

Institute for Creative Arts Practice Case Studies

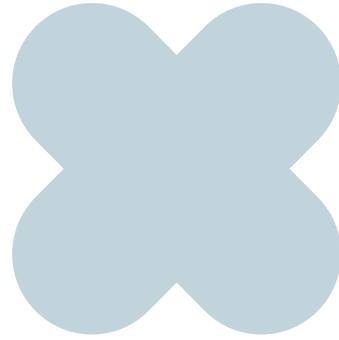
This case study first appeared in the
Newcastle University Institute for Creative
Arts Practice Activity Report 2013-2015

Email: creativeartsinstitute@ncl.ac.uk

Telephone: +44 (0) 191 208 6559

Web: www.ncl.ac.uk/nicap

Twitter: @NCLcreativearts



Northumbrian Exchanges

NORTHUMBERLANDNATIONALPARK.ORG.UK
N-EX.ORG.UK

Northumbrian Exchanges was an 18-month knowledge exchange project (November 2012 – June 2014) funded by the Arts and Humanities Research Council, responding to needs identified by various partners in rural Northumberland to explore how rural communities are stimulating economic development through cultural activity. It was led by Professor Eric Cross, and brought together academics from Fine Art, Music, the Business School and the Centre for Rural Economy.

Newcastle University and a range of partners (primarily Allenheads Contemporary Arts, Visual Arts in Rural Communities, Holy Island Partnerships and various music organisations in upper Coquetdale and the North Tyne Valley) explored together how, in the current economic climate, capacity can be built within rural communities to sustain activity within the fields of visual art and music which are particularly vulnerable. Work on Holy Island, for example, developed ways in which the community could be brought together through creative community engagement activities, providing a platform or collective 'voice' for the community within the landscape.

In the field of music, many of the issues were around capturing the traditions of older folk musicians and passing them on to younger generations. Classes and workshops for schoolchildren and young people were delivered by recent Newcastle University graduates in various rural community settings. Elsewhere in the project Masters students from the Business School worked on placements with six creative businesses, four in rural settings and two in urban settings, to investigate business development issues within creative enterprises, exploring and sharing models of best practice that can help build sustainability in these different environments.

As well as conventional outputs in the form of academic articles, exhibitions and reports for individual businesses, two CDs were produced. Northumbrian Exchanges explored shared repertoire and performance practices between folk and 17th- and 18th-century classical music with Shona Mooney (fiddle), Andy Watt (guitar and mandolin), and members of the Northern Early Music Collective led by Jamie Savan, Head of Performance at the International Centre for Music Studies at Newcastle University (soundcloud.com/jamie-savan/northumbrian-exchanges-sampler). Shona Mooney and The Mosse Troopers in collaboration with The Sill also produced *Sensing the Park*, a response to the landscape of the Northumbrian National Park.

