





Horniman Museum and Gardens

London, UK

Festival of Brasil, Summer 2016

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Director, Communications and Income Generation

horniman.ac.uk

Anthropology



Natural History



Musical Instruments



Aquarium



16.5 acres of Gardens



Our vision

To use our worldwide collections and the Gardens to encourage a wider appreciation of the world, its peoples and their cultures, and its environments

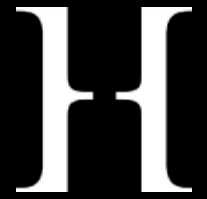


Our values



- **Respect** for the world's diverse cultures, environments and resources
- **Valuing difference** by working toward a diverse workforce and audience
- **Enrichment** through learning and understanding
- **Enjoyment** for our visitors
- **Excellence** in the research, interpretation and care of our collections
- **Stewardship** of our collections, Gardens and historic buildings
- **Sharing** and developing our expertise
- **Efficiency and effectiveness** in the way we work

Brand identity



- World-class collections
- Indoor/outdoor
- Contrasts and connections
- Human scale
- Unexpected, Amazing, Inspiring, Illuminating, Enlightening

General public audience

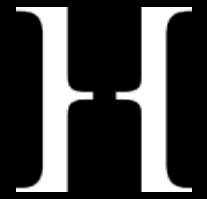


- 900,000 visits each year overall (880k website)
- General public, Schools, Community groups
- Primary audience is families (66%)
- 39% of all visitors are under 16, the majority under 5
- 25% first timers, majority frequent repeat
- 15% are from ethnic minorities
- 18% are from lower socio-economic groups
- 8% have a disability
- 65% females; 35% males
- 83% live in London (69% of this figure from closest boroughs of Lewisham, Southwark and Lambeth)
- 98% visitor satisfaction

Families



Audience development commitments



- Increase and diversify visitors
- Cultural diversity
- Income generation
- Social value
- Local community
- Cultural/Cross arts influence

Audience segmentation



General public (using Audience Spectrum):

- Metroculturals
- Experience Seekers
- Kaleidoscope Creativity

Schools

- Primary schools in south and south east London
- Secondary schools in south and south east London

Community engagement (targeted groups)

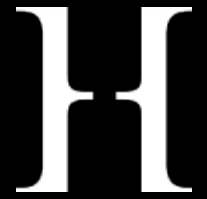
- Under 5s
- Young people (14-19 year olds)
- Refugees, asylum seekers and new arrivals
- Disability groups
- Users of mental health services

Public programme



- Embody vision, values and brand
- Audience focused
- Collections and Gardens as inspiration
- Creative hub of exhibitions, events and activities
- Umbrella themes
- Cross-organisation responsibility
- International partnerships and community to community focus
- Maximise estate
- Income generation

Key programme strands



- Themed summer festival
- Family friendly exhibitions
- Photography and art displays
- Lates programme
- Seasonal fairs: Easter, Halloween, Christmas
- Family activities

Key Programme strands

- Summer festival
- Family exhibitions
- Photo displays
- Art installations
- Lates programme
- Seasonal fairs
- Family activities



FESTIVAL OF BRASIL

3 JULY – 4 SEPTEMBER

FILMS

STREET
ART

FAMILY
EVENTS

FESTA
JULINA

INSTALLATIONS

CONCERTS

An ambitious series of events and displays across the Horniman estate and reaching into the town centre, celebrating the diversity of contemporary Brazilian culture and its rich influence on London

Showcasing both Brazil and London-based Brazilian artists and featuring music, dance, street art, outdoor theatre, photography displays, installations, fieldwork, films, carnival parades and family activities throughout the summer

Working in partnership and funded by Arts Council England



Aims



- To develop and diversify our **audiences**, while offering new opportunities of participation for our regular visitors
- To enhance the **cultural exchange** between Brazilian and British artists, communities and young people
- To develop a series of new **partnerships** with Brazilian and British organisations
- To find new ways to use our Brazilian **collections as an inspiration** for contemporary practitioners
- To create a diverse, participative and **fun** programme



Content



- Samba fieldwork display in Music gallery
- Photography exhibitions *Favela: Joy and Pain in the city* and *Fauna Brazil*
- Project Morrinho workshops and art installation
- 9 Bandstand music concerts and festival events
- Bursaries for emerging artists
- *Labirinto* curated by Jean Abreu
- A candomble object loan to inspire dance performances from youth groups, older adults, younger disabled dancers and undergraduate students

Project Morrinho workshops





PROTECT MINKA

SAY AFRICA

TEO BOYANTON

CASALEGRE 900

SAY AFRICA

TEO BOYANTON

TEO BOYANTON

And more...

- Brazilian Food Garden and café menu
- Street Art project in town centre
- 3-week residency of costume designer and performance artist Robson Rozza
- Theatre pieces *Where is Saci Perere?* and *Puppets of Olinda*
- 45 costume, decoration and choreography workshops for 22 groups including schools, families, groups of migrants, socially isolated adults, learning disabled young people and asylum seekers



Street art project



HORNIMAN
MUSEUM
& GARDENS

FESTIVAL OF BRASIL
3 JULY - 4 SEPTEMBER

LABIRINTO

SUMMER EVENING OF CONTEMPORARY DANCE
BRASILIAN MUSIC & FILM
FOOD AND BARS OPEN



THURSDAY 28 JULY 6.30 - 9.30PM
OVER 18s ONLY
TICKETS .85 BOOK NOW
HORNIMAN.AC.UK



HORNIMAN
MUSEUM
& GARDENS



HORNIMAN CARNIVAL

SUNDAY
4 SEPT
12-5.30PM
FREE



#HORNIMANBRAZIL

ARTS COUNCIL
ENGLAND

Forest Hill





FESTIVAL OF BRASIL



Book your tickets now



ATTRACTIONS BUY TICKETS

The View from the Shard

Soak up the view from £23.95

USERS SAY
★★★★★

HORNIMAN MUSEUM & GARDENS

FESTIVAL OF BRASIL

3 JULY - 4 SEPTEMBER

SEE WHAT'S ON

ARTS COUNCIL ENGLAND Forest Hill

HORNIMAN MUSEUM & GARDENS

FESTIVAL OF BRASIL



Results



- Aligned fully with vision, values, brand
- Reached and involved all our target audiences including 17% new visitors
- 195,000 visits during July and August
- 18,000 visits to specific Brazilian events
- AVE c £250,000 (excluding broadcast and online)
- Developed new methods of working with artists
- Delivered more outreach projects in streets and gardens
- Place making for town centre
- 98% likely to return and 98% to recommend the Horniman to friends and family
- Cultural exchange with UK and Brazilian partners



Video



<https://youtu.be/ZR3spmD0p3s>



With special thanks to the Arts Council England,
British Council, Brazilian Embassy in London and
People's Palace Projects
www.horniman.ac.uk