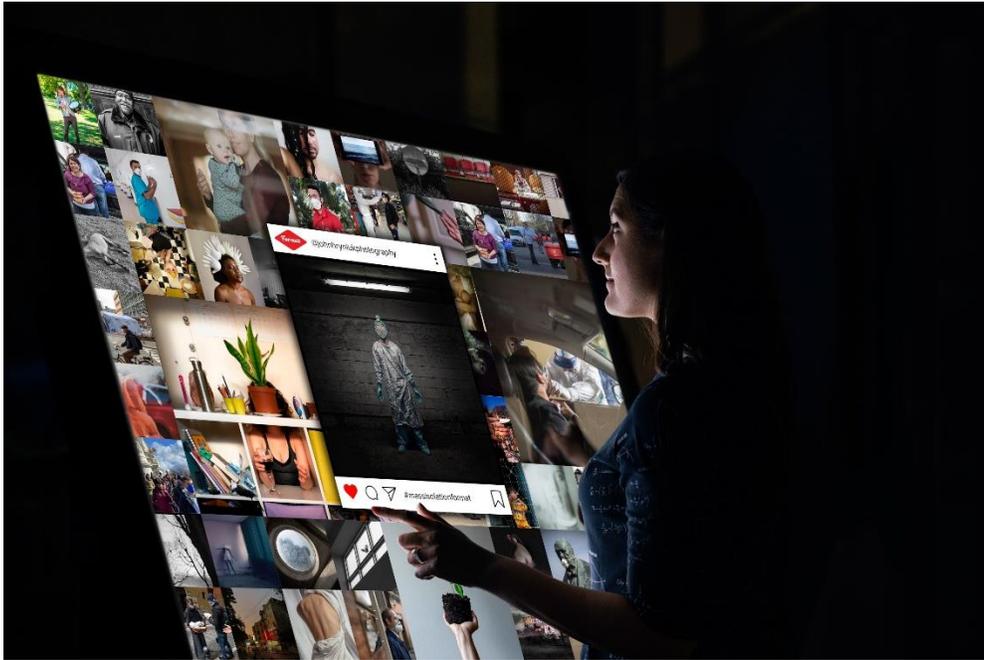




Media Release – 5th January 2021

**QUAD in Derby received £40,000 Art Fund grant to develop an online venue for
FORMAT International Photography Festival in Derby**



QUAD have recently been awarded a £40,000 grant from the Art Fund to support the delivery of FORMAT International Photography Festival in Derby, and to develop an innovative online venue as a part of the festival.

The new virtual and multiplayer space will present exhibitions, events and participation initially for the next edition of FORMAT to launch on 11th March 2021. The exhibitions will include over 70 international artists and a selection of the 38,000 images submitted from over 90 countries from our #massisolationFORMAT archive created during the Covid19 pandemic. An important part of the project is to research social engagement online and to ensure access for diverse audiences. To help deliver the project, QUAD have partnered with a team of artist technologists called New Art City, based in Los Angeles.

The support of the Art Fund will also cover Covid-19 safety requirements including additional staffing, PPE, deep cleaning, signage. This will ensure the public can feel safe and confident when visiting the festival, and that FORMAT will be able to showcase



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important national and international projects such including Focus on Africa; partnership with African Artists Foundation at QUAD, #massisolationFORMAT at Derby Museums and Art Gallery as well as exhibiting in many unusual exhibition spaces such as Derby Market Hall, carparks and empty shops.

Louise Fedotov-Clements, Artistic Director, QUAD/Director FORMAT said *“We are immensely proud to receive support from the Art Fund which will enable us to push the boundaries of our work, to develop our new programmes online, in such an innovative way in collaboration with an inspiring team of technologists together with my programme team at QUAD/FORMAT we will be building an arts space of the future for audiences to explore today.”*

Debbie Cooper, Producer FORMAT said *“This support from the Art Fund enables us to deliver the highest quality festival experience at time when we all need art in our lives. And knowing that we can deliver in Derby and online is incredibly exciting, enabling us to connect to our local, national and international audiences. We want everyone to be part of FORMAT21 in Derby and online”*

Art Fund’s Respond and Reimagine grants offer flexible and responsive funding to help museums adapt to the challenges of the Covid-19 crisis and reimagine future ways of working. The UK’s museums provide inspiration, joy and education, enriching lives and bringing communities closer together, but the impact of Covid-19 has been catastrophic for many. In the last six months, Art Fund received applications totalling over 16.9m from 451 organisations for its £2.25m Respond and Reimagine funding, which is now exhausted. But with six in ten (60%) museums Art Fund recently surveyed worried about their survival, and 92% of museums saying they need to ‘adapt and innovate’, the charity has launched an urgent new public fundraising appeal: Together for Museums. It aims to raise £1 million to help more museums adapt to today’s challenges and evolve. Art Fund is appealing to the public to make donations of any size. From just £25, unique objects and artworks are available as rewards, donated by leading artists including Lubaina Himid, Anish Kapoor, Michael Landy, Melanie Manchot and David Shrigley.

www.artfund.org/together



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ENDS

Media enquiries & Notes to Editors

QUAD is currently closed to the public following government guidance. For the latest news on re-opening please see: <https://www.derbyquad.co.uk/about/news>

QUAD is Derby's centre for art and film, a mixed arts venue based on the Market Place. QUAD is the city's cultural hub with a three-screen cinema, an art gallery showing the best in contemporary visual arts, digital workshop spaces plus an award-winning Café bar. QUAD Opened to the public on 26th September 2008. QUAD has been at the heart of Derby's cultural scene since it opened and is now internationally recognised for providing quality and excellence in the Arts.

QUAD delivers an exciting, innovative and diverse programme which is popular with visitors of all ages, with a reputation in Photography, digital innovation & family friendly events. The venue organises Derby Film Festival, FORMAT International Photography Festival and Summer Nights Outdoor Film Festival. QUAD is a partnership between Derby City Council and Arts Council England. QUAD is open daily from 10am for more information visit: www.derbyquad.co.uk **For further information on this event contact QUAD's Marketing and Audience Development Manager Kathy Wilson on 01332 285422 / 07791441941 kathyW@derbyquad.co.uk**

Art Fund is the national fundraising charity for art. It provides millions of pounds every year to help museums to acquire and share works of art across the UK, further the professional development of their curators, and inspire more people to visit and enjoy their public programmes. In response to Covid-19 Art Fund has made £2 million in adapted funding available to support museums through reopening and beyond, including Respond and Reimagine grants to help meet immediate need and reimagine future ways of working. Art Fund is independently funded, supported by the 159,000 members who buy the National Art Pass, who enjoy free entry to over 240 museums, galleries and historic places, 50% off major exhibitions, and receive Art Quarterly magazine. Art Fund also



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supports museums through its annual prize, Art Fund Museum of the Year. In a unique edition of the prize for 2020, Art Fund responded to the unprecedented challenges that all museums are facing by selecting five winners and increasing the prize money to £200,000. The winners are Aberdeen Art Gallery; Gairloch Museum; Science Museum; South London Gallery; and Towner Eastbourne. www.artfund.org

Tech partners **New Art City** are a team of technologists based in Los Angeles <https://www.youtube.com/watch?v=O9eVzQH7dzA> New Art City was started in March of 2020 as a reaction to the widespread closure of art spaces and cancellation of exhibitions as a result of the global pandemic. Founded by digital artist d0n.xyz with contributions by Benny Lichtner and Martin Mudenda Bbela, New Art City is a small team of artists and creative developers building the best virtual space for online exhibitions. We believe in new art, and the value of bringing new people, new ideas and new technologies into the art world. *“We are building a system which empowers artists to realise the impossible, and dream of a new type of art.”* New Art City Founder digital artist d0n.xyz