

Y Wladfa Gymreig

Project Summary:

Y Wladfa Gymreig is a photographic body of work that explores themes of representation heavily rooted in colonisation and diaspora. This project will engage with the community of Welsh-speaking residents of Patagonia. We will facilitate this process through community-based workshops connecting the local community and Welsh audiences together, through political expression, community dialogue and shared cultural experiences.

Creative Idea:

Tell us about your project, focusing on the key artistic / creative idea and your reason for doing it at this time.

Please tell us:

What do you want to do?

Why you want to do it?

How you will ensure the highest artistic quality?

Who is part of your creative team?

Character Limit 3,000

Y Wladfa Gymreig will bridge the divide between Wales and the legacy community of Welsh settlers in Patagonia, collecting histories, memories, experiences and hopes through the visual language of photography. This body of work will compare and contrast Welsh culture that spans across two continents, celebrating and critiquing the strength of the Welsh language and culture. We will achieve this by bringing photographs taken by my father in 1992 in the town of Gaiman back to the original community over 30 years after the original photos were taken. We will then exhibit these images and use them as a catalyst for starting conversations with local residents whilst taking photographs for a new exhibition consisting of present-day residents of the same town. These photographs will then be exhibited in Wales with a view to exhibiting these images across the rest of the UK.

The work acknowledges and celebrates the rich culture of Wales and the growing community of Welsh language speakers preserving one of the only languages world-wide to have been removed from the endangered languages list. I want to create this body of work to highlight an exciting and flourishing community of international Welsh speakers, emphasizing that the language is not 'dying' but very much alive. The work portrays a community of people nurturing and helping the Welsh language thrive, maintaining its status as one of the healthiest minority languages in the world. Within the general theme of celebration is a developing relationship of critique, learning about colonisation in the context of the history of Wales, how has Wales built their colony outside of the British Empire and what impact, if any, has this had upon the legacy community of the settlers?

Highest artistic quality will be ensured through the long-term development of relationships, working with my existing contacts in Gaiman before I travel to Argentina. A necessity in photographing communities

and their members is ensuring trust and understanding, building on this will allow for the highest quality of work as I will come to understand how the communities represent themselves, in turn learning how they want to be represented. This understanding will come from a level of trust built in advance of my arrival to Argentina. By building the trust between myself and the residents of Gaiman, I will be able to run this project as a collaboration with local residents, taking photographs which best represent their reality and therefore telling more accurate stories.

My creative team consists of myself and director of Island Life Productions, Fin Ross Russell. Island Life Productions is an internationally minded arts production company who work with emerging artists and members of the public to create high quality art. Fin will be taking care of all administration around the project including arranging travel and accommodation, agreeing a deal with galleries to exhibit the work and managing any exhibition-based logistics.

(2, 994 Characters)

Tell us where the project will take place, who you want to reach with this project and what the demand is for it

You may want to consider:

Where your project will take place

Who your audience and/or participants are?

Are you planning to work with specific groups or communities? What benefit do you hope this will achieve?

What opportunities will there be for you, other artists, partners and / or participants to develop skills?

What will be the wider impact of you having had this support?

Who else will benefit from this?

How those who will benefit from the project have been involved in developing it

The potential legacy of the project

Character Limit 3,000

The project will take place in both Wales and Argentina. Reaching both audiences in Patagonia and Wales, this project will act as a portal into how the Welsh language lives overseas. We will work with the Gaiman community to share their stories with Welsh audiences through photography. This will not only benefit Welsh audiences but will offer the project's participants an opportunity to reflect on their identity as a community and how it compares with the equivalent project run several decades earlier.

As a first-language Welsh speaker, I have very personal cultural roots within this project. The fact that I will be returning to the location in which my father photographed over 30 years ago with his original images is a vital aspect of this project providing both a continuation of his work and an inter-generational perspective to this project. Following in his footsteps, I have decided to update his archive and the scope of the project to include community outreach workshops, bringing audiences closer to the work itself

whilst inspiring a life-long love of art and its ability to showcase under-represented communities. This personal element to the project grounds my need to realise this work as part of my identity and heritage as well as sharing my learning with other native Welsh speakers.

As an early career artist and aspiring curator, this opportunity will allow me to develop vital skills in producing and realising a body of work, building an audience for this work and developing my creative practice. Alongside the photographs themselves, there will be workshops for the participants involved which include photographic activities such as pin-hole camera and photobook making. This is a fruitful, cultural opportunity that will strengthen, refresh and inspire historic and cultural links between Argentina and Wales.

The participants' involvement is at the heart of the work. My duty as a creative artist is to listen and learn. Through community outreach workshops and art facilitated with the intention of bringing the community together, this project allows the Welsh speaking Argentine community to access art that isn't available to them. As part of building my skills as a facilitator and my ability to develop a community connection with participants through art, I will be mentored by experienced Facilitator and project Producer Fin Ross Russell. This skillset will be vital to my future participatory practice not just on this project but with all communities I work with over the course of my career.

The legacy of this project will involve the creation of a regular community space amongst the Welsh-speaking community of Patagonia which becomes a foundation to build connections between communities, mutual friendships and relationships across borders. This project allows space for deeper international connections to be developed, creating opportunities for community members in both countries to communicate, collaborate and share cultural resources.

(2,989 Characters)

Tell us how your project will support us to meet our priorities around equalities, diversity and the Welsh language.

Character Limit 1,500

My aspiration is to celebrate the diversity I know I will encounter, especially in Argentina. In approaching this project, I am guided by a profound personal desire to platform equality and celebrate minorities which is why I have already engaged with Gaiman residents to ensure I can minimise disruption to ordinary life and ensure that local voices and perspectives drive the framework, process and production of the project content.

In Wales, I will work with gallery partners to arrange engagement workshops that interact with their existing participation networks. This will ensure that the next generation of art lovers in Wales not only get the opportunity to experience work made by somebody they can relate to but also gain an international perspective around their identity and its links to people from other cultures. As both a person of colour and an experienced facilitator, project partner Fin Ross Russell will mentor me in ensuring that these workshops are as open and inviting as possible to participants from all backgrounds.

This grant will allow me to drill right down into my cultural and linguistic roots. The Welsh language is not only *your* priority, it is also *mine*. It is *ours*. During my undergraduate studies in Bournemouth, I experienced ignorance and even ridicule as a Welsh speaker. My response is to be creative and inclusive,

reaching deep into my own culture and collaborate with these communities to create a fresh perspective and appreciation for the language.

(1,494 characters)

Tell us how your project will support us to meet our priorities around nurturing Creative Talent and / or promoting the sustainability and resilience of the sector.

Character Limit 1,500

A huge motivation for myself achieving this project is to blaze a pathway for other early-career Welsh photographers. It's impossible to underestimate the importance of seeing something in order to believe you can achieve it but there aren't many early-career Welsh photographers with a particular interest in international work and even fewer who have applied for ACW support in order to achieve it. This photographic body has the potential to be a watershed for emerging Welsh artists to see that they can plan for their big idea projects whilst being paid appropriately for their talents. If selected for funding, I would work with Island Life Productions to ensure we share as much as possible about our project experience from the application to the project and the subsequent legacy. This project will be an opportunity to platform emerging artists with an immediate and profound digital reach.

It is also sowing rich seeds of ongoing cultural conversation which has the potential to encourage collaborative international creative work in the future and a possibility of touring exhibitions and workshops. Once I am Patagonia, I will work to set up a forum that connects local emerging artists, gallery owners and cultural funding agencies. This also offers a platform to do the same in Wales, helping emerging artists find resources to help build their careers. This project offers a beginning to an international Welsh-language focused conversation with amazing potential.

(1,481 Characters)

Tell us how your project will promote the “Cultural Contract”

The “Cultural Contract” is designed to encourage those receiving public funds think about cultural and social purposes. So you'll need to think about the following:

Growth Potential - developing positive activity to support resilience, diversify and adapt operations through income generation, sharing resources and maximizing opportunities to engage and support freelance creative professionals in Wales

By offering creative opportunities to local communities, we can build confidence in the participants which can lead to them beginning creative projects of their own and realising the economic potential of collaborative international projects, as well as personal projects they may pursue in the future. This experience can act as a template for future large- or small-scale creative work. Rich connections established during this work can potentially bear fruit for further work in the future. Connections between creatives, build a network of communication, sharing funding ideas, recourses and audiences for other collaborations in the future. This project offers an opportunity to connect with local and international communities in an educational capacity. These creative cultural ideas can be scaled up or down dependent

on the participants involved. Connections made through the realisation of this project, both educational and creative, can be a fruitful funding resource for the future.

(996 Characters)

Fair Work – ensuring appropriate rates of pay; board and workforce diversity to increase the involvement throughout the organisation and in the work you deliver by, with and for Black, Asian and Ethnically Diverse people, D/deaf, disabled and neurodivergent people and people with other protected characteristics, including Welsh speakers

I will be working closely on this project with partner company Island Life Productions. Island Life Productions is a Scotland-based Community Interest Company who work with emerging artists and members of the public to create high quality art. As part of these efforts, they ensure all artists they collaborate with are paid fairly for their work so that they can be recognised as professional and have more chance of securing future opportunities. I will work with them to ensure that the Welsh language is respected throughout the project and also that any collaborators on this project are recompensed fairly for their contribution.

(635 characters)

Promotion of Health, Skills and Learning in the workplace – developing skills, learning and health and well-being initiatives in the workplace and community including supporting arts and health initiatives

Whilst in Argentina, I plan to visit local schools and learn about any emerging photographers or creatives who might want to work alongside me as part of this project. Our workshops will involve a continuous dialogue between myself and the residents of Gaiman, learning about each other's culture as a means of developing this project. This process will include a collaborative photographic walk where skills and knowledge are exchanged between myself and the local community and a pin-hole camera workshop. These workshops will be recorded (with permission from the participants) and then made available to the local community as a legacy of the project. (656 characters)

Progress in lowering your Carbon Footprint - measures to improve environmental sustainability and reduce your Carbon Footprint

Island Life Productions will offset the carbon emissions caused by the travel. We will also endeavour as much as possible to keep materials used both within the photography, exhibition and sessions to be as environmentally friendly as possible. This involves reusing my own camera and equipment from home, and using recyclable, locally-sourced materials for exhibitions and workshops as much as possible. Any food associated with the project will be vegetarian with the aim towards solely plant-based cuisine as

much as possible. We will take public transport as much as possible. These efforts are all underscored by Island Life Productions' Environmental Policy which you can find attached to this application.

(713 characters)

(3,000 characters)

Character Limit 3,000

Tell us how people will get to know about your project

You may want to consider:

What are your key marketing activities? Newspaper, s4c, radio cymru, radio wales,

Are you planning any outreach or engagement work?

What support from partners are you getting for this? – fin,

How will you share your experiences and learning? – blog? FiKA...

Character Limit 3,000

Having previously held exhibitions and marketed personal projects I already have a network in place for advertising these. Previous platforms used to market my works involve S4C, BBC Radio Cymru and sharing on my own social media accounts such as Twitter and Instagram. I have also joined relevant community groups to publicise the project. I will also reach out to Heno on S4C who previously showed interest in my work and Radio Wales and Wales Online. I also have connections to @ffotonwales who I will approach for extra publicity.

I was very fortunate to be approached by director of Island Life Productions, Fin Ross Russell, who was very excited by my work. He has been supporting and guiding me through the process of applying for this grant. Fin will be working closely with me on this project, supporting and mentoring me through every step of the process towards realising the final outcome. As Island Life Productions are based in Scotland, this project is bringing together three unique and separated networks of people working towards the same goal. Fin is a person-of-colour and an experienced facilitator which will be invaluable in ensuring that the workshops we run with participants in Argentina and exhibitors' engagement networks in Wales are as accessible as possible.

Island Life Productions also have an active online presence on Instagram, Facebook, LinkedIn and Spotify. These platforms will also be used to publicise this project throughout. Island Life Productions also run a Patreon scheme which allows for a space for lead artists to write an update article on how the project is going, documenting experiences and learning through reflection.

I also plan to start a dedicated TikTok account focused around the project. TikTok has 1 billion users, evidently showing the large potential audience within this space. Making short videos teaching viewers a new Welsh word a day would provide a different engagement in the project whilst also allowing for a resource space for Welsh learners. This would then bridge to an audience of people I have previously

engaged with, making this space familiar allowing me to have a better understanding of the target market. The TikTok would also offer live updates from my residency in Argentina, allowing audiences to meet the residents of Gaiman in advance of engaging with the photographs.

In my final year of undergraduate study, I founded @fika.mag. FiKA has an active online Instagram presence and aims to inspire personal and societal growth through platforming the work of young emerging creatives. FiKA reviews exhibitions and spotlights current independent magazines and photobooks. With an established audience, growing each day, FiKA would be an ideal space to share my experiences and learning from this project in blog-like form.

At the end of the project, I will contribute to a detailed project report in which I will document my learnings and reflect on where I might be able to improve and develop on future projects.

(2,999 characters)

Tell us about your relevant work and experience to date, how this project builds on this and moves you forward in your ambitions for the future

Character Limit 3,000

Photography has played a big part in the fabric of my family identity, inspiring my BA studies in Photography at Arts University Bournemouth. My father's photographic practice also involved a documentary project photographing the legacy community of Welsh settlers in Argentina over 30 years ago. This project would not only be an opportunity to engage with Welsh communities overseas, but also allow me to revisit my father's footsteps through exhibiting his archives, reconnecting both myself and the Argentine community with the legacy of my father's photography.

Concurrently to my studies I organised and managed my first solo-exhibition (*The Post-Industrial North and South*) at the Winding House Museum, South Wales. Using *InDesign* I designed two books as an extra part of the show featuring the original prints on display. The books and the exhibition focused on two towns in Wales – Port Talbot and Blaenau Ffestiniog. The books included written pieces and commentary as well as the images. I printed and pre-sold 30 copies of the books *The Post-Industrial North and South*. This show, the sales and the visitors/comments book at the exhibition enabled me to begin to create my mailing list.

To promote my exhibition, I contacted BBC Radio Cymru and S4C and secured a feature with an interview on both platforms. I am a first language Welsh speaker, which enables me to access the Welsh language platforms.

In preparation for the show, I was in contact with external companies on the production of my book, framing and presentation of my works. I am confident and hands-on with show change overs and packing artworks as I was active in the set-up and take-down of both shows.

The exhibition held a private view in which I took a pro-active role. This included ordering event supplies, collating a mailing list, designing an invitation card, mailing invitations, setting and clearing up pre- and post-event. During the private view I made sure I was available to talk to and made sales of my books and original work based on my interactions.

I also recently conceptualised, organised and realised my first London solo exhibition, *The Post-Industrial North and South* (6-8th July 2022), at The Photography Foundation Studio supported by The Photography Foundation. The exhibition held a private view where I attained sponsorship from Brecon Brewing for the evening.

These experiences and the skills attained in the process allow me to have a sound knowledge of the exhibition process, producing and building upon an idea and realising this into a final show. I am currently studying an MA in Curating and Collections at Chelsea College of Arts and am an aspiring curator. This project will allow me to move towards my ambitions of becoming a curator as I will be able to curate my own works and the works of my father into a realised exhibition.

This project will be the natural next steps of what I can do as a creative as I expand my curatorial and photographic practice to community engagement projects.

(2,999 characters)

Tell us how you'll manage your project.

What are the key stages?

Who'll be involved in key stages of project delivery?

How will you monitor and evaluate throughout the project and share any lessons learnt?

Character Limit 3,000

My own photography projects employ a research period where I speak to and photograph community members, spread the word about the project by speaking on local radio shows, join community groups and research theoretically around the chosen subject. There then follows a dedicated production period. The initial research is invaluable to narrowing my focus to get to the heart of the matter in hand. The key stages in this project will follow the same blueprint, putting research at the heart of the work, in preparation and throughout. I have followed this practice in all my previous photography projects, in particular *Portread o Iaith* and *The Post-Industrial North and South* and found that a heavily researched project bears a fruitful outcome of informed image making and community development.

In order to monitor and evaluate throughout the project and share any lessons learnt I will maintain close contact with my mentor at Island Life Productions, and together we will review the progress of the project, examine and discuss plans for the future as well as reviewing what has happened up to date. It is a constant process of reviewing, refining and examining. I would want to share my process and my ideas for how the project will run as I arrive there and work with people and will be completely open to reshape it as necessary in response to the community.

As Island Life Productions will be supporting every step of this project, they will take an active role in the key stages of delivery with Fin Ross Russell being the facilitator and mentor figure to build the social element of the practice. Island Life Productions will act as a core support system and also an outlet to monitor and evaluate the project throughout, sharing any lessons learnt on their Patreon platform. Another platform that will share lessons and experiences throughout this project will be my online magazine, @fika.mag. These spaces will keep the momentum of the project high and act as a springboard for captivating an engaged and interested audience.

The core motivation for this project is the community outreach element, creating a legacy of creative connections across international borders. *Y Wladfa Gymreig* will be a success if these legacies, like those

of my fathers, last over 20 years and allow future generations to benefit from the international relationships that will develop from the project.

Key Stages:

Step 1: January – March 2023:

- Contacts established with Welsh-speaking community in Patagonia.
- Meetings held with via Zoom with Argentina.
- Fin will book travel for Ffion to Argentina.
- Ffion will undertake a research period

Step 2: March – May 2023:

- Ffion travels to Argentina to facilitate projects.
- Fin provides administration support from the UK.

Step 3: June - July 2023:

- Preparation for exhibitions at The Winding House, The Photobook Café & Ffoto Newport

Step 4: August – October 2023:

- Exhibit the work at agreed locations.
- Facilitate photobook workshop in collaboration with each space.

(2,992 Characters)

Tell us how you'll ensure your project is Covid safe

We'll ask you to explain how you project can take place within any Government Covid restrictions that apply at the time.

For example:

How likely is it that your project would be impacted by changes to guidance from Welsh Government and Public Health Wales as to what is safe and permissible?

Do you have alternative plans to carry out your project?

How will you manage implementing changes?

Character Limit 1,500

Ensuring that this project is run safely is of the utmost importance to us and as a result, we have put a COVID-19 policy in place for this project to ensure we can be as adaptable as possible to the changing nature of local health restrictions:

- We will ensure that we are updated on both Wales and Argentina's Covid rules, regulations and guidelines on a regular basis in order to follow them to the best of our abilities.

- We will book travel that can be changed should local restrictions in Argentina make foreigners visiting the country unsafe.
- I am fully vaccinated and will continue to have booster vaccinations when needed.
- We will seek to run any sessions of photography and camera outside or in a ventilated space in order to minimize the risk of infection.
- All shoots and meetings will be socially distanced and Covid-safe.
- We will carry out risk assessments for every stage of the project to account for all possible disruptions including the possibility of COVID or another pandemic affecting the timeline.

As almost the entire populations of Wales & Argentina have been vaccinated against COVID-19, we see the risk of COVID-19 affecting the project as being low. However, we will nevertheless be prepared to be flexible to changing circumstances and the possibility that the vaccines will not be effective against new variants. All of our partners on the project have COVID plans in place to account for sudden changes to national regulations.

(1,449 characters)

In no more than 900 characters, please explain why the project will have the impact on the Welsh Language indicated:

Y Wladfa Gymreig is a body of work that explores themes of representation heavily rooted in colonisation, these images acknowledge and celebrate the often forgotten and disregarded rich culture of Wales and the growing community of Welsh language speakers preserving one of the only languages world-wide to come off of the endangered languages list. The work is both an artistic and political statement that reveals an exciting and flourishing community of speakers, emphasizing that the language is not ‘dying’ but very much alive. The work portrays a community of people nurturing and helping the Welsh language thrive, keeping it one of the healthiest minority languages in the world. This project represents an opportunity to change people’s perspectives on the Welsh language and engage in a celebration of its continued progress in the 21st century.

(858 characters)

COST	AMOUNT	SOURCE
Ffion Fee	£3580 (inclusive of 4 weeks of residency work (1910) and 11 days of curation time (5 days of preparation time [710] and 6 days of installation time [960])	https://www.artistsunionengland.org.uk/rates-of-pay/
Fin Fee	£1750 (inclusive of 7 days or 56 hours of work)	https://www.itc-arts.org/rates-of-pay/
Travel Costs	£1500 (inclusive of average price of round trip to Buenos Aires (as indicated by Skyscanner) plus onward travel to Gaiman	https://www.skyscanner.net/transport/flights/lond/buea/230605/230705/?adults=1&adultsv2=1&cabinclass=economy&children=0&childrenv2=&inboundaltseabled=false&infants=0&originentityid=27544008&outboundalts

		enabled=false&preferdirects=false&ref=home&rtn=1 https://www.mulpt.com/argentina-gas-price
Exhibition Space Rental	£1250 (total quote by The Winding House, Ffoto Newport & The Photobook Cafe for 4-day exhibitions at each space)	Quote from Galleries
Exhibition Materials	£880	See additional spreadsheet
Workshop Materials	£270	See additional spreadsheet
Contingency (5%)	£462	5% of total pre-contingency budget (£9230)
TOTAL	£9692	

4/5 Boroughloch Square, Edinburgh, EH8 9NJ