

Visual Arts and the UK's Soft Power

Call for Evidence

Introduction

This project brings together the APDIG with the **Contemporary Visual Arts Network** (CVAN) to produce a research paper to highlight the wider work and role of the visual arts in the context of the British creative sector, education networks, and the influence that this has on Britain's soft power.

Although the term "soft power" has existed in one form or another for decades, it was originally coined by the American political scientist Joseph Nye in his 1990 book, *Bound to Lead: The Changing Nature of American Power*. In 2017, he defined it further as the "ability to obtain preferred outcomes by attraction, rather than coercion or payment." Broadly speaking – the countries that will thrive in the 21st Century will be those with the best story, not the finest army. Despite recent reputational hits – the 2018 Soft Power Ranking by Portland Communications placed Britain as the leading soft power country in the world.

Drawing on the expertise provided by CVAN, the report will bring together key stakeholders from across the creative industries. Workshops will be held in the BALTIC Centre for Contemporary Art, Gateshead, and UCL, whilst also seeking a full call for evidence.

APDIG and CVAN seek to launch the report in the autumn of 2019, following Britain's expected withdrawal from the European Union.

What we are looking for

The Visual Arts and the UK's Soft Power inquiry will be looking at the challenges associated in improving the reach and influence of the visual arts on the UK international reputation and creative exports.

Your submissions can be as detailed or as brief as you feel appropriate.

The inquiry questions are:

- Where is the government seen as being particularly **strong** or **weak** on promoting visual arts
- How can government improve the resources available to artists to **develop** international links and develop a global reputation
- What the education system can do to improve and promote **visual art skills**
- How can galleries and museums can work more **collaboratively** to support artists
- Where are the key opportunities over the coming years and how should the UK be engaging with them

We are also interested in:

- **Case studies** that highlight where visual artists and galleries have promoted their work on international markets or worked with foreign institutions to exhibit them

How to submit evidence

The closing date for evidence is 5pm on **Friday 28th June 2019**.

Evidence should be submitted by email to Jack.Tindale@PolicyConnect.org.uk or in hard copy to:

All Party Parliamentary Design and Innovation Group
Policy Connect, CAN Mezzanine
7-14 Great Dover Street
London
SE1 4YR

For more information, please contact the project managers on the details below:

Call for Evidence

An open call for evidence will be hosted by Policy Connect and circulated to all APDIG and CVAN members – as well as other relevant stakeholders. Evidence will be requested that falls into the general remit of the inquiry, as well as the four specific areas being considered by the Inquiry.

Submission will not guarantee their incorporation into the final report, but relevant case studies or viewpoints will be incorporated according to the Steering Group's views.

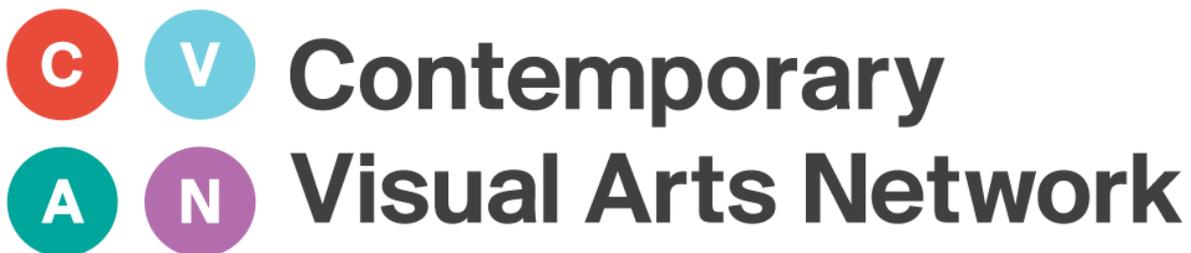
Points of Contact

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Sponsors

Policy Connect and the All-Party Parliamentary Group on Design and Innovation are grateful to our sponsor.



The Contemporary Visual Arts Network represents and supports a diverse and vibrant visual arts ecology, embracing a broad range of artistic and curatorial practice across the nine English regions.