

**5 SEPTEMBER 2005**

**BRINGING ART TO LIFE**

Artists from around the country have backed a new project to make art more accessible for children in the classroom. ArtisanCam brings artists into the classroom at the touch of a button and at no expense to the school. It gives children a new and rewarding way of relating to art and artists.

Seeing an artist at work in the studio is an inspiration for children, but a trip can be difficult and costly to organise. Using broadcast quality cameras, a broadband connection and interactive whiteboards, ArtisanCam beams the artist directly into the Art Room.

There are live-streaming sessions showing the artist working in the studio and on location as they create a piece of work. Schools taking part in the project can submit questions via email or participate in live video-conferences. Children can also submit pictures of their own work to the gallery section of the site.

"Some of the oldest skills are being demonstrated using the newest technology," according to the project's Artistic Director Keith Alexander. "Most children enjoy 'doing' art but have never before been able to watch a professional artist working live. This project enables children to come into contact with positive role models from the art world. This has been a driving force behind ArtisanCam."

The ArtisanCam website itself is a multi-layered resource for anyone to use. There are illustrated step-by-step guides by the featured artists; demonstrations of techniques; participation through interactive workshops; a classroom based workshop and a virtual workshop and suggestions for places to visit. As the project develops and each artist is added, the site builds an archive of a range of different skills and disciplines. All this material is aimed at a wider audience of teachers and Key Stage 2 and 3 pupils.

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### **Notes to Editor**

<http://www.ArtisanCam.org.uk> was a nominee for the BAFTA Interactive Awards presented earlier this year.

ArtisanCam is commissioned by Culture Online, part of the Department for Culture, Media and Sport and delivered by [artists@work.org](mailto:artists@work.org) and CLEO