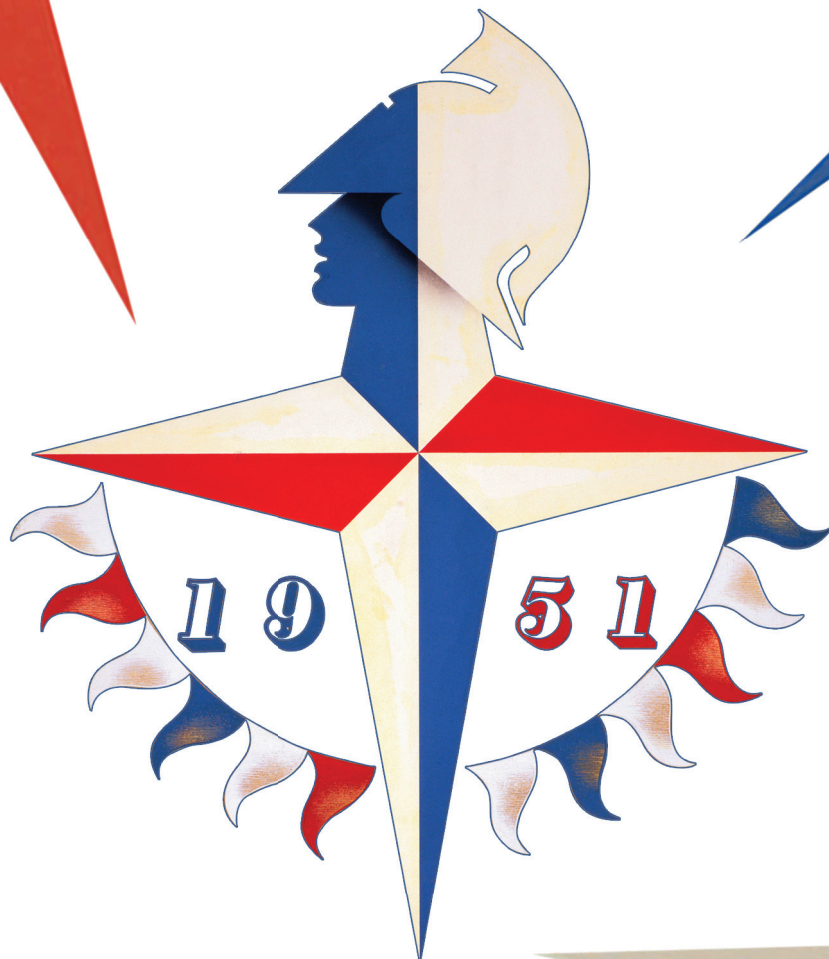


SOUTHBANK CENTRE



TONIC FOR
THE NATION

Art
by
Post

Welcome to your fourth creative booklet from Art by Post, a way for us to stay connected and creative when we're not able to meet face to face. We have really enjoyed receiving your poetry and art: please keep sending it to us.



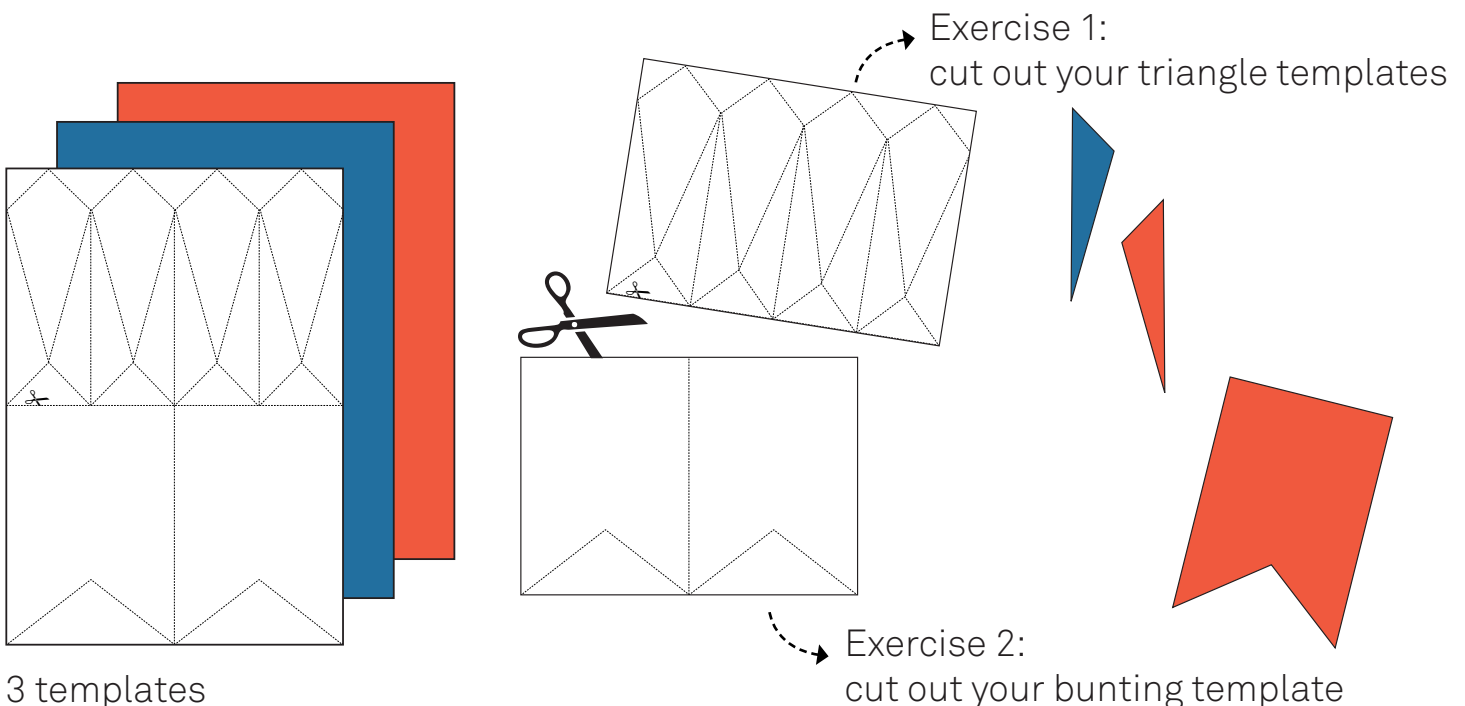
This booklet's guest artist is textile designer Seiwa Cunningham

'I have a keen interest in alternative methods of printing and image transfer, working with layered textures, fabrics and mediums. My tools are paints, vintage papers, ephemera, stitch and fabric, although anything not nailed down is fair game. Recently, I have been working on small dresses onto which I record my early memories, using photographic imagery and text on fabric. I think of my 'reminiscence dresses' as sketches. They have the loose lines of a quick drawing. What I'm trying to do is capture memories quickly – emotions, times and places.'



In this fourth booklet, we're drawing inspiration from the history of the Southbank Centre, and the Festival of Britain. This was a national exhibition and fair that reached millions of visitors throughout the UK in the summer of 1951, and was billed as '**a tonic for the nation**'. The Royal Festival Hall at the Southbank Centre is the only remaining building from the festival

In your pack you will find coloured templates to cut out for Exercises 1 and 2. You'll also need: string, scissors, a glue stick or sellotape and a hole punch (or a pen to poke holes in your paper).





The brochure advertising the Festival of Britain was created by graphic designer Abram Games and was one of the most recognisable visuals of the time.

1

Design a festival poster

We'd like you to imagine that you've been asked to design a poster, as a tonic for these times, using the same colour scheme and motifs as Games did all those years ago.

In your pack is a template of the shapes he used. Cut these out, and play around with the placement and colour combinations. Once you're happy, stick your shapes onto a background piece of paper or card.

You can add embellishments - for example, add a black outline to some or all of the shapes, or try cutting out your own triangle shapes from old magazines.



2

Make festival bunting

During the Festival of Britain, lots of bunting and flags were used to decorate the venues. Now you're going to make some too.

Follow the template for cutting the bunting shapes, and choose your own order and length. You can make extra bunting from paper you have at home already, such as old wrapping paper or magazine pages.

Arrange the bunting along the length of the string so it's evenly spaced. Leave six inches at either end of the string to hang the bunting.

Secure the string with glue or sellotape, or by making holes in the pennants and threading the string through them.

Don't forget that you can add designs to both sides.

Hang your bunting up at home, or post it back to us in the enclosed envelope - it could become part of our exhibition.



Turn over for more exercises



3

Make a tonic shopping list

tonic (noun)

Something that makes you feel stronger or happier: giving a feeling of vigour or well-being; invigorating.

What are the activities, memories, objects and people that give you a feeling of wellbeing? Let us know what you'd add to a tonic for the nation this year.

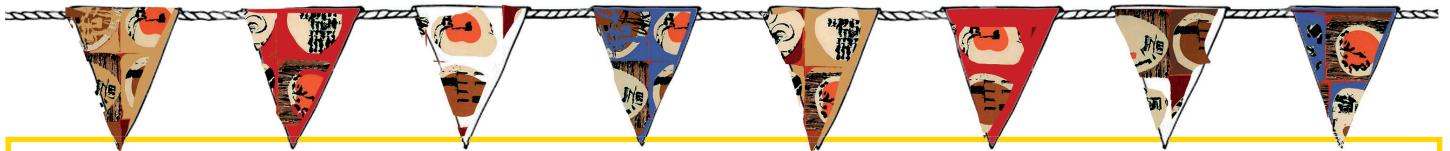
Tell us your ingredients and we'll add them to our giant shopping list, which will feature in our exhibition.

Example: ingredients list

The flowers in my window box

Swimming in the sea

'Wuthering Heights' by Kate Bush



We'd love to see your designs and hear your ideas.

Once we reopen our venues, we hope to create an exhibition of your work. If you'd like to send us a copy of what you've created, post it in the Freepost envelope included in this pack, or put it into your own envelope marked clearly '**Freepost SOUTHBANK CENTRE**'. You don't need to add a stamp, but make sure you include your name and address.

Or email your work to: artbypost@southbankcentre.co.uk

We will do our best to send it back to you after we've made a copy (but we may not always be able to). Along with your creative work, please include your name on the yellow slip provided. If you are shielding (staying at home in order to keep yourself safe from the virus) please arrange for somebody else to post your work to us, or give us a phone call.

Southbank Creative Learning Team: 020 7960 4206

Leave us a message and we will reply as soon as possible. But please forgive us for taking a little longer than usual to get back to you at the moment.

No stamp needed



Freepost
SOUTHBANK CENTRE

Thank you for taking part.

There will be a short pause while we contact all our Art by Post participants to check that everyone is still happy to continue receiving booklets. We may ask some of you for some feedback as well so that we can make any adjustments to future booklets. The next booklet will then be sent out in early September.