

Dinda Wahar

The Space in Between



Building the bridge between you and your audiences through great PR

A Case Study

Bedford Creative Arts

Clubhouse

“No one knows about the work we do Binita!” Said BCA’s Creative Producer Annie Bacon

We started working together in 2018 to get BCA on the map for their community driven, socially engaged arts projects with *Clubhouse*.

Key Aims: To raise the profile of BCA, the artists it works with and highlight and demonstrate the quality of work and impact that BCA has on its artists and the region. Achieve some arts press.

Key outcomes:

A **BBC TV** crew from Look East (500K viewers) came to film the Saturday night community event. Binita press managed the crew on the night and it resulted in a 3 minute feature on local news in three counties.

Local press ran the news about the project and live event online and in print.

Arts Press: Visual Artists Ireland and a-n ran previews on the Clubhouse Symposium.

The funders and community were delighted at the recognition, BCA amplified their reputation for excellence. BCA and the artists involved were appreciated for their artistic direction and bringing together of the diverse community of a Bedford estate to create a unique and outstanding arts project. For BCA the arts press was recognition they found very important and a-n particularly was an endorsement for the artists.



“I am still being stopped in the street in Cambridge by people saying to me how amazing the Clubhouse project was and how impressed they were - 2 years after the BBC Look East feature on our work. Everyone know how difficult it is to get arts press and our strategy to keep trying and your tenacity paid off”

Annie Bacon, Creative Producer, BCA

Processions with Quilla Constance

PROCESSIONS was a once-in-a-lifetime mass participation artwork which celebrated one hundred years of votes for women.

Bedford Creative Arts was one of the one-hundred organisations invited to participate. Artist Quilla Constance (aka Jennifer Allen) was appointed to make a banner artwork with the women of Bedfordshire for this extraordinary event.

Key outcomes:

The press release was well received and because of the distinctive artwork and the Freelancer PR's responsive collaboration with Artichoke the commissioner, we were trusted on delivery.

BCA were invited to come early to the *Procession* to take part in the live filming on BBC Breakfast and meet national and international journalists covering the event. The Artichoke team presented artist Quilla Constance to the Press Association for interview. This landed in the Daily Mail and then picked up internationally eg: NY Times, Washington Post, International Business Daily, Arab News and the Houston Chronical.

The NY Times, Channel 5, Sky News, Al Jazeera and Getty Images also showed Quilla's banner.

Quilla Constance and the Bedford banner troop were Live on BBC Breakfast 6 - 9am, 10 June 2018.

Al Jazeera – [Live Interview](#) within the report with Quilla Constance.

Some of the press achieved [Stitchery Stories](#), [The Evening Standard ES](#), [The Big Issue](#).

The resulting publicity played a strong part in artist Quilla Constance working with Tate Exchange on a new project. Quilla Constance has now contracted me to support her Tate Exchange installation with PR.

