

15 AUGUST 2005

BACKGROUND INFORMATION ON ARTISANCAM

What is ArtisanCam?

ArtisanCam is an interactive resource from Culture Online aimed at Key Stage 2 and 3 children and their teachers. The website – <http://www.artisancam.org.uk> - provides access to contemporary visual artists and their practices so children can watch, learn and have a go themselves.

The website provides scheduled live webcasts of artists in their workshops. It's a privileged glimpse into the life and work of the artist that aims to inspire children to get involved in contemporary arts by providing accessible role models.

The site is split into two areas: Learner's Zone (formal learning) and KidZone (fun and informal learning). Separate sections within the Learner's Zone include: *techniques* (short video clips showing the artist's main techniques), *influences* (pieces about favourite works – there's a child's piece too), *workshops* (a step-by-step classroom resource), *questions* (where children can ask the artist questions), *gallery* (online gallery of artist's work).

The KidZone is a new area of the website providing interactive tools and activities especially for young children (for school and home use). Sections here include: *how to* (how to replicate the artist's techniques at home), *explore* (an interactive activity showing classical practice, for example perspective), *have a go* (virtual workshops completed online and without the mess!) and *ask the artist* (questions that children have asked artists about their work and their lifestyle).

Who is responsible for ArtisanCam?

ArtisanCam has been commissioned by Culture Online, part of the Department for Culture, Media and Sport. It is also supported by Cumbria and Lancashire Education Online (CLEO), Arts Council England North East and artists@work.org

ArtisanCam is delivered through a partnership of artists@work.org, an independent arts organisation and CLEO, the regional broadband consortium for Cumbria and Lancashire.

From regional to national

ArtisanCam originally started life as a regional project for the North East, Cumbria and Lancashire. Additional funding from Culture Online has enabled the site to become a national resource available to all school children in England.

Forthcoming events/projects

KidZone

A brand new addition to the site is KidZone. Requested by children, KidZone offers lots of great interactive activities for children and young people to do online. Featuring a games gallery, art quiz, 'ask the artist' and 'have a go' section, KidZone is a virtual playground for youngsters.

The British Art Show

Taking place every 5 years, the British Art Show presents some of the best, recent work by artists from all over Britain and will begin its tour in September at the Baltic in Gateshead. Visitors to <http://www.artisancam.org.uk> will have an exclusive preview of the work before it opens to the public as ArtisanCam broadcasts live from inside the Baltic, during the installation period.

A Virtual Visit of the 'Field for the British Isles'

How did 40,000 terracotta men find their way to the Longside Gallery? Find out soon when ArtisaCam shows the installation of Antony Gormley's famous 'Field for the British Isles' exhibition.

Live footage of the formidable 'Field for the British Isles' work, created by the internationally renowned British sculptor, Antony Gormley, will be used to create a new interactive activity on the site due to launch in the Autumn.

ArtisanCam filmed the installation of Gormley's famous 40,000 terracotta men exhibit in July at Longside Gallery, which will feature in the site's 'visiting a gallery or museum' section in September. Visitors to the site will be able to view the exhibition without the queues.

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