How an international visual arts festival went digital

**Programme:**
Small project grants

**Case study:**
Glasgow International
Joined National Art Pass network: 2020
Annual visitors: 250,000
Staff: 5

**Challenge**

Glasgow International is the largest annual festival for contemporary visual art in Scotland. Each edition welcomes around 250,000 visits to exhibitions at venues across the city. In response to the Covid-19 crisis, Glasgow International took the difficult decision to postpone the festival five weeks before it was scheduled to open.

**Working with Art Fund**

Glasgow International’s small project grant supported them to create an innovate digital programme, in lieu of the 2020 edition of the festival. They were able to invite six artists already involved to either adapt or create new work for the digital platform, alongside discussions and events, that allowed both existing and new audiences an opportunity to engage with the artistic and curatorial ideas underpinning the festival.

“For the festival team, undertaking the digital programme has shown new ways of thinking and approaching curating and our audiences, and suggests how working could shift in future.”

Richard Parry, Director

£10,000 offered in funding through our small projects grants

36,000 page views

13,000+ new digital visitors

1.1 million social media reach
Outcomes

– To commission and support artists to make and show new or recent work as part of the digital programme.

– To offer new and existing audiences a high-quality digital programme in lieu of the festival.

– To develop and employ technical skills in order to host a digital programme.

Looking ahead

Glasgow International have utilised their small project grant to retain and augment their audience base through the digital programme and build anticipation ahead of the festival being restaged in 2021. The platform has given artists the opportunity to experiment and make new work, or show existing work, in a new way. One example here is Yuko Mohri, who is better known for her sculptural work, but here presented a film responding specifically to the circumstances of Covid-19. The festival looks forward to announcing new dates for 2021 soon.

Glasgow International are working in partnership with the Gallery of Modern Art, Glasgow to commission and acquire work by artist Duncan Campbell, with Art Fund support.