

## **National Portrait Gallery/BT Road to 2012 Project**

### **Goldsmiths project brief**

Using the *Road to 2012* as its starting point, the National Portrait Gallery is working on a participation project with commissioned photographer Brian Griffin, sound artist Martyn Ware and students from Goldsmiths. On Monday 2 November Griffin, Ware and commissions manager Anne Braybon gave a presentation at Goldsmiths and set a live project brief.

The brief is for you to explore, experiment and reflect on what the London 2012 games means to you, to a neighbourhood, to a community, to East London, to the country – and for you to tell a story. The parameters of the brief have purposely been left wide so as not to limit creativity or format so the format could be photography, film, sound, art, text, installation etc...

Brian Griffin's advice was to think about the project conceptually. What really excites you? This should be the source of your project. He explained the source of his inspiration is from fine art – depictions of people and lighting and pose.

Martyn Ware's advice was to consider portraiture in its widest sense – to include the kind of sound portraits he himself creates. He suggested finding inspiration in everything and through this process an idea would emerge.

We are looking for exciting and interesting stories connected to people and the changing landscape of East London in response to the London 2012 games.

### **Next Steps**

1. Register your interest in the project by emailing Helen Whiteoak at the National Portrait Gallery [hwhiteoak@npg.org.uk](mailto:hwhiteoak@npg.org.uk)
2. Research your concept, ideas and document this process. Prepare your presentation for the panel.
3. Pitch your ideas to the panel of judges - Brian Griffin, Martyn Ware, Anne Braybon and Julian Henriques on Monday 14 February – a 5 minute presentation of your project concept including creative examples of work in progress. Image and sound files can be played from your laptop/ resident computer. Include an A4 summary of your project with your contact details to leave with the judges.

4. The panel will select the most interesting and creative projects to be realised.
5. Project outcomes include your creative work being featured on the National Portrait Gallery website, displayed at the National Portrait Gallery on a Late Night event in Summer 2011 and potentially displayed on live sites across the country.

### **Collaborations**

Projects can have more than one author. If you are either offering a skill, or in need of a skill to make a joint project, email Helen Whiteoak at NPG who will forward this to the student list of participants.

If you are a current Goldsmiths student who was not able to attend the briefing meeting you can submit your work.

### **National Portrait Gallery project contact**

Helen Whiteoak, Head of Participation

[hwhiteoak@npg.org.uk](mailto:hwhiteoak@npg.org.uk)

### **Goldsmiths project contact**

Dr Julian Henriques

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### **Project summary and background**

The aim of the National Portrait Gallery is..." to promote through the medium of portraits the appreciation and understanding of men and women who have made and are making British history and culture, and...to promote the appreciation and understanding of portraiture in all media".

*Road to 2012* is a three year photographic portrait commissioning project that is creating a record of the inspirational men and women who are working and training to make the London Olympic and Paralympic Games happen. Up to 100 portraits will celebrate both high profile and behind the scenes people who collectively are preparing for the event. At the heart of the project is exploring inspirational, personal narratives.

The sitters include individuals involved in realising the Games such as architects, engineers, politicians, urban planners, construction apprentices and volunteers – and the athletes, from the aspiring to the medal-winners. The commissioned photographers include established and emerging photographers. Brian Griffin and Bettina von Zwehl have created the first two series of portraits.

The project illustrates the journey to London 2012 and is supported by an annual exhibition at the National Portrait Gallery every summer featuring the commissioned work; an associated project website [www.npg.org.uk/roadto2012](http://www.npg.org.uk/roadto2012) documenting the behind the scenes journey with images and interviews with the athletes and photographers; and three associated participation projects. The project is funded by BT and supported by LOCOG and the BOA.