation. Additional artworks will be selected from artists local to the hiring venue and curated into a cohesive show.



“There is a playfulness to the entire exhibition, which welcomes visitors to wander in and out of the artworks that carry ecological messages lightly.”

Ruth Millington

Exhibiting Artists:

Aaron Law, Adele Mary Reed & Alan Van Wijgerden, Amanda Randall, Charlie Tophill, Clare Pentlow, Ekin Bozkurt, Gavin Munro, Hannah Rollason, Ian William White, John Simpson, Kim Hackleman, Mandip Singh Sehra, Michala Gyetvai, Petrica Bistran and Polly Merredew.

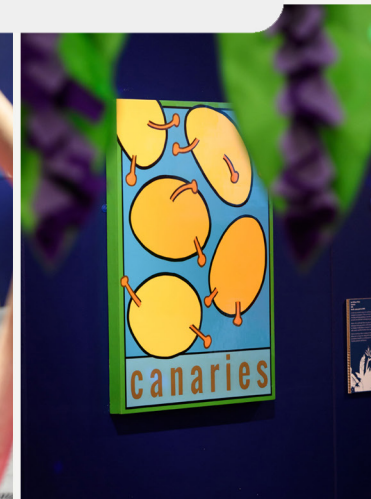
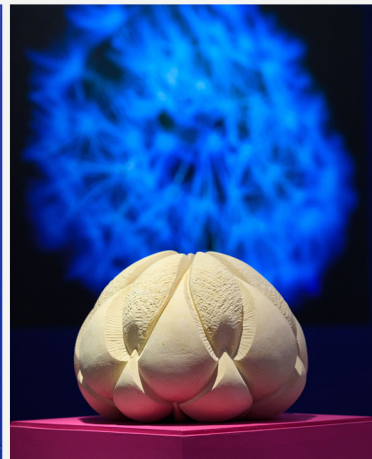
9,712
Visitors to the exhibition
9 weeks

228k Drone tour views
4600 page views website



“The exhibition is wonderful. I went back on Sunday to take a proper look away from the chaos and noise of the opening night and it really is incredible what you’ve done with the space. I love it and very proud to be a part of it!”
Artist Comment

My son and I went to visit this exhibition yesterday. He called it “Beautiful and relaxing.” We loved it. 🥰



An amazing, uplifting exhibition. Lovely to have music and the scent along with the joyful artwork. 😊



AUDIENCE ENGAGEMENT PROGRAMME HERBERT ART GALLERY & MUSEUM, COVENTRY Summer 2024

The exhibition themes can inform a learning and engagement programme.

The Events team hosted a Final Fridays X JOY event encouraging visitors to explore the exhibition after hours alongside a workshop and music offering. The Learning and Engagement team developed a community launch event on the first day of the summer holidays, which coincided with the exhibition opening, as well as presenting an artist-facilitated Holiday Activities and Food (HAF) programme, and a creative workshop programme led by JOY artists.

Our *How Does Your Garden Grow?* installation can introduce new plants conceived and curated with local audiences through workshop delivery.



“JOY has been a really inviting space and it’s been lovely to both work in the space and be inspired by it. Young people have been really receptive to it, and the work has prompted some really interesting conversations and ideas. All of the artists used the exhibition in different and creative ways which means that even though some participants visited the exhibition several times they didn’t get bored.”

Amara Lawrence, Community Engagement Coordinator

Suggested themes, content and artists are available on request.

EXHIBITION CONTENT

JOY...inspired by nature is an immersive exhibition celebrating sight, sound and smell to connect with viewers in a more personal and embodied way.

There is flexibility in the way the two core large-scale works are shown and we will endeavour to develop a display from local artists which suit the hiring venue's exhibition space. We aim for the exhibition to consist of a range of media representing joyful artistic responses to nature.

The JOY of Nature

JOY...inspired by nature explores nature through the lens of an artist. The theme celebrates the myriad of ways that artists collaborate with nature physically or conceptually to create something new, bringing the reimagined outside in.

The JOY of making

Nature has always been an artist's muse, inspiring designers, makers and thinkers of all disciplines to try and capture and interpret its intangible beauty. The exhibition is skillfully curated by Vortex Creates to include a variety of styles and mediums to truly celebrate the process of making and create an impactful and memorable exhibition by employing narrative techniques.

The JOY of Engagement

This exhibition is intended to be bespoke to the hiring venue. In addition to the two integral works, Vortex Creates will work with the venue to engage local artists to be part of the exhibition via an application and selection process tried and tested during the exhibition's first iteration in Coventry. The selection ensures high quality contemporary artworks that work together and within the venue's space.



The JOY of Sound

Intrinsic to the exhibition are the two soundscapes created by sonic artist Ashley James Brown.

GROW is a suite of electronic productions that explores the four seasons - spring, summer, autumn and winter - providing an upbeat sonic accompaniment to the installation *How Does Your Garden Grow?* *JOURNEY* has been composed as an overarching soundscape to the exhibition and pans between speakers throughout the gallery.

The JOY of Scent

Sense of smell is closely linked to a person's mood, memories, and thoughts. Scent is used throughout the exhibition in a curated scentscape *Euphrosyne* by scent artist Gemma Costin in response to the artworks and the concept of JOY.

The JOY of Full Grown

Gavin Munro collaborates with nature. His crafted elegant hexagonal willow structures are available for inclusion and can be suspended, wall mounted or set on a plinth.



How Does Your Garden Grow?

A textile installation crafted from recycled materials from Vortex Creates past works propagated into new species of plants derived from existing botanics.

Each plant is a collection of stories and moments in time, inspired by the JOY of multiples, repeat patterns and never ending surprises found in nature. This installation has been designed as a free standing installation, but can also respond to a space as a site specifically. The installation can introduce new plants conceived and curated with local audiences, more details upon request.



“Thank you for Such a relaxing space. I will go home and try to recreate it”

Visitor

“Amazing abstract sound & visual show perfect for increasing mindfulness for big and small people. Awesome”

Visitor



my two girls are
OBSESSED with the
yurt! We have had
many a mindful
session there!
Visitor



RE:wilding

A celebration of nature finding a way set within the beautiful rhythmic structure of a yurt. This piece considers the importance of buddleia and ivy within the urban environment. Both have the ability to thrive in the most unusual places and provide multiple benefits for the local wildlife together providing a year long food source for insects and birds. Focusing on the sheer tenacity of ivy and its want to grow, the structure is cocooned by fabric leaves and creates an environment that protects.

“One highlight is a huge ivy-covered yurt, which points to the power of rewilding, while inviting audiences to step inside, becoming characters in their own story.”

Ruth Millington

HIRE INFORMATION

PARTNERSHIP / FUNDING

Vortex Creates are looking for venues interested in working in partnership with them towards an Arts Council England Touring Project application for JOY...inspired by nature. The exhibition in full or part is also available to hire outside of the funding application.

HIRE FEE

The Hire Fee is available upon request and will vary depending on the length of the hire period.

SIZE

The exhibition is flexible with adaptability of the two core installations and a choice of how many additional artworks to include. Minimum requirement 50sqm.

CONTENT

Both installations included in the tour can be free standing, and further works selected from local artists will be chosen appropriate to the space available as well as aesthetic considerations. Relevant equipment for the scentscape and soundscape are all supplied, including glass bottles with mountings, speakers and cables. Text panels and labels for each work are also supplied.

GALLERY ENVIRONMENT

Part of the exhibition's immersive quality comes from the colours and treatment of the walls and plinths. Ideally these elements are painted for the full experience but the exhibition may be flexible where this is not possible.

LOCAL ARTIST INCLUSION

Depending on the size of exhibition space, up to 15 local artists' works will be selected for inclusion. Selection panel to include Nicola Richardson and Marianne Taviner from Vortex Creates and up to three additional local arts professionals including at least one member of the hiring venue. Works submitted for inclusion must already exist and artists are paid an exhibiting fee of £150.

AVAILABILITY

The exhibition is available for tour from May 2025 with a minimum leadup period of 3 months for callout and selection of local artist work. There are no current end dates for the exhibition tour.

INSURANCE

The hiring venue is responsible for insuring the exhibition. The hiring venue will be required to carry out condition checks at installation and de-installation.

TRANSPORT

Vortex Creates are responsible for packing and transport arrangements for the core exhibition. Local artists are responsible for transportation of their individual works.

PRESS AND MARKETING

Images, credits and logos will be supplied by Vortex Creates. A sample press release can also be supplied.



EXHIBITION CURATORS

Marianne Taviner and Nicola Richardson, Vortex Creates

Since 2008, Vortex Creates has brought big concepts to life through intricate designs and world-class making. Working across the events and arts sector, dynamic duo Nicola Richardson and Marianne Taviner have spent 16 years transforming spaces and igniting the imagination of audiences with their creative design magic.

Their playful style and creative approach has delivered commissions from galleries, libraries, theatres, hotels and outdoor events across the UK. With a flair for devising detailed concepts, Nicola and Marianne nurture ideas, inspire, curate and create art for the senses. The results are breathtaking, joyful spectacles and thought-provoking themes.

“Feels amazing to be given permission to enjoy art, to see the positiveness in beauty instead of being challenged to focus on negativity which surrounds us anyway. Yes nature can be fragile, but its temporariness is part of what makes it special and joyful. Stunning exhibition. Thank you”
Visitor

CONTACT

To begin the conversation of JOY touring to your venue please contact Nicola Richardson joy@vortex-creates.co.uk, 07958 291162.

