

# **Creativity in Sussex**

## **Artist-in-Residency**

(individual or small-group tailored and tutored Art modules)

1. Interested individual students discuss/choose a program of study and related practical creative-activity, tailored to their individual interests and aspirations.
2. Subsequent programs, according to individual/group elected choices and aspirations, can then be set, upward from 2-hours a week and half a term duration.
3. With an end project reference, relevant work-placements can then be discussed and explored with individual project-participants \*.
4. Hourly-tutoring needs, books, creative materials and support back-up, for each student, need to be planned and resourced.
5. An end exhibition to be staged of project designed and formed artworks, models and concepts.

\* In my past experience of running art education work-experience projects with young people over 16 (funded over many years by the Big Lottery, London Mayor's Office and the European Union among others), and as regarding resultant employment for those participants, I discovered that very often the single most valuable personal asset (with which to gain an appropriate interview) was, more often than not, that of having a detailed relevant positive personal project reference to show an employer, which I prepared for each participant.

I also always ensured I kept in touch with participants after they left in order to monitor the specific reasons for any project resultant success.

Likewise with my ex-students at the Royal College of Art Sculpture School and Sir John Cass School of Art, Architecture and Design, London.

# ***Leonardo/Tolstoy Program Modules***

Possible such 'modules' title; to reflect examples of;

1. Art bridging to Science/Creative-Competition \*;
2. Creativity bridging to Pedagogy \*\*:

*E.g. Books listed below on Leonardo Da Vinci and Leo Tolstoy;*

\* *Leonardo The First Scientist* (by Michael White),

*The Lost Battles, Leonardo, Michelangelo & the Artistic Duel That Defined the Renaissance*  
(by Jonathan Jones)

\*\* *Tolstoy* (by Rosamund Bartlett) (Russian writer and educationalist Count Leo Tolstoy)

## **POTENTIAL TUTORIAL AND ARTIST-IN-RESIDENCE MODULES**

'THEME: CREATIVITY IN THE AGE OF GLOBALISM'

### **A. Creative Inspiration Workshops\*** (including:)

- Painting, Sculpture, Drawing and Installation Art
- Photography, Audio-visual, Film-making, and TV
- Architecture and Design
- Performance/Opera
- Supported by Artist in Residence Demonstrations

E.g. the making of paintings, drawings, 3D, sculpture and photographic\*\* pieces.

\* Note: potentially relevant recent US trend, where certain large businesses are recently reported to be starting recruiting fine art graduates, or those with some practical creative-art-making-experience, because of their heightened or developed creative-thinking ability.

\*\* Photography, for example, ever since at least when I was a student at the now Brighton University art college at Grand Parade in the late 1970's (and whilst working/tutoring thereafter with RCA Fine Art students and others), has long been established at most UK art colleges as an essential creative tool (& including resultant image manipulation on screen). It is one of the best tools, I believe, with which to second-guess yourself and the world around you in creative work. It also helps understand the construction of, and power of. images.

## **INTER-ACTIVE SESSIONS**

(each chosen module of which can feed back into the making of individual student project pieces, either physical or electronic)

### **B. Creative Process & Direction, Art History and Legacy Objectives**

- The Importance of the Original Creative Idea, Genre, Medium, and of Recognisable Branded Authorship - in Art, Creativity and Business
- Contemporary and past Art History
- Private, Social and Legacy Objectives  
(National and International)

### **C. Creative Business Application**

- Product and Service Creation  
(e.g. Engineering and Creative Product Development)
- The Web, Computers and Digitalization
- Architecture, Design and Property  
(e.g. relating to Property Development ideas)

### **D. Running and Founding a Creative Business (including:)**

- Funding, Finance and Sponsorship  
(Including approaches to banks, public, government & charitable funding, and sponsorship)
- Economic Sustainability  
(e.g. private and public mix)
- Partnerships  
(including awareness of possible anti-trust legislation; e.g. E.U. and U.S.)
- Governing Bodies, Companies and Constitutions  
(both commercial and not-for-profit)
- Statutory and International Compliance  
(including planning, inclusivity and health and safety legislation)
- Globalism  
(including sourcing of overseas production/resources; and selling from/to other countries; and e.g. how the exchange rate operates, etc)
- Advertising
- Marketing
- Public and Media-relations
- Event Planning, Management, Production and Creation
- Accounting and Reports

## **E. Important Secondary Areas of Knowledge (including:)**

- **Effects of Nationalism**

(on taste, choice or even unwitting prejudice)

(connects to branding, e.g 'Made in Italy'. I.e. how certain economies depend upon their creative edge in the global market-place, notable examples; e.g. France, England and Italy)

- **Politics**

(both party and international)

- **Statutory and International Compliance and Observance**

(including International and National Legal Statutes and Agreements, such as planning, inclusivity and health and safety legislation)

- **Executive, Local Bodies and General Public Roles**

(including civic and regulatory governing bodies)

- **Sensitivity to Gender, and Place-of-origin**

- **Inclusivity and Access**

## **F. Economics**

(examples of dominant world wealth producing sectors)

(As also based on the classic historic economic paradigms [the first four below])

- **Manufacturing Industry**

(eg, including luxury good and high tech industry products,)

- **Agriculture**

- **Transportation**

- **Minerals**

- **New Technology and the Web**

- **Going Forward**

(e.g. The Internet of Things)

## **G. Environment Studies**

- **Sensitivity to the Environment**

(Including environmental sustainability and its effect on economic policy, and vice-versa)

- **People Impact**

(young, middle aged and elderly, and the study of population growth in general)

- **Wildlife Protection Measures, Flora and Fauna**

- **Geography, Geology and Climate**

- **Urban versus Rural**

- **Mapping, and History of Cartography**

## **H. Skills (including:)**

- Word, SketchUp & Excel computer-programs.
- Languages
- Creating a Business/activity Plan and Budget

## **I. Specific Individual-students' Chosen Themes**

- Examples of an Industry, Commodity, Service or Product)  
(e.g the Oil Industry, Italian and French fashion or luxury goods, Apple, Microsoft, Sky etc)
- Economic and Commercial History, and Conflict  
(e.g. the thirst for oil and its impact on conflict and economic development)

## **J. Areas of potential student debate**

- Knowledge of how disciplines overlap, and which spawned which?
- The affect of Social Media on Politics Today
- Use of the words Academic v Intellectual?  
I.e. traditionally, the word Intellectual commonly meant having an instinct for dissent, which historically often led to creative questioning of accepted facts, and thus in turn to new discoveries e.g. the debate between the Church and early European scientists as to whether the moon revolved around the sun or vice versa, etc.  
The development of art has usually depended upon such instinct for dissent.

N.b. even today the words Academic and Intellectual have more than one meaning and usage.

- The historical distinction between the concepts of Knowledge v Information?  
One, Knowledge, in debatable essence comes from life-experience, the other, Information, in debatable conjecture and contrast, can easily be garnished from the web?
- Trend away from Printed Encyclopedias towards The Web?  
Almost all major publishers producing them have ceased to do so in the last 10 years. Why?

## **Potential Student Work-experience participation projects**

Locating and Choosing Specific Internship and Volunteering Opportunities  
(both in business, and/or local, national and international government bodies, and/or within charitable/not-for-profit organisations)

### **Potential project budget elements:**

- Art, I.T. and 3D Materials and Resources; for the Making of new creative artworks/models/graphics/paradigms  
(of artistic and/or business nature, both practical and on screen)
- Artist-in-Residence
- Books, and Learning Aids
- A/V and Photography Resources
- Possible guest lecturer travel expenses  
(e.g. an individual running an international P.R. agency, a professor of the built-environment, or an international businessman of long experience and responsibility)
- Resultant Creativity - ongoing Display, and Framing  
(to show site-created-artwork/models/concepts)
- Documentation, Brochure and Promotion  
(to sell, market and promote individual exhibited project results, and also to gain feedback from either fellow students and/or the public) (web documentation, in complement would perhaps inspire certain students?)

# **Leonardo/Tolstoy Program**

## **ABBREVIATED READING LIST**

### **Art**

Pablo Picasso *Picasso on Art*

Andy Warhol *The Andy Warhol Diaries*

American sculptor, *David Smith by David Smith*

(exploitation of new technology example; in the use of new welding technology in sculpture)

Leonardo da Vinci (various books to hand)

Marcel Duchamp Book: *Dialogues with Marcel Duchamp*

(example of an artist ahead of his time)

Futurism & Dada (suitable books to hand)

Wassily Kandinsky (abstractionism) (suitable books to hand)

Installation Art (suitable books to hand)

Street Art (Jean-Michel Basquiat) (suitable books to hand)

Aboriginal Art (Australia) (suitable books to hand)

Caravaggio *A life Sacred and Profane* (by Andrew Graham-Dixon)

### **Photography**

*Alexander Rodchenko* (by Alexander Lavrentiev)

Henri Cartier-Bresson (suitable books to hand)

(many other suitable books to hand and to be sourced)

### **Art and Politics**

*Picasso's Guernica* (by Sir Anthony Blunt) (Pablo Picasso)

Joseph Beuys (German artist and co-founder of the German Green Party)

(suitable books to hand)

### **Art Spawned by Business**

Saatchi and Saatchi (suitable book to be sourced)

The Tate (ie.; why named after a sugar company) (suitable book to be sourced)

### **Media, Business, Politics and Personal Profit**

Silvio Berlusconi (suitable book to be sourced)

Rupert Murdoch (suitable book to be sourced)

### **Branding**

*No Logo* (by Naomi Klein)

(other suitable books to be sourced)

### **Architecture**

*Frank Lloyd Wright* (by Thomas Heinz)

(books on order by Richard Buckminster Fuller, originator of the phrase 'Think Local, Think Global') (other suitable books to be sourced and to hand)

### **Architecture as Art**

*Antoni Gaudi* (by Rainer Zerbst)

(other suitable books to hand)

### **Creativity and Pedagogy**

*Tolstoy* (by Rosamund Bartlett)

(Russian writer and educationalist Count Leo Tolstoy)

(other suitable books to be sourced)

## **Art and Empire**

Bob Haak, *The Golden Age* (Art begot by Empire in the Netherlands)

Simon Scharma, *The Embarrassment of Riches* (Netherlands in the age of empire)  
(other suitable books to hand)

## **Opera and its History**

*The First Opera: Dafne* (by Ottavio Rinuccini) (also sponsored by the Medici)

*Opera – Composers – Works – Performers* (by Andras Batta)

Reading material on Leonard Da Vinci's opera made for the King of France. (to be sourced)

(other suitable books to be chosen and sourced and many to hand)

## **Art, Business, Political Science, and Science in the Renaissance**

*The Medici, Godfathers of the Renaissance* (by Paul Strathern) (business that begot art)

(The Medici were the sponsors of no less than Leonardo, Michelangelo, Botticelli, Galileo and Machiavelli, among many other notables)

(other suitable books to hand)

## **Humanism**

*In Praise of Folly* (by Desiderius Erasmus)

*Utopia* (by Thomas Moore)

(other suitable books to be sourced)

## **The Legacy of Ancient Greece**

(various books to hand)

## **Symbolism in Nationalism (and Art)**

E.g. the Hammer and Sickle and various National Flag Designs

(suitable subject books to be chosen and sourced and to hand)

## **Seats of Knowledge**

Alexandria (the lost library of antiquity, e.g. ancient scientific/astronomical, cartographic and philosophical studies, among other areas) (suitable book to be sourced and chosen)

China (i.e. invention of gunpowder, paper and printing) (suitable books to be sourced)

## **Trade**

*The Silk Roads (A New History of the World)* by Peter Frankopan)

(other suitable books to hand)

## **The Airline Industry and Shipping**

(suitable books to hand)

## **Business**

Richard Branson, of Virgin, e.g. *Branson* by Tom Bower

Aristotle Onassis (suitable additional books to be sourced)

(other suitable books to be chosen and sourced)



## **History of Competition**

*The Lost Battles, Leonardo, Michelangelo & the Artistic Duel That Defined the Renaissance* (by Jonathan Jones) Michelangelo Buonarroti v Leonardo da Vinci  
*The Great Game* (by Peter Hopkirk) (Victorian era competition between Britain and Russia in Central Asia)

## **Work Ethic**

*The Labyrinth of Solitude* (by Octavio Paz) (the work ethic of Catholicism v the Anglo-Saxon, e.g. North v South America, in mirror of N v S Europe)

## **Science**

*Leonardo The First Scientist* (by Michael White) Leonardo da Vinci  
*Ingenious Pursuits* (by Lisa Jardine) (Building the first Scientific Revolution)  
Galileo Galilei (suitable book to be sourced)  
(other suitable subject books to be chosen and sourced)

## **Engineering**

*Brunel The Man Who Built the World* (by Steven Brindle) Isambard Kingdom Brunel  
(other suitable subject books to be chosen and sourced, including as may be relevant to the Brighton i360 viewing tower?)

## **The Globe and Astronomy**

Nicolaus Copernicus (Polish astronomer famous for shaking up the scientific and religious communities) (suitable book to be sourced)  
(other suitable subject books to hand)

## **Cartography and its History**

(Many books to hand)

## **Space**

*Brief History of Time* (by Stephen Hawking)  
(other suitable books to be chosen and sourced)

## **Products**

James Dyson (suitable book to be sourced)  
(other suitable books to be chosen and sourced)

## **Property Development, Politics and Architecture**

Donald Trump (suitable objective book to be chosen among many)  
(other suitable subject books to be chosen and sourced)

## **New Technology and Profit**

Bill Gates, Elon Musk (suitable books to be sourced)  
(other suitable books to be chosen and sourced)

## **Evolution**

*The Selfish Gene* (by Richard Dawkins)  
*Origin of the Species* (by Charles Darwin)  
(other suitable books to be chosen and sourced)

## **Nature v Nurture**

(e.g. gene related study books to be identified and to hand)

## **Empire and Conflict**

*Empire* (The British Empire) (by Niall Ferguson)

*Year 501* (after Columbus) (by Noam Chomsky)

*The Romanovs* (by Simon Sebag Montefiore)

*The Court of the Red Tsar* (Stalin) (by Simon Sebag Montefiore)

*Rubicon* (by Tom Holland) (Roman Empire example)

*City of Fortune* (How Venice Won and Lost a Naval Empire) (by Roger Crowley)

(to source; books on the history of The Angles and Saxons)

(other suitable subject books to be chosen and sourced)

## **Conflict and Technology**

(To source and to start with; books on the Stone, Bronze and Iron Ages (a key seminal era example)

(many other suitable books to be chosen and to hand)

## **Economics (and Globalism)**

*Medici Money* (by Tim Parks) (explains The Birth of Mercantile Capitalism; the prevailing present day world economic system (in free-market countries). E.g. the simple idea of export/import and asset-sourcing supported by banking. I.e. Wool from Scotland to Flanders supported by Italian banking)

(other essential books to hand include many by different established economists, such as John Maynard Keynes)

(other suitable subject books to be chosen and sourced)

## **Competition**

*The Six Killer Apps of Western Power* (by Niall Ferguson)

(other suitable books to be chosen and sourced)

## **Geography and Nationalism**

(published book to be resourced of maps of the major world nation states at various stages of their evolution and/or creation over the past millennium) (Poland or China, for example, are fascinating examples)

(likewise maps of the history of colonialism, for example the British, Dutch, Spanish, Portuguese, or French empires. In mirror; USA mapped influence, in the last century)

## **Global Division**

The Bulls of Pope Alexander VI that divided the world's oceans between Spain and Portugal in 1493. (subject book to be sourced)

(other suitable subject books to be chosen and sourced)

## **Politics (about both free-market and command economies)**

*My Life* (by Fidel Castro)

*The Prince* (by Machiavelli)

(list to be expanded to include books on Thatcher/Bevin)

(other suitable subject books to be chosen and sourced)

## **Religion**

*The Popes* (by John Julius Norwich) (history of the Popes)

Protestantism, The Reformation and Martin Luther (suitable book to hand)

The Prophet Muhammad, the founder of Islam (to hand and to be sourced)

The origin of Buddhism (suitable book to be sourced)

(other suitable subject books to be chosen and sourced)

## **History**

*The Guns of August* (by Barbara Tuchman) (first month of WW1)

*A Distant Mirror* (by Barbara Tuchman) (a history of the calamitous C14<sup>th</sup> as a mirror of the similarly calamitous C20<sup>th</sup>)

Mao (the Cultural Revolution in China)

(many other suitable books to hand or to be chosen and sourced)

## **Oil and Energy**

*The Seven Sisters* (by Anthony Sampson) (and updated edition; *And Then There Were Five*)

*John Paul Getty* (various books to hand)

(other suitable books to be chosen and to hand)

(Sea wind-power off Brighton may be a related topic of student interest?)

## **Gold, Diamonds and Essential Minerals**

(suitable subject books to be sourced)

## **Philosophy**

Plato (suitable book to be sourced)

(also books to be ordered by Marshall McLuhan, e.g. regarding his mass-produced-and-airlifted hypothetical global-home-supply concept based on the then stand-alone capacity of the US automobile industry)

(about his belief that the world housing shortage was capable of being solved thereto)

(many other suitable subject books to hand or to be sourced)

## **Environment**

(suitable books to be sourced and chosen)

## **Medicine, and Pharmaceuticals**

*Civilisation* (by Niall Fergusson)

(other suitable books to be chosen and sourced)

## **Human Rights and Property**

*The Highland Clearances* (by John Prebble) (the agricultural era)

(other suitable books to be chosen and sourced)

## **Treaties**

(E.g. the *Antarctica Treaty*, the *Universal Declaration of Human Rights*)

(suitable books to be chosen and sourced or to hand)

## **Colonialism and Personal Profit**

*The King Incorporated* (by Neal Ascherson) (Belgian King Leopold II and his colonisation and private exploitation of the Congo)

(other suitable subject books to be chosen and sourced)

## **The Creation of the National State**

*Bismark* Jonathan Steinberg (creation of Germany)

*Garibaldi and His Enemies* (by Christopher Hibbert) (the making of Italy)

*Bolivar* (by Marie Arana) (Nation building in South America)

*Mao*, book by Jung Chang (China)

Abraham Lincoln (book to be sourced) (USA founding father)

(other suitable subject books to be chosen and sourced)

**Law**

*The Rule of Law* (by Tom Bingham) (former Lord Chief Justice of England)  
*Whistler v Ruskin* (the most famous court case in art of the C19th) (book to hand)  
(other suitable books to be chosen and sourced)

**Literature**

(examples to include books by:)

Gabriel Garcia Marquez

Laura Esquivel

Ernest Hemingway

Tolstoy

Dario Fo

Umberto Eco

Henry Miller

(other suitable books to be chosen and sourced)

**Film**

To be developed, and to include notable film examples on DVD/UTUBE.

Possible invitation of knowledgeable guest lecturers, especially with any intimate knowledge and personal experience of the above subjects, could, of course, help focus student interest and potential inspiration in such disciplines, and as relevant to subject cross-links?

Max Couper  
Sussex  
2018

## MAX COUPER

maxcoupercollection@outlook.com

1978 - 1998

### ***Selected one-man fine-art museum, gallery and city exhibitions/commissions***

- 1978 New York - Performing Garage
- 1979 Battersea Park - Mayor of London commissioned large-scale installation
- 1980 Dusseldorf – Stadtische Kunsthalle (City art hall)
- 1981 London - Air Gallery
- 1988 London - Camerawork Gallery
- 1989 London - Unit 7 Gallery
- 1991 London - Museum of Installation
- 1996 Antwerp - Museum of Contemporary Art
- 1997 Duisburg - Lehmbrock European Centre of Modern Sculpture
- 1997 Dusseldorf - Ute Parduhn Gallery
- 1997 Dusseldorf - City commissioned installation
- 1997 Hannover - Sprengel Museum
- 1998 Brussels - European Parliament
- 1998 London - Battersea Park Pump House Gallery
- 1998 - 2014 London – Couper Collection by Albert Bridge in association with Wandsworth Council

*Awarded Freedom of the City of London 1999*

*Invited as a Focus site of the London String of Pearls Millennium Festival 2000,  
the London String of Pearls Golden Jubilee Festival 2002,  
and the London Diamond Jubilee Celebrations 2012*

*Feature article in the City of London's City Bridge Trust Review 2011*

*Feature article in the Big Lottery Fund Reaching Communities Case Study 2011*

**2014 - 2018**

***Freelance art-site design and education consultant***

- Designing ideas for an arts site for The Royal Borough of Kensington and Chelsea
- Consulting on an arts strategy to the Thames Tideway Tunnel consortium
- Designing ideas for a rural art site, South Downs National Park, Sussex
- Setting up of a personal art and design studio in Hove, Sussex
- Advising education institutes on arts strategies

**1998 - 2014 The Couper Collection Public Art Museum, by Albert Bridge, London  
*Art-site creator, promoter and director (see [www.coupercollection.org.uk](http://www.coupercollection.org.uk))***

- Art-site design, layout and construction management, directing a group of architects, AutoCAD and 3D technicians, engineers and construction contractors
- Responsible for extending the site, from 300 to 3,500 sq m - from initial design, to funding-raising, build, construction and public operation
- Creating and directing associated exhibitions, collections, events and educational projects
- Employing and directing all site staff, curators and volunteers
- Creating close-working collaborations - e.g. with Arts Council England (ACE), both London Tate, the RCA, Church of England, London Mayor's Office, European Parliament, National Portrait Gallery, Bowie Art and UN organization WAFUNIF
- Obtained substantial funds and support, including from City Guilds, local authorities, ACE, Heritage Lottery Fund, Big Lottery, City Bridge Trust, European Union, London Mayor's office and from the private sector e.g. Tata Steel UK
- Creating presentations and regular written reports and evaluations to funders, supporters and collaborating institutes and authorities
- Responsibility for site marketing, public relations, promotion and delivery to the media.
- Responsibility for maintaining, writing and updating the museum's website, photographing and editing all the images, and managing the museum's visual and document database
- Application of health and safety legislation in areas of the public site and workplace, identifying and creating risk assessments of public and staff site hazards; and management of the associated risks

**2000**

***Event creator and director***

- Creator of the London Millennium Night *Blazons* Event on the Thames
- Creator of *Fleeting Opera*, performed on the Thames by the Royal Opera and Royal Ballet for the public and Close of Parliament 2000

*See catalogue and attendant media coverage*

**1982 - 1989**

***Trading as Global Productions***

Promotion and audio-visual advertising aimed at worldwide tourism and business generation

- Lead UK contractor for The Canadian Government's international AV campaigns  
Producing Audio/visuals in English, French, German, Italian, Spanish and Japanese  
Also responsible for managing Canadian Provinces' visual and document databases

- Mercedes Benz  
Producing UK audio-visual presentations
- American Airlines  
Producing International multilingual audio-visual presentations
- The Soviet state shipping agency  
Producing UK audio-visual presentations

*Spoken and Written Foreign Languages*

French and German

*Visual and IT Technology Skills*

Word, Excel, Powerpoint and SketchUp programs, among others, and experienced photographer, videographer and filmmaker

*Education, Qualifications and DOB:*

1976 - 1979

Brighton University  
Honours Degree in Fine Art

1975 - 1976

Foundation Course Croydon Art Collection

1974 - 1975

Warringham School evening classes:  
GCE O-Level in Art  
GCE A-level in Art

1973 - 1975

Redhill Technical College  
GCE A-levels in;  
Economics  
French  
Geography

1968 - 1973

Whitgift School Croydon  
GCE O-levels in;  
Maths  
English  
English Literature  
Geography  
Physical Science  
History  
German  
French

1961 - 1967

Primary school at Haywards Heath, Sussex

9 March 1957

Born Cuckfield, Sussex