

## Ikon announces a new partnership with *Art Happens*, a national crowd-funding initiative from the Art Fund

**Ikon**, the internationally acclaimed contemporary art gallery located in Birmingham, UK, announces its involvement in a pioneering crowd-funding project devised by the Art Fund: *Art Happens*. For **Ikon**, *Art Happens* will focus on encouraging donations in support of a unique 2015 exhibition with Birmingham-based artist Vanley Burke. **Ikon** aims to raise £17,000 to transport the entire contents of Burke's flat to **Ikon**'s main exhibition space, revealing the artist as a subject of his own enquiry.

Born in Jamaica in 1951, Burke has lived in the city since 1965 and is renowned as a photographer concerned especially with black culture in Britain. Alongside his extraordinary artistic practice, Burke is an avid collector – his archive is vast and varied, including posters, books, clothes, records, ornaments and countless other items that provide an invaluable insight into Birmingham's African Caribbean communities. Referred to as the "Grandfather of Black British photography", Burke's archived material is a rich seam of meaning and narratives that counteracts the negative imagery too often prevalent in mainstream media.

In summer 2015, with the help of *Art Happens* donations, **Ikon** will be Vanley Burke's removalists, packing up and shifting his archive along with personal possessions to the setting of a public art gallery. *At Home with Vanley Burke* will be an ambitious undertaking, and in return for vital donations supporters will receive exclusive rewards, designed by Vanley Burke, including a compilation CD, homeware, limited edition artwork and VIP tickets to a summer party.

Those who contribute to the **Ikon Art Happens** project through [artfund.org/arthappens](http://artfund.org/arthappens) – a platform housed within the Art Fund website that aims to help UK museums raise money for creative projects – will also forge an ongoing dialogue between themselves and the gallery. Furthermore, unlike other crowd-funding platforms, every penny raised will go directly to the Vanley Burke project.

Commenting on the project, Vanley Burke explained: 'This flat is many things, it's an archive, it's a gallery, it's my home, it's where I collect a part of our history. History is part of a lived experience... it's those objects which might look so insignificant, so kitsch, but to a lot of people it contains so much information about how their parents lived.'

For more information, high-res images and to request interviews please contact Sophie Campos or Emma Gilhooly at Pelham Communications on 020 8969 3959 or email [sophie@pelhamcommunications.com](mailto:sophie@pelhamcommunications.com) or [emma@pelhamcommunications.com](mailto:emma@pelhamcommunications.com)

**Note to Editors:**



#### Ikon Gallery

1 Oozells Square, Brindleyplace, Birmingham B1 2HS

0121 248 0708 / [www.ikon-gallery.org](http://www.ikon-gallery.org)

Ikon Gallery Limited trading as Ikon, registered charity no. 528892

1. **Ikon** is open Tuesday – Sunday and Bank Holiday Mondays, 11am - 6pm. Admission is free.
2. **Ikon** is supported using public funding from Arts Council England and Birmingham City Council.
3. **Art Happens**  
The new approach of Art Happens:
  - Donor rewards: all donors are thanked with project-specific rewards – an artist’s limited edition print, for example, or a special publication, a tour of the project before it opens, or champagne reception
  - For everyone: get involved with as little as £5 donation
  - Achievable: every donation makes a tangible difference; all project targets within £10,000 and £25,000
  - Personal involvement: donors to receive personal updates from the project team and a special web log in to appraise donors of progress at any time; will see museums deepening relationships with low-level / everyday donors, opening a new type of dialogue
  - National network of creative initiatives: new projects will be added throughout the year, creating a rich platform of ideas that the public alone are bringing to life
  - 100% money raised goes to each project: Art Happens is generously supported by contributions by individuals, charitable trusts and Arts Council England’s Renaissance Strategic Fund, ensuring that 100% of donations go directly to the projects, with no fees or percentages deducted by anyone.
4. **Art Fund** is the national fundraising charity for art, helping museums to buy and show great art for everyone. Over the past 5 years we’ve given over £26m to help museums and galleries acquire works of art for their collections and placed hundreds of gifts and bequests, from ancient sculpture and treasure hoards to Old Master paintings and contemporary commissions, with 25% of grants going towards works by living artists. We also help museums share their collections with wider audiences through supporting a range of tours and exhibitions, including the national tour of the Artist Rooms collection and the 2013-2014 tours of Grayson Perry’s tapestries *The Vanity of Small Differences* and Jeremy Deller’s *English Magic*, the British Council commission for the 2013 Venice Biennale. Our support for museums extends to the Art Guide app – the comprehensive guide to seeing art across the UK, promoting a network of over 650 museums and galleries throughout the country, and the £100,000 Art Fund Prize for Museum of the Year – an annual celebration of the best of UK museums, won in 2013 by William Morris Gallery in Walthamstow. We are independently funded, the majority of our income coming from over 100,000 members who, through the National Art Pass, enjoy free entry to over 220 museums, galleries and historic houses across the UK, as well as 50% off entry to major exhibitions.
5. **Arts Council England** champions, develops and invests in artistic and cultural experiences that enrich people’s lives. We support a range of activities across the arts, museums and libraries – from theatre to digital art, reading to dance,



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music to literature, and crafts to collections. Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2011 and 2015, we will invest £1.4 billion of public money from government and an estimated £1 billion from the National Lottery to help create these experiences for as many people as possible across the country. [www.artscouncil.org.uk](http://www.artscouncil.org.uk)

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