# WHY HIRE AN ARTIST?

Artists are creative problem solvers with a fresh view. They translate abstract technical concepts into tangible and emotional visual forms - broadening the impact, significance and reach of academic work.

Artist partnerships encourage interdisciplinary thinking, challenge conventional methods, and open up opportunities for innovation in both fields. Among other benefits, this can support identity and team building, well-being, impact, public engagement and involvement.

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Freelance artists are often expected to work for free or for exposure. Acknowledge the power imbalance and expect to have to take the lead on fair pay, recruitment and contracting.

Consider looking at local arts consultants and arts agencies who can support this work or advise further. They may also be good places to advertise opportunities.

## NEED MORE HELP?

## GET IN TOUCH...

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## PHIL LAMBERT

Phil Lambert is an award-winning visual artist and arts consultant based in Cardiff. He has worked with British Society of Soil Science, Cardiff, Cardiff Met, Edinbugh Napier, The Royal Society, Swansea UWTSD, Swansea, Reading and Bristol Universities.

He has worked in higher education for over ten years in research support, widening access and public involvement.

He also works on the 'Lead Creative Schools' project run by the Arts Council of Wales, managing artist interventions to enhance teaching.

# HOW TO

# WORK WITH ARTISTS

# 12 TIPS... *(In an ideal world)*

## START EARLY
Engaging artists early in the projet allows their creativity to influence your strategy, research and public engagement. It also helps identify issues sooner. It shouldn't be a tokenistic engagement add-on or just using up an under-spend.

## CONTRACT
Don't leave things to chance. Who owns the work and image rights? Who is responsible for material costs, exhibition arrangements/costs. What if the project is abandoned? Check the artist has Public Liability Insurance. And much more...

## STAGE THE PAY
Large organisations often have difficulty paying freelancers for small payments. Staging payments helps provide budget for materials, can mitigate project interruptions like illness and helps identify any issues sooner.

## FAIR RECRUITMENT
Don't just use the supplier list, or that friend you met. Ask where you can advertise the opportunity and ensure you recruit the most appropriate artist.

## WRITE A BRIEF
The best briefs are an open question. They don't prejudge outcomes or limit the possibilities. Include, budget, dates and intended audience

## WHAT SKILLS?
Do you want a graphic designer / illustrator / workshopper? Do you want co-production? Do you want to allow an even more creative response?

## FAIR PAY
The Artist Union England advertise suitable rates of pay for artists at different stages of their career. www.artistsunionengland.org.uk

## ABOUT THE JOURNEY
Creative impact emerges from conversations and moments throughout the project cycle. The main value may not be in a finished artwork.

## WHO IS THE ARTIST?
Ensure you include links and their name when you feature the work. Can you take works with you to conferences or share them online? If so, inform the artist.

## SHADOWING
Consider allowing arts students or recent graduates to shadow an experienced artist to help raise standards and give experience.

## AUDIENCE AND VENUE
If you are creating something, who is your audience and how are you reaching them? Don't forget venue hire, release planning and installation costs.

## ARCHIVE
Working with an artist can be an part of the institutions history. Also, identify and implement ways of passing the lessons you learnt onto others.