

## **PEACOCK VISUAL ARTS: OUR VISION**

Peacock Visual Arts is the main contemporary visual arts organisation in Aberdeen and the North-east of Scotland and is supported by Aberdeen City Council, the Scottish Arts Council and Scottish Screen.

We aim;

To play a leading role in nurturing a culture of creativity in Aberdeen and the North East of Scotland.

To be renowned internationally as a centre of excellence and innovation where artists and public engage to share and explore ideas and to make and present art in exciting, stimulating and challenging ways.

We aim to achieve this by;

helping artists create challenging new work that engages with a broad public through collaborative projects, exhibitions, installations and events and through professional development, interpretation and promotion

involving people of all ages and abilities in creative activity as a means of empowerment and to increase their understanding and enjoyment of contemporary art through collaborative projects with artists and the provision of learning opportunities

being a catalyst and forum for debates which challenge and inform through the development of critical events, publications and resources.

As a crucial part of its Mission, PVA has a Curatorial Strategy that is founded on the spirit of;

### quality and equality

Projects at PVA will ambitiously involve the very best national and international artists but will not eclipse the talents and creative energies of artists, local and non-local, in the early stages of their careers.

### parity of esteem

Projects will involve the participation of a wide community of all ages and abilities whilst at the same time acknowledging and supporting the validity of the creative output of the individual.

### holism

Projects and their attendant activities and events will be creatively designed by all PVA staff, ideally engaging the visual, the educational and the commercial around a shared conceptual motivation

It is a strategy based on the methods of

### multi-layering

Rather than implement a year round programme of exhibitions, PVA will curate three to four multi-layered projects which will have the potential to manifest in various spaces around the city and beyond.

### traditional and new means of production, display and distribution

Whilst furthering its reputation for excellence in the support and production of digital art works, PVA will include and support traditional artistic means.

### risk and mobility

PVA will seek to build in elements of risk into its curatorial decisions and will seek to enable projects to have mobility beyond gallery-based enterprises.