

TM

MARGATE FESTIVAL OF DESIGN

PARTNERSHIP INVITATION

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INTRODUCTION

MARGATE FESTIVAL OF DESIGN DESIGN, SOCIETY, NATURE: EXPLORE THE RELATIONSHIP BETWEEN DESIGN, COMMUNITY AND ENVIRONMENT AT THE SEASIDE 16TH–25TH SEPTEMBER 2022

2022 will be the debut year of the Margate Festival of Design™, an event set in Margate that will explore social and environmental matters through the language of design. A lively programme of talks, walks and workshops will be held over two weekends, with exhibitions and displays open in between.

Weekend 1 will focus on **Society**.

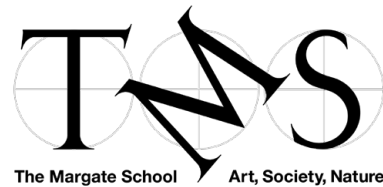
Weekend 2 will focus on **Nature**.

The Festival will feature print, digital and moving image. The hub of the Festival will be The Margate School, supported by other locations in the High Street.





CREATORS BEHIND THE FESTIVAL



The Margate School (TMS) is an independent, not-for-profit, postgraduate arts school with the first accredited European Fine Art Masters programme in the UK and a one year Certificate in Visual Communication.

We offer an alternative to traditional didactic teaching at mainstream universities, focussing on project-based collaborative outcomes. The School is made up of a small but dedicated team of part-time staff. Our studios represent an extension of our teaching provision, providing not only space for growing businesses, but technical support and advice, in tandem with our growing technical and prototyping facilities; this type of supported workspace provision exists nowhere else in Thanet. We are rooted in our community; we reach out through events, workshops, talks and exhibitions. Much of our provision is subsidised in support of Margate and its diverse creative and wider communities.

We have been able to do this through public grants, private sponsorship and support, income generated independently, additional time and effort offered by staff and volunteers as well as collaborating with a range of partners. The

ambition is to become a fully operational and independently sustainable creative learning and knowledge hub working with industry on the one hand and supporting the local diverse communities of Margate on the other.

TMS is placed in the old Woolworths building in Margate High Street, a space which has seen decline over a number of years. It is an ambition of the School to be central in the rejuvenation of the High Street. The invention of a Festival which is centred in this street can contribute to bringing more footfall to the space and its businesses.

TMS is affiliated with ESADHaR in Le Havre, which organises Le Saison Graphique, an annual month-long celebration of graphic design. The idea of hosting a similar event in Margate has been an ambition of ours for a number of years.

The event will be co-ordinated by Becky Thomas, a local graphic designer and co-ordinator of the Visual Communication course at the School. Rebecca has organised a number of design related talks and workshops at the School as well as established Margate Tech Club, a family friendly monthly drop in community club.

Image left: Make the Wave event at TMS



ABOUT MARGATE

Margate is a seaside town on the north coast of Kent in South-East England, in the District of Thanet. The town is 16 miles North-East of Canterbury, 80 miles from London and 22 miles from the port of Dover. Margate became a popular place for holidaymakers in the 18th century, owing to easy access via the Thames, and later with the arrival of the railways. During the late 20th century, the town went into decline along with other British seaside resorts, but it's being revitalised. Margate is the epitome of seaside kitsch. It has sandy beaches, fish n' chips, seafood stalls and a vintage amusement park - Dreamland.

From the golden skies that inspired JMW Turner, to the subterranean seashell grotto and caves beneath our feet, Margate has a lot to offer.

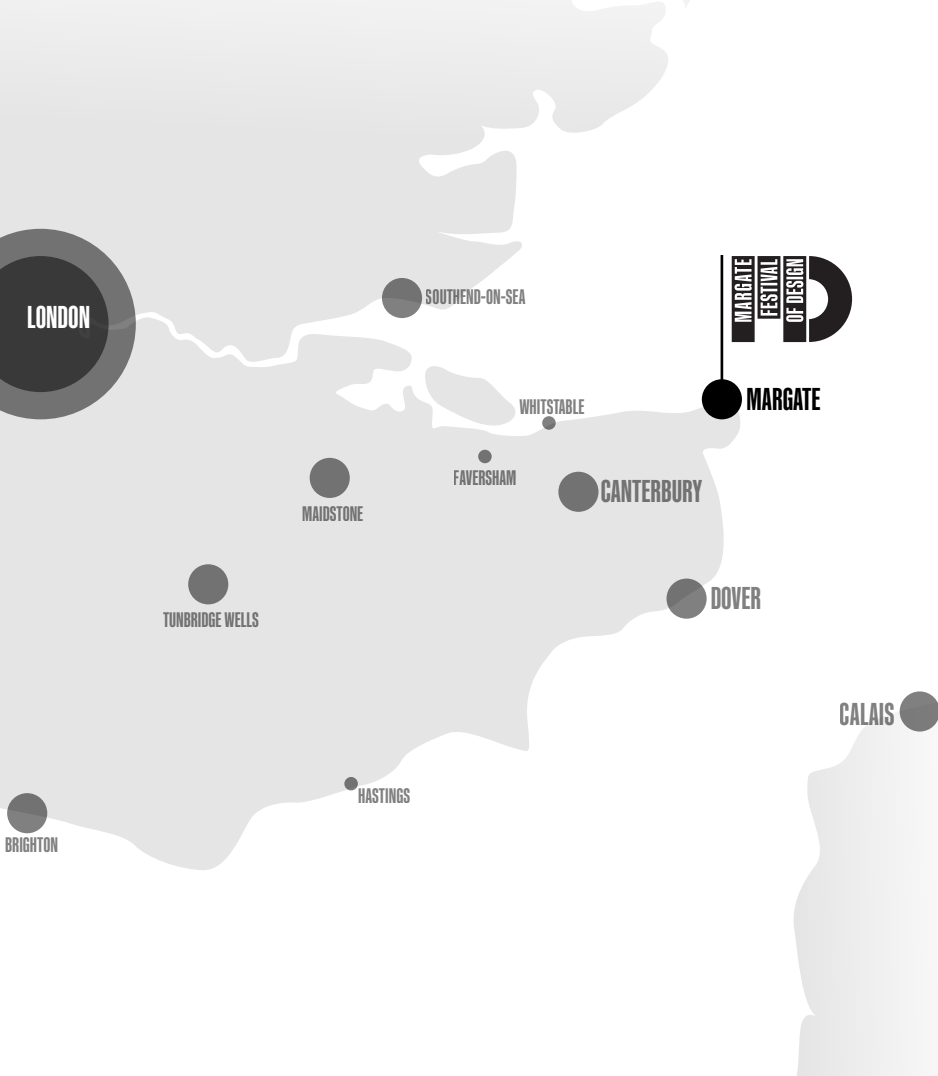
It hosts a myriad of creative events, people and exhibitions. The town has a burgeoning food and drink scene. The town is brimming with galleries, artist studios and performance spaces. It has a thriving design community, but as yet, no central event or location to draw this community together through the medium of design.

But Margate, and Thanet, also has its difficulties. Margate's high street is one of the most struggling in the country. Thanet, home to Margate, Broadstairs and Ramsgate, is the most deprived local authority in Kent. It has the highest rate of youth unemployment in the South-East. Five of its neighbourhoods are in the top 10 percent of England's most deprived wards, according to the Index of Multiple Deprivation, and are within a four-mile radius of each other. In the summer we see huge numbers of beach goers. Our beaches and seas are often left strewn with rubbish.

The Margate School is in the centre of this, on Margate High Street. We welcome everyone with our open door policy and we encourage discussions which will help tackle these issues.



Image top right: Thanet District Council
Image bottom right: Kent Online



OUR MISSION

TO ESTABLISH AN INTERNATIONAL PEER-REVIEWED DESIGN FESTIVAL IN MARGATE WHICH BRINGS TOGETHER LOCAL CREATIVES, NATIONAL AND INTERNATIONAL DESIGNERS AND OUR COMMUNITY TO INVESTIGATE OUR SOCIAL AND ENVIRONMENTAL CHALLENGES THROUGH THE MEDIUM OF DESIGN.

IN DOING SO TO PROVIDE AN OPPORTUNITY TO SHOWCASE AND CELEBRATE THE WORK OF THE SCHOOL'S DESIGN, SOCIETY, NATURE POST-GRADUATE STUDENT WORK AND ACT AS A HUB FOR INDUSTRY AND COMMUNITY CONNECTIVITY AND CO-CREATION.

THEMES

SOCIETY

Weekend One of Margate Festival of Design will focus on 'Society'. As social beings, visual language is critical to the way humans interact with the world. From politics to navigating spaces to what we eat, design influences people and their behaviours.



NATURE

Weekend Two of the Festival will focus on 'Nature'. Our world's survival depends on the well-being and preservation of the natural world. The climate crisis and its growing impact is one of the most pressing and existential challenges we all face and learning how to live in a more sustainable world is of the utmost importance. Sustainable design and its beneficial impact on our lives and the environment are key to helping forge the path for a brighter, greener future for the next generation.



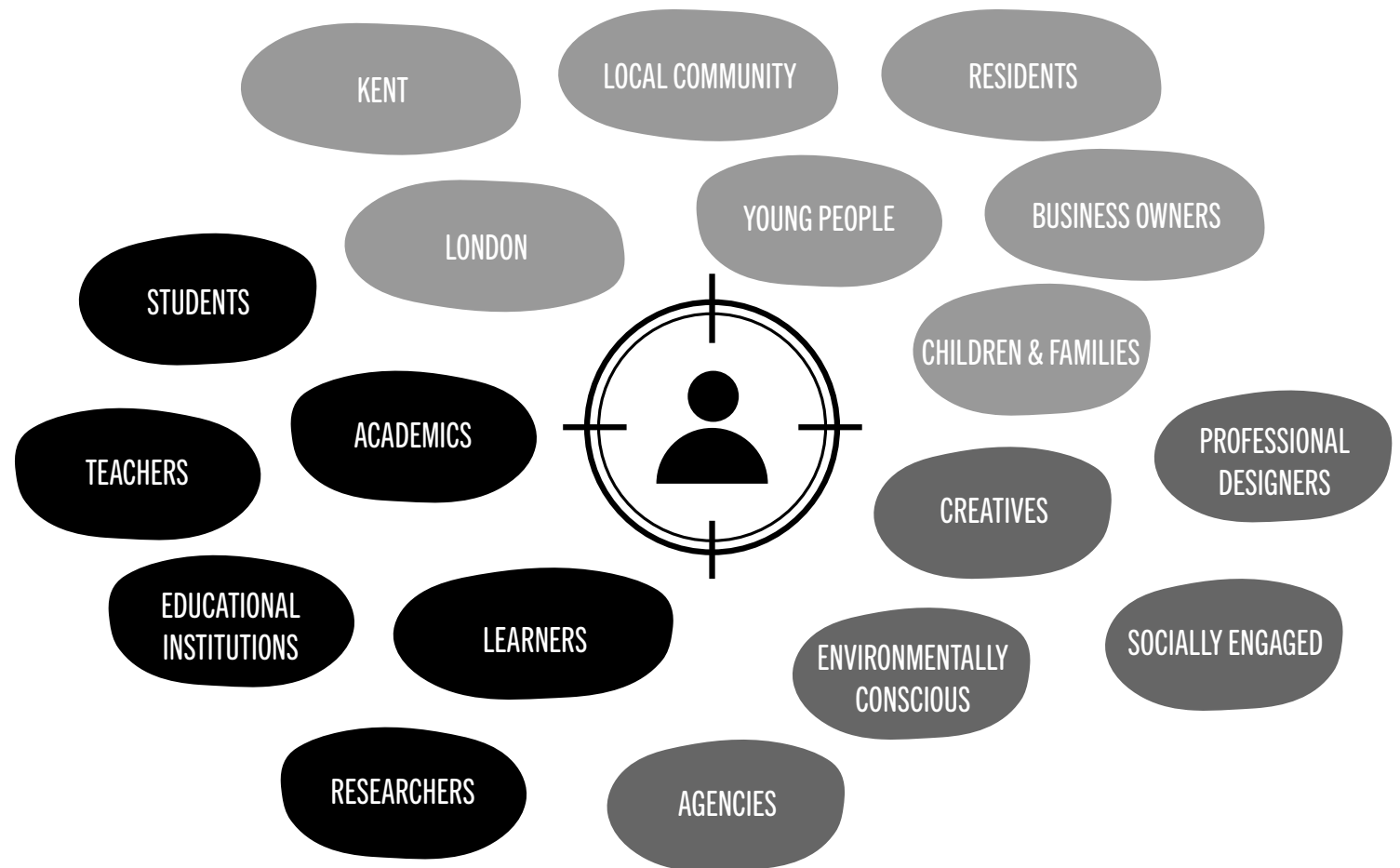
OUR AUDIENCE

The Festival aims to attract people from Kent, London and the South East. In the immediate vicinity we will attract our local community through free and affordable workshops. There will be at least 1 workshop specifically aimed at young people and their families, 1 aimed at post-school students and the programming will be inclusive to people of marginalised and under-represented communities.

We hope also to provide free portfolio review sessions, mentoring and website advice for small businesses.

It will attract the professional design community and those who are environmentally and socially engaged, through keynote speaker talks, workshops and outdoor activities.

It will attract the education sector - schools, colleges and universities - who are involved in teaching design.





FESTIVAL SCHEDULE

WEEKEND 1: SOCIETY

Friday 16th September

Festival opens

Saturday 17th September

12pm: Outdoor activity

2pm: Workshop

4pm: Panel talk

6pm: Film night at TMS

Sunday 18th September

2pm: Children's workshop

4pm: Keynote speaker

6pm: Lecture

WEEKEND 2: NATURE

Friday 23rd September

6pm: Keynote speaker

Saturday 24th September

12pm: Outdoor activity

2pm: Workshop

4pm: Panel talk

6pm: Animation night at TMS

Sunday 25th September

2pm: Young person workshop

4pm: Lecture

6pm: Festival closes

WEEK DAYS

Exhibitions by our students

Professional exhibition

Fringe events at High Street locations

Portfolio reviews

Mentoring

Website advice for small businesses

Image left: 'Justin Burns exhibition at TMS: Resorting to Type'

OUR NETWORK

TMS' IMMEDIATE NETWORK:

ESADHAR (our French partner)
21 Students
6 Alumni
26 Studio Holders
14 Tutors
14 Staff
6 Board Members



WE HAVE HOSTED:

Anthony Burrill
Professor Hans-Dieter Reichert AGI RSA
Professor Ian McLaren
John Newbigin OBE
Joyce Kremer
Professor Jules Pretty OBE
June Mineyama-Smithson
Justin Burns
Lucienne Roberts
Lynne Elvins
Michael Horsham
Russ Bestley
GF Smith

WE HAVE WORKED WITH:

Art4All
East Kent College
Genetic Moo
Make the Wave - XR
Margate Bookie
Margate Civic Society
Margate Film Festival
Margate Pride
Power of Women Festival
Thanet Schools Young Artists Festival
Thanet Technology
UCA Canterbury
UK Creative Festival
Over 50 independent businesses

THE PATRON OF TMS IS ARNOLD SCHWARTZMAN OBE RDI

OUR SUPPORTERS INCLUDE:



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

ESADHaR





BECOME A FESTIVAL PARTNER

The Margate School is a not for profit organisation and we are keen to make the Festival accessible to as many people as possible. A key aspect of the School's activity is to reach out to underprivileged groups and to make art and design education and experiences obtainable.

Creating relationships with partners will be vital to delivering this ambition and we need your support. It's an opportunity for you to support a project which will enrich our community, Margate High Street, the design community and education, and will put you in a position where you are visible to our audience.

The following pages contain information on how you can support us to deliver this exciting Festival.

PARTNERSHIP PACKAGES

Margate Festival of Design is an ambitious project, but we need the help of partners and donors to make it happen. The money you pledge will be spent on facilitating community workshops, attracting high profile speakers, materials and marketing the event outside of our current network. Our packages are listed on the right of this page and include the following:

- A number of free tickets to all events
- Your company name listed in our Festival brochure
- Your company advert in the Festival brochure
- Your logo on the Festival website
- A shout out on social media
- Your promotional material available at the Festival
- A promotional stand at the Festival
- Your logo to appear on evening event presentation slides.

	BRONZE	SILVER	GOLD	PLATINUM
AMOUNT	£250	£500	£1,000	£2,000
TICKETS	1	2	5	10
NAME IN BROCHURE	YES	YES	YES	YES
ADVERT IN BROCHURE	-	-	-	YES
LOGO ON WEBSITE	YES	YES	YES	YES
SOCIAL MEDIA SHOUT OUT	-	YES	YES	YES
PROMO MATERIAL AT EVENT	-	-	YES	YES
PROMO STAND	-	-	-	YES
LOGO ON PRESENTATIONS	-	-	-	YES

SOMETHING ELSE?

We welcome other suggestions as to how you could support our Festival. If you wish to speak with us about your ideas please contact us on festival@themargateschool.com



HOW TO DONATE

Please email festival@themargateschool.com with the following information:

- Your name
- Company name
- Contact email
- Contact number
- Donation amount / partnership package
- Other enquiry

If you'd like to discuss any of the information in this pack further we would be happy to do so.



Image left: Lucienne Roberts speaks with our students

THANK YOU

We hope that you have enjoyed reading through this sponsorship package and that you will be a part of our Festival. If unable to sponsor us this time, we hope to see you at the event.

If you have any questions, please contact:

Email: festival@themargateschool.com

www.margatefestivalofdesign.com (coming soon!)

www.themargateschool.com

Instagram: @themargateschool

Facebook: /themargateschool

Twitter: @margateschool

Margate sky photography by susannehakuba.com
Festival identity designed by beckyismyname.co.uk



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OF DESIGN

