

Art-Study-Action: Developing Methods of Opinion Formation with Cultural Organisations

Professor Mel Jordan
Centre for Postdigital Cultures

My research concerns are with the practice, histories and theories of art, and its potential to impact upon publics and communities through its role as a type of opinion formation in the public domain. I explore the social potential of cultural practices (with communities) in the role of city-making, utilising the theory of the public sphere as opposed to conventional theories of space originally applied to public art and cultural production. As a result, I have contributed to new understandings and articulations of public art’s impact upon community cohesion.

I have developed new methods, for participants to produce cultural outputs and to aid the formation of new opinions relating to social and political issues.

Artist Khaver Idris, commented on how the Art- Study- Action workshops have changed her approach to working with groups. She says, ‘I work with vulnerable women who’ve never really had a lot of choice and the biggest thing they’ve done is to leave. They made the move of getting out of certain situations. I think if they were doing a workshop that was just telling them exactly what to do, I don’t think that would impact upon them. I think that method is common in art galleries, it’s that same old thing. What I picked up from this project and what I can take to my workshops is about that empowering goal, so using those techniques to bring about a certain change or transformation in that person.’ (Idris 2020, Beaconsfield Gallery Vauxhall).

To date, the participatory spatial methods for engagement I have developed have influenced the way in which four cultural organisations have considered audience engagement: Beaconsfield Gallery Vauxhall (London), Edinburgh Printmakers, Coventry Biennial and Sirius Arts Centre (Cork, Ireland).



We have invented new collective nouns for the people that will be most valuable to us all in a new world order. We are not alone, celebrates those that act for the collective good; and presents those that help others as most valuable to society.



Balloons to share. Pick one and carry it about the city.



Badges to embody and declare what you believe in. Slogan writing and badge workshop for making new values together.



Scarves and Slogan Writing Workshop.