

Project dashboard

TRANSPORTED



Art on Lorries

Inspire, consult, build, empower, deliver

Lead: TransportedKate@litc.org.uk

Strand: Haulage

When: July 2014 to April 2015

Where & what: Designs on the side of ten FreshLinc lorries

Key people: Artist - Alisha Miller, Arts Engagement Worker - Kate Thomas, all levels of staff at Lincolnshire Field Products and some at FreshLinc, especially Ashley Holland and Lee Juniper

Features for success

- Project launched at Parliament!
- Well resourced, allowed artist to develop ideas like a 'Mind Map' for non-English speakers; gave confidence people liked her ideas
- Lincolnshire Field Products manager gave time, access to staff and aspects of the business, and space on ten lorries for the designs. Other staff were generous and complimentary
- Experience of the artist working with people in their workplaces
- Attracted TV coverage from Look North

Learning and challenges

- Challenge getting access to drivers at FreshLinc - 300 lorries, but only managed to reach a few
- FreshLinc office sometimes seemed too busy to be able to get people involved - 'it was like the stock exchange!'
- Artist had wanted to do more sketches in the fields but felt it risked alienating people by taking too much time so relied on photos instead

Beyond 2014

Transported will commission Art on Lorries 2 with new artists and had introductions to other businesses through FreshLinc. In addition to being displayed on the lorries, some of the artwork might be made into billboard posters, maybe before they are put on the lorries, like a film 'trailer'. Online descriptions of the work by the artists will share with participants and new companies.

Drivers - How the project came about

Transported wants to break down barriers to accessing the arts and they asked FreshLinc to be a partner; Art on Lorries is a mobile art gallery that also reflects South Lincolnshire. Staff at FreshLinc were involved in initial consultation before the brief was agreed. The artist got involved after seeing a brief published. It appealed to her passion and background using trailers as an enormous travelling canvas, and working with people in their workplace.

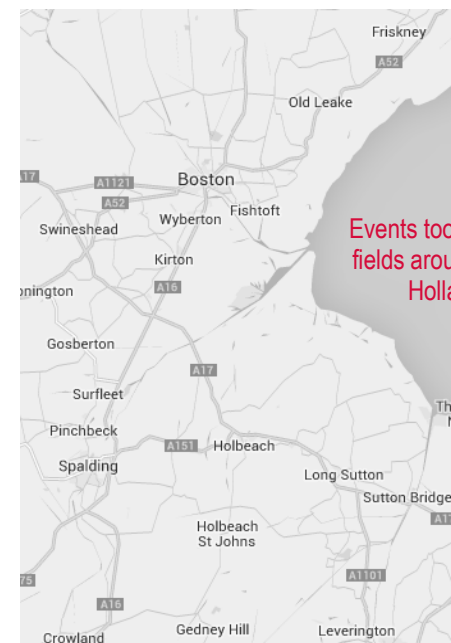
Delivery - What the project did

The main approach was for the artist to meet farmers, pickers and packers who grow and pick the produce for FreshLinc, as well as local communities, and then to follow the produce from the farm stores to loading onto lorries. The work started where people were - at work - and focused on their existing experiences, such as appreciating the design of someone's tattoo. The artist used postcards for people to write down ideas in response to the question: 'If I was to create a landscape about Lincolnshire what would I need to include?' both at work and at Spalding Pumpkin Festival. The artist created Mind Maps in the FreshLinc offices and finally made the lorry designs. The designs will be live early 2015.

Difference made - Why it was done

It is early to see the results, but with 60 out of 250 postcards returned there was certainly enthusiasm for the work. Leaving the Mind Map (for non-English speakers) in the office space prompted some replies which were hand painted. The artist hopes that when she goes back to see the pickers and packers they will feel that the artwork values their role in society - 'People don't really think when they buy a cabbage from Asda that someone has stood in a field and cut it with a knife. Broccoli and pumpkins are also handpicked by someone, I hope they see it as a validation of their work.'

'A lot of the guys said they liked working outdoors and that me going there looking at things like the sunrise or the colour of the brussell sprout leaves made them think about it a bit differently.'



Events took place in fields around South Holland



Lorry artwork