

# COLLECTIVE VISION

ACTIVITY

CONNECTING  
WITH ARTISTS.

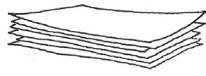
## PRIMAVERA AT 25

**OVERVIEW:** In an artist collective, a group of artists works together towards shared aims. Artist collectives vary a lot in structure but may exhibit together, share resources such as a studio space, or work towards similar aesthetic and political concerns. Propose your own artist's collective & design a manifesto.

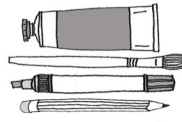
**YOU WILL NEED:**



internet  
access



large sheets  
of paper



art materials

**PROCESS:**

- START BY CONSIDERING YOUR OWN INDIVIDUAL ART PRACTICE.** Write down 6 words to describe your practice. These words may include materials you use and issues you explore.
- NOW START YOUR COLLECTIVE.** Form a group with at least two other peers and compare your lists. What things do you have in common? Use your lists as a starting point to help your collective identify what shared interests you may have.
- BASED ON THIS DISCUSSION, DECIDE WHAT YOU WANT YOUR IDENTITY AND FOCUS TO BE AS A COLLECTIVE.** Consider:
  - The name of your collective
  - What you stand for as artists
  - What type of art you will make
- DETERMINE THE RULES AND TERMS FOR YOUR COLLECTIVE.** How will your collective work? Consider:
  - When or how will you meet?
  - Will you share a studio space?
  - Will you exhibit as individual artists or as a collective?
  - Will you have fixed members, or can members change and new members join?

It may be helpful to explore the websites of existing collectives to help you make these decisions, such as Barbara Cleveland, ProppaNOW, Refugee Art Project or Guerilla Girls.
- DESIGN AND CREATE A MANIFESTO POSTER TO REPRESENT YOUR COLLECTIVE,** which includes your key artistic aims and intent. You may also wish to develop a logo, branding and other collateral for your collective - for example stickers, flyers, postcards, a website or a video.

**REFLECTION:**

- What was the experience of forming a collective identity like?
- How did you go about the process of making group decisions? What role did each member of your group play in forming your collective?