

## Case Study



**Client:** Matthew Boulton College (later Birmingham Metropolitan)

**Scope:** Creative Producer/Director for High Profile College Events

Whilst Director of Creative and Performing Arts, Mukesh Kumar was responsible for a range of high-profile celebrations that recognised the power of arts and culture to engage and excite audiences, (not necessarily enamoured of the arts) through a whole range of creative projects. Artforms ranged from visual arts, dance, theatre, music, spoken word, design, multimedia through to less traditional forms like aerial trapeze and made the most of local connections and heritage (see photographs).

**Impact:** 'Creating a New Landscape' spearheaded radical transformation in further education nationally with its innovative mix of exciting contemporary design, careful branding and nurturing of distinct identities for sub-groups within the college. This celebration of sub-cultures supported under-represented groups to feel uniquely recognised, heard and valued. Consequently, the college saw a reduction in anti-social behaviour/greater engagement from the student body which translated into real results: success rates across all creative courses (+10% in one year), higher progression onto university, higher levels of student satisfaction. Creative staff sickness rate half that of the College.

**National recognition for FEED:** TES Award for Outstanding Innovation in Teaching and Learning (2011)

**Social Value** – With high levels of deprivation in an inner-city college community, large proportions of under-represented groups, the project contributed substantially to social mobility, employability, civic responsibility (more likely to vote/volunteer ... see [Key findings from the Cultural Learning Alliance](#))

The pioneering work at BMet spawned a number of initiatives based on the same model as FEED. These were cited as good practice by the Department for Education in their report 'Sharing Innovative Approaches and Overcoming Barriers in 16-19 Learning' Nfer/DfE, April 2015

As a result of managing highly successful high profile events, Mukesh continued to be entrusted with this role when promoted to Vice Principal, covering a period of 10 years.

## Project Details

**Project 1: “Creating a New Landscape”** – the official launch of ‘FEED’ (a collaboration project with creative industries partners and the College) and ‘PIN Fashion’ (a collaboration project with West Midlands Advantage)–see photographs

**Venue:** Take-over of Atrium at Millennium Point, Birmingham

**Budget:** ca 100K

**Audience:** ca 500 by invitation (students, families, wider stakeholders, dignitaries)

**Details:** Understanding the dramatic potential and the creative opportunities represented by the challenging venue reflected perfectly the theme of “**Creating a new landscape Birmingham**”. This venture set talent, innovation and vision centre stage. The new landscape fostered a mix of creativity and commerce, to develop and support highly adaptive entrepreneurs to enter the creative industries sector. The launch event in the heart of the city showcased and celebrated the creative potential of Birmingham through an evening of events followed by a regular series of follow-up events (funded separately) to keep project momentum going and maintain interest of stakeholders.



Rigorous Health and Safety management ensured that the technical and creative challenges of building a temporary stage set incorporating escalators, stairwells and multiple levels were overcome through cross organisation collaboration with Millennium Point.

Launch night saw

- the Final of the PIN Fashion Competition, a spectacular runway event to launch two fashion labels for the region. 12 finalists presented their Spring/Summer 2008 collections in the hope of winning one of two £10,000 business development prizes on offer sponsored by West Midlands Advantage;

- FEED INTERACTIVE where FEED design/multimedia students competed in a face off against each other with animated visual graphics to live DJing to an industry set theme based

on Birmingham postcodes;

- impressive dance and music performances from students;
- the first limited edition of the award winning 'thisisfeed' magazine. (See attached: this\_is\_feed\_2.pdf)



**Collaboration:** Innovative collaborations between education and industry partners such as Tektura and Material Lab helped make the event spectacular, together with commercial sponsors including Asif and Yvette Birmingham, Skechers, The Frank Usher Group, Marks and Spencer to name a few.

The launch event was followed by a series of "FEED" and "PIN" branded events with featured artists/heroes of the creative industries including Jonathan Barnbrook, Johnny Hardstaff, Vanley Burke, Amanda Palmer (see photographs), Ian Anderson, Martin Parr, Jermaine Francis, Gok Wan, John Burgerman, Nick Freeman, Ian Jones.

# FEED creative arts

A new philosophy in delivering creative education

The History of FEED Seminars, Magazine & Projects

