

# Hybrid Articles

## hybrid:arts

**Issue 29. April 08**

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

culture art youth technology partnership learning communication people service

Hybrid Arts tel: +44 (0)1926 886188  
The Quarter fax: +44 (0)1926 886189  
Spencer Yard  
Leamington Spa www.hybridarts.co.uk  
Warwickshire  
CV31 3SY  
England



## **Announcing the all new 'No Emission Mission' - Sonic Cycle Dance**

It's time to lift the curtain on Tim Ellis's Landmark Project for the 2008-2012 Cultural Olympiad – Sonic Cycle Dance!

This participatory project will create a uniting cultural force between cycling, sonic art and dance performance.

Bicycles will be fitted with sound/music generating objects that interact with the movement of the spokes. Each object is customised to create a certain pitch or tone, and therefore within a group of cyclists an arrangement of musical harmony can be achieved. The collaboration between composer and dynamic freestyle cycling choreographer will create an original and (literally) moving work of contemporary performance. The collaboration between cycling teams/organisations will present a broad spectrum of the community coming together to celebrate. From people that cycle from necessity or for relaxation to competitive racers and the young stunt cyclists, this project will not only look diverse, eco compatible and fun, but will also sound amazing.

Starting from different geographical locations, each team will set off on their journey at a preset time – all headed towards the same destination. Along their routes each team will be performing the individual harmony parts from the larger musical work.

The teams will arrive at their destination at the same time and create a larger performance in a predefined space, such as an empty car park or pedestrian area of a town centre. This will be a choreographed performance, where the different teams come together to move within each other, to cross paths and in doing so combine the sound harmonies to create the larger musical work.

The R&D stage for the project is in partnership with Coventry Transport Museum, CSWP and Hybrid Arts. Lucy Rumble, Development Officer at Coventry Transport Museum, said: "We are really excited to be working with Hybrid Arts on such a unique project and Sonic Cycle Dance will bring a dramatic and different dimension to our Festival of Cycling event. With the 2012 Olympics moving ever closer, we hope to develop the Festival into a key date in the cycling and city-wide events calendar and by working with Hybrid Arts, we can present diverse activities such as the Sonic Cycle Dance Project to appeal to a wider audience."

The first glimpse of the Sonic Cycle Dance will be at Coventry Carnival on August 24th 2008.



## **disadvantaged young people pioneer youth work**

The Youth Steps project, which trains disadvantaged young adults as youth workers, is to be expanded by the Prince's Trust following a successful 3 year pilot. Budding youth workers were provided with training, designed for marginalized young people, including those who have had experienced educational underachievement, unemployment or have offended. The pilot saw 90 people aged between 17 and 25 from across England undertake the course, which involved a week-long residential to introduce them to youth work. The course also taught them about key policies, such as Every Child Matters, and those that passed assessment received Level 1 in Introduction to Youth Work from the Awarding Bodies Consortium. Peter Lister, head of strategic partnerships at The Prince's Trust, said the project was now being evaluated with a view to introducing it more widely across England, after receiving £380,000 from the Department for Children, Schools and Families (DCSF). For more information contact [peter.lister@princes-trust.org.uk](mailto:peter.lister@princes-trust.org.uk)

## calling budding film and video artists

Leamington Spa Art Gallery and Museum are asking local film and video artists to submit their work as part of a new weekly series of events, aiming to provide local artists with the opportunity to present 'innovative media work' to a wider audience. The aim is to screen up to three pieces of work at each event, with a chance for the makers to discuss their work with the audience. This platform is designed support students as well as more established artists. So, if you're a video artist, short-filmmaker, animator, motion-graphic designer VJ or artist using video installation, contact Tammy Woodrow at the gallery for more information on 01926 742719 or [tammy.woodrow@warwickdc.gov.uk](mailto:tammy.woodrow@warwickdc.gov.uk)

## young people's anti-knife campaign

The Home Office has funded a million pound advertising campaign to appear on television and on websites accessed by young people, such as YouTube. The initiative, to be launched in the next few weeks, is designed to educate young people about the dangers of carrying knives.

Home Office minister Vernon Coaker met a group of young people from children's charity NCH to discuss gun and knife crime recently, saying that the advertising campaign is an example of how the government is already listening to young people: "What we've done with that is we've gone to young people and we've said to them: 'If you had a million pounds and you were going to develop a campaign about tackling knife crime, what would you do?...So they are developing that work for us."

The Hybrid Arts Young Agents have been developing a similar campaign on the theme of knife crime, using music and video technology to get their message across to a wide audience of young people at risk. This final video in a sequence of staying safe films, which have tackled drug and alcohol abuse and teenage pregnancy, is due to be released next month, and will be available to view on our youtube page [www.youtube.com/hybridfilms](http://www.youtube.com/hybridfilms)

## consider yourself literary minded?...

...then why not test your knowledge of all things literary with the Warwick Words Literary Quiz on Friday 9 May 2008 at 7.30pm in the Lord Leycester Hospital, High Street, Warwick. It promises to be a fun evening with a licensed bar, including a fish and chip supper, prizes and an appearance from Warwick Poet Laureate, Jane Holland. You can enter a team of up to 6 people - if you book individually or as a couple and we will add you to a team if required. All proceeds will go towards Warwick Words 2008.

Tickets: £12.50 each (£10 for Festival Friends and Volunteers)



## some potentially interesting reading material to look out for

Curriculum for Excellence, produced by the Curriculum Review Programme Board for the Scottish Executive, explores embedding the use of arts and culture in formal education provision.

The goal of the board is to "enable all young people to become successful learners, responsible citizens, effective contributors and confident individuals."

According to the report, children are born to be creative artists, but for many children these creative and artistic abilities seem to dissipate as they progress through a school system dominated by exams and league tables.

The report is available to download from the resources section of [www.scotland.gov.uk](http://www.scotland.gov.uk)

## **youth access to create advice and guidance qualification**

Advice and counselling group Youth Access is looking at creating a youth advice qualification after receiving 3 years' funding from The DCSF, the Department of Health and the Big Lottery Fund.

As part of 3 year plan, Youth Access will focus on five areas: quality and standards; workforce and training; developing an evidence base; policy and communications; and signposting to young people's information, advice, counselling and support services.

Director, Barbara Rayment, said they were considering whether it would be possible to develop an NVQ in youth advice, commenting on a gap in the market. Youth Access will also revise its quality standards for youth advice services to make sure they meet the challenges of new policies. The standards will be used to help members get ready for local commissioning under the Department for Children, Schools and Families' latest information advice and guidance standards.

Young people will be consulted on the creation of an outcome tool to help assess how useful rights-based advice is to them.

## **myplace battle for cash begins**

Hybrid Arts aren't the only ones setting up innovative youth spaces by and for young people. The government's Myplace programme, part of the 10-year youth strategy to improve youth centres, was launched this month, and bidding has commenced for the £190m funding available. Speaking at the launch, Beverley Hughes said the government would be looking for innovative and radical ideas: "We're hoping we will get some statement buildings, which are all very different and high quality, as well as world class facilities," she said. "We will achieve the most with this money, and get sustainable facilities, if they are delivered by partnerships that include local authorities, the third sector and the private sector, to give us an alliance led by young people."

Hughes said working in partnership with young people should help avoid the "Pizza Hut model", where local authorities build identical youth centres (a term coined by Fiona Blacke, chief executive of The National Youth Agency).

The Big Lottery Fund will run the Myplace programme, which will hand out grants ranging from £1m to £5m to youth centres during the next three years. Projects will have to prove they are working with and led by young people, and that they will lead to safe places for young people to take part in activities and get information, advice and support.. Hughes said: "We want to make sure this investment encourages, enables and requires partnerships to be forged in the best interests of the community."

Peter Woodall, chief executive of the Big Lottery Fund, added: "The programme will live or die by the quality of the proposals that come forward."

## **conservatives say they'd make exclusion easier...**

The Conservative Party has promised to make it easier for schools to exclude pupils in a policy paper designed to improve behaviour in schools. The party says it would remove the right pupils have to appeal, reverse proposals to make schools take excluded pupils from other establishments, and abolish the requirement on schools to teach excluded students. They say they would also allow teachers to physically restrain children and young people, and make it easier to search students for banned items. David Cameron said: "Every family dreams of a good education for their children. For too many families that dream is denied because the local schools are ruined by bad behaviour. We simply have to sort out discipline in Britain's classrooms."

Would such dramatic and plain disturbing action be the right way of going about achieving this dream?...

## the digital future

In keeping with this month's theme of embracing the future, let me take you back to the beginning of this year, when the Media Guardian brought us their digest of the future of media, looking at the strongest trends in technology, media and telecommunications, and how everyday media, such as mobile phones, digital TVs and video gaming systems, is becoming increasingly "joined-up".

**TV** - the buzz word is "blended distribution", which, in reality, means that multi-platform distribution is the future for content makers. Broadcasters are keen to extend the life cycle of their content through distribution online and via mobile phones. Broadcasters around the world are talking about developing 360-degree content, where programmes have a life beyond the television screen, both online and on mobile and even on games consoles, pioneered by Channel 4.

**Online Video** - Online video has transformed the web, but the way we search for it has hardly changed at all. Now there's a rush to find the solution - finding TV content quickly and efficiently will become increasingly important as the TV, internet and mobile devices share content more easily. Google, along with rivals including Yahoo and Ask.com, is busily upgrading its main search service to offer multimedia results. Google currently searches video using titles and descriptions provided by content owners; this is the so-called metadata associated with a piece of content rather than an analysis of the video and accompanying audio itself. Some newer search services like Blinkx have technology that tag and then scan content scene by scene using advanced voice recognition software to analyse accompanying soundtracks.

## beyond current horizons

The Beyond Current Horizons programme, a joint project conducted by the Department for Children, Schools and Families (DCSF) and education innovators Futurelab, is tasked with producing a long-term and challenging vision for education in the context of socio-technological change to 2025 and beyond. It has produced the Futures Review as part of the programme, which takes a fascinating and thought-provoking look at potential global futures and how these futures could impact upon education designed to stimu□

urges educators to ask themselves; "to what extent should education 'inherit' its futures?" All sounds a bit out of this world doesn't it? According to the review:

"In contrast to many popular conceptions, 'the future' is not determined solely by developments in science and technology, but by the ways in which these developments interact with social and cultural contexts and trends...Education will not be changed simply as a result of a given invention or discovery, but by the ways in which these developments are incorporated into social life (changing our values and goals for education) or into educational practice (changing the methods and tools we have available to education). It is only by developing a complex picture of the potential relationships between technological, scientific and socio-cultural development, we argue, that we will develop a picture of possible educational futures that is robust and which avoids the realms of science fiction."

Hybrid Articles will bring you snippets of these potential futures over the coming months... prepare yourselves!

[www.beyondcurrenthorizons.org.uk](http://www.beyondcurrenthorizons.org.uk)

## quote-tastic

Adam Singer, chair of 50 Lessons ([www.50lessons.com](http://www.50lessons.com)) and deputy chair of Ofcom Content Board hit the nail on the head when he said:

"Rupert Murdoch has said that those over 35 years old are digital immigrants while those of us under 35s are digital natives. The problem is the rules and regulators that govern the growth of the digital world, including gaming, are being created by the first group, the digital immigrants. This means we are in a period of digital colonialism where the culture of one era tries to dictate the culture of another.

Old attitudes and approaches born from linear media – books, broadcast TV and films – hold games back. If you are a parent rationing video games to your children, you are the same as a late 19th century parent saying "get your nose out of that book and do something useful". You are, in fact, depriving them of the literacy of the 21st century."



Beyond  
Current  
Horizons

technology, children, schools and families