



Online Gallery Project

Background

It is common for consumers to have significant talents in creating artistic works including those relating to painting, pottery and poetry.

Undertaking these works appears to not only have a calming effect on consumers, but also gives them a sense of achievement.

This project aims to encourage consumers to become actively involved in creating artistic works. At the same time, it also aims to leverage a sense of achievement about creating the works into a sense of identity, whilst also offering the opportunity to provide them with a source of income.

The project

The project involves the creation of an online art gallery.

Each participating consumer would have their own 'gallery' within the gallery website, devoted to their art works. Their gallery could include their biography and/or explanations of the meanings they are seeking to impart through their works, as well as (where appropriate), the media they use to create them.

Artwork would be photographed and uploaded to their gallery and displayed on the internet.

There would be a facility for members of the public to purchase the artworks on line. A percentage of the purchase monies could be automatically deducted to help fund the gallery.

To leverage the sense of achievement, business cards would be created with the artist's name and contact details as well as the URL which links directly to their own gallery on the website.

To help create a sense of identity, the business card could describe the consumer as artist/author/potter/poet, as the case may be. For consumers who are unemployed, it is hoped that creating such an identity would be a positive recognition of that identity.