

# Hybrid Articles

## hybrid:arts

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**a new species of training provider in the creative industries**

culture art youth technology partnership learning communication people service

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### Extraordinary Cycle Open Weekend Report

On the 27th of September, as part of the Cultural Olympiad 'Open Weekend', Hybrid Arts and Coventry Transport Museum launched their 2012 initiative - a four year celebration of cycling and cycle production. The event included an 'idea's forum', the outcomes of which will inform development of the project. The forum introduced the partnership and its aims and invited the audience to contribute - a fair chunk of this was taken up by cycle lobbying in its various forms, e.g., cycle routes, cycle tracks etc. The forum panel included Hybrid Arts Creative Director Tim Ellis, professional Flatland rider Keelan Phillips, WCC Youth Arts Officer Clare Mitchell, Coventry Transport Museum officer Steve Bagley, 5 times Cycling World Champion Mick Ives, Dancescape officer Sarah Jassal and London Organising Committee of the 2012 Olympic Games Head of Live Sites Mike Gibbons - Terry Herlihy provided the roving microphone for audience participation.



Image by Tony G

This was followed by a display - an innovative light, sound and projection spectacle featuring international award winning Flatland BMX rider Keelan Phillips and a group of aspiring young BMX Freestyle riders - these young people literally cycled in off the street to get involved. The event was rounded off with some closing words from Mike Gibbons. Highlights of the display can be viewed on YouTube <http://uk.youtube.com/watch?v=xt54Tf94m8M> or alternatively go to [www.youtube.com/hybridfilms](http://www.youtube.com/hybridfilms) It was widely agreed that the venue at CTM was perfect for this kind of event. The display launched the idea of a 'Cycle Dance' - a performance on bikes that incorporates cycling, sound and projection.

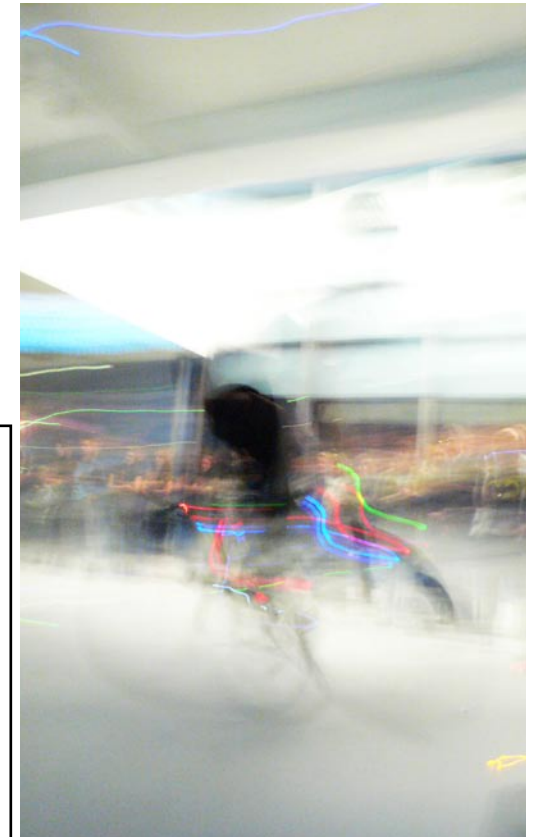


Image by Tony G

Over the next four years the partnership will grow and develop a series of major exhibitions, workshops and performances leading to 2012. Tim Ellis said: "We're really excited to be working with the Transport Museum - they're the perfect partner as they have all the knowledge, resources and expertise of the history of cycling, including the largest collection of bicycles at their fingertips, and we can come in from the grassroots with the latest in street level biking culture fronted by young people." The 'Cycle Dance' will also grow over time into a large scale participatory performance.

Image by Nick Ripley



The project was awarded the 'Inspire Mark' - one of only three licences in the region. The London 2012 Inspire mark recognises outstanding projects and events helping deliver the Games' lasting legacy.

Image by Tony G



Arts Council England have contributed funding to enable Tim Ellis to work with Keelan Phillips and Junior Cunningham to develop choreography and interactive music for Flatland BMX riding. Junior is a professional dancer with Motionhouse Dance Theatre and is a keen freestyle BMX rider. Some of the findings from their R&D will be presented in a performance at the International Conference Centre at an event hosted by Lord Sebastian Coe in December 2008.

The Leamington Courier ran a piece on the cultural impact of the 2012 Games. 'The Cultural Olympiad was an important aspect of the successful bid to hold the Games in London - and Brian Woods-Scawen, chairman of Culture West Midlands, believes it is as significant in its own way as its sporting counterpart. He said: "This is the West Midlands' chance to show not only the rest of the UK but the whole world just how strong our cultural life is. With major talent in performing and visual arts and a unique heritage, we have inspirational cultural talent to match the sporting talent which will be on show in 2012."'

# INDESTRUCTIBLE

## UPDATE ON INDESTRUCTIBLE MUSIC CLUB



Things are getting very busy at our music centre 'Indestructible Music Club' - we have young people on the new Reactiv8 course accessing the centre two days a week for two years plus a new music technology course for NEETs in franchise with Warwickshire College about to start - this will run for two days a week throughout the academic year. Both of these programmes offer accredited learning in music technology and performance along with associated media arts related to music such as video production and graphics etc...

### NARROWING THE GAP

Narrowing the Gap is another funding stream that has enabled us to open the music club up to more young people including a section for 19 to 25 year olds. This is much needed as we have regular enquiries from that age group who are frustrated at not being able to access the youth sessions. The funding is from

Warwick District Council and is intended stimulate enterprise and to provide qualifications for the target group.



### NEW PARTNERSHIP

We have secured three year funding to run a youth club at the centre - this comes in the form of an exciting new partnership with Warwickshire Youth and Community Service - their funding was over subscribed but we managed to strike a 'hybrid' deal with the department and in particular the local Area Manager Dave Jones - the youth club is now up and running two evenings a week and offers 'open mic' studio sessions, rehearsal facilities for bands and facilities to learn music technology. Anyone that joins the club will be able to get involved with setting up or performing at 'Underwired' the regular gig at the centre. Wednesdays 5 till 7pm and Fridays 5 till 8pm. Next gig is 'UNDERWIRED 19' on the last day of term Friday 19th December 2008 - this will be a mixup of MC's and live bands...more info soon on [www.myspace.com/indestructiblemusicclub](http://www.myspace.com/indestructiblemusicclub)



## Parkour gets first UK accredited course

Westminster City Council is hosting the first accredited parkour course in the country, recognised by the Assessment & Qualification Alliance (AQA), the UK's leading awarding body for general qualifications.

Parkour professionals will teach 20 young people techniques and moves used in the discipline. Parkour is an expressive sport where the aim is to move your body as efficiently and effectively as possible to navigate the obstacles around you. The sport consists of finding new ways through the city landscape by scaling walls, jumping down steps and running across buildings.

## Hybrid Arts young people star in DVD

Hybrid Arts have been used as a case study for a DVD produced by Becta as part of their 2007/08 research programme, "ICT in Education - Evidence Highlights 2008".

Becta, the Government's key partner in the strategic development and delivery of its ICT and e-learning, regularly commissions research studies to establish how best practice can be achieved as ICT technologies evolve and develop. This year's theme has been to establish how and how well ICT can be used to support young people who are NEET. Hybrid Arts were approached following on from a previous Hybrid Arts case study into this area, documenting the innovative work we do with NEETS. As part of the case study our work was captured on film, by interviewing trainers and young people to demonstrate how well ICT has been used to increase the opportunities for NEETs and enable them to re-engage and flourish at Hybrid Arts. To access the full reports please visit

<http://partners.becta.org.uk>



## bike art

We have uncovered something rather special that can be seen as a predecessor to our upcoming Extraordinary Cycle project...

"Eine Brise", by experimental Argentinian composer Mauricio Kagel born in 1931, is a unique piece for 111 cyclists who ride in formation ringing their bells at particular points. It is rarely performed, but when it was done on the seafront at the Aldeburgh festival in 2003 it went down a storm!

75/ 12th - 18th October 2008  
Doors open 13 pm to 19pm  
Preview 11 October at 6pm

This series of pieces explores the possibility of generating new vocabularies for the intangible and mutual relation to the elsewhere.

## SWITCH SUPPOSING

a drawing experience by MEM

Marta Angelozzi  
Elena Cecchinato  
Maia Sambonet



A10PS.P



Adresse

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Area 10 Project Space  
Entrance behind Library  
Peckham Square  
London SE15 5JT  
[www.area10.info](http://www.area10.info)

## sponsoring a student

Hybrid Arts are sponsoring an ex student from Binswood Sixth Form with the loan of some 3D animation software. We are very proud of their progression to Bournemouth University and on receiving an apprenticeship with Pixar.



# Agent G takes on NYC!

Agent G recently jetted across the Atlantic on a research trip to New York, New York: "Phew! What a city! Rather than launch into a lengthy and exhausting monologue about the trip - because lets face it, enough has been said of New York - I'll just let the pictures do the talking..."



Left: The gorgeous Chrysler Building at sunset

Below: New York City cops doing some posing



Below: View from the Empire State Building



Above: Times Square - 24 hour daylight



Below: a classic NYC street



## changing landscape of education

In an interesting debate on Radio 4's You & Yours show last month, callers discussed the current state of skills in the UK workforce. With rising unemployment and a weak economy, the picture is changing. Such changes have encouraged the Government to introduce new diplomas to try to bridge the skills gap. This range of vocational diplomas, which are GCSE and A Level equivalent, are supported by employers, who have helped to develop course content to make it relevant. A teacher calling into the show said "Although choices for school leavers are wider than they've ever been, students have little or no idea about the world of work." It is hoped the diplomas will change all that, by realistically preparing young people for the world of work. Hybrid Arts plan to deliver the creative diploma - Hybrid Arts are part of the central consortia of Champion School and Community College, North Leamington Community School and Arts College, Trinity Catholic School and Technology College and Warwickshire College to deliver up to 75 places for a 2009 start for the diplomas. For the last 3 years Hybrid Arts have been instilling a diploma-esque approach to education - encouraging our learners to think realistically about how their skills and interests fit into potential career paths within the creative industries, integrating vocational learning and hands on work experience into all of our training delivery. This philosophy is shared by Edge - an organisation devoted to raising the status of practical and vocational learning. Chief Executive, Andy Powell, called in to promote how technology should be used in delivering the new qualifications: "We need to use new technology - which young people are very used to. Edge is looking to build a careers advice website [www.horsemouth.co.uk](http://www.horsemouth.co.uk) to promote this idea. In an ideal world, young people would have much more opportunities to experience things as they went through education. We need to give them a chance to have more tasters and help them develop the skills to find out for themselves along with careers advisors as to what the options are. There are many paths to success, but the careers advice model is wrong. Yes, careers advisors need better support and training opportunities, but they also need the tools where young people themselves can find their own route." What employers want is people with enterprise, initiative, teamwork, creativity and you don't get those in the classroom alone.



## how branding impacts upon young people

A recent survey by the Association of Teachers and Lecturers (ATL) showed children's desire to fit in and be like everyone else in their school seemed to play a huge role in the items they wanted to own. More than 80% of teachers say the possession of branded goods is important to their pupils, ranking brands (93%), friends (91%) and logos (77%) as the top three influences on children. Almost half of those surveyed said young people who could not afford the fashion items or branded goods owned by their peers had been left out, isolated or bullied as a result. Mary Bousted, general secretary of the ATL, said the survey confirmed the "huge pressure" on young people to fit in with their friends and peer groups: "Schools and colleges should be places where all children feel equal, but it is virtually impossible for schools to protect their pupils from the harsher aspects of these commercial influences."

## Youth Music and Zavvi link up

Youth Music has joined forces with entertainment retailer zavvi to give more young people the opportunity to make music. The programme will see zavvi hosting regular events in-store such as band nights, sponsorship busking and music quizzes. Zavvi staff will also be able to take part through individual and payroll giving, by volunteering and by mentoring some of the young people who become involved in creative music making activities in the 22 Youth Music Action Zones around the country. Christina Coker, chief executive of Youth Music, said: Having a presence on the high street throughout the country will not only give Youth Music the chance to raise awareness amongst zavvi employees and customers of the importance of music making, but will also raise vital funds for music-making activities that young people may not otherwise have access to."



## using games to assist learning

Futurelab's 'Games and Learning' is a programme of research, events and planned publications building on earlier research and development over the last few years. The project is intended to stimulate discussion and the development of new intelligence amongst the research, games industry, policy and educational practitioner communities, with the overall aim of demonstrating what challenges and opportunities have emerged from debates and developments in this field to date, and identifying practical actions and interventions to be taken forwards. This research programme is part of an ongoing research project; 'Harnessing Technology: Next Generation Learning work programme', supported by Becta. Launched in July 2008, this strategy aims to bring about a step-change in the way technology is used across the education and skills system, enabling learners to take greater control of their learning. In particular, it places emphasis on five key areas: learner entitlement; engaging family and informal learning; professional tools and support for teaching; mobilising technology leadership; and fit-for-purpose sustainable technology based on personal ownership.