

T221 Introduction to Arts Management – FA Graded Assignment

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Event Title: colourful connections – visual arts for families

Cost of tickets: Free

DATE: During the whole June Holiday

Venue Chosen: Multi-purpose rooms, Goodman art centre

BRIEF

For my event “colourful connections” It will be focus on visual arts as it is very inclusive and accessible to kids who might not understand other forms or art, visual art is a very basic and easy to comprehend for kids and does not require much critical thinking just focusing on expressing themselves. At the start of the event, families will be given a map to guide them through the different programmes, this map will include braille for the blind and will have colours and images to help children understand easier.

PROGRAMMES

1. “Our Shared Canvas” – Family Mural Painting

Families will work together to create a mural of themselves, they can paint anything that they want to represent themselves like animals, colours, objects, hobbies, values, etc. This activity will be assisted by some professional painters who can guide the families in painting what they desire, encouraging communications and increasing bonds between families while inspire families to be open to express themselves through visual arts. Through this activity I hope that families have the opportunity to learn more about each other, creating deeper bonds.

2. “DIY Sound Jam” – Recycled Rhythm Workshop

Families will create simple instruments using recycled materials like bottles, beads or other materials that can generate a interesting sound, then they will join a rhythm game it could be like follow a beat and a volunteer is standing there and creating a best for them to follow or it could also be a music video and the families can just follow the music beat and play their instrument .It’s fun, accessible, and encourages teamwork and creativity. Thus, encouraging participants to express their artistry and creative mind while enriching the communities through music. A blindfold will also be provided for each participant as I want the person to put themselves in the shoe of a blind person and experience making instruments and music while blind, this makes it interesting while as it helps people to understand how things are different for the blind and the challenges. Hence making people more compassionate and teaching children to be considerate and nice to the blind.

3.” Make your own avatar”- Designing own avatar

The participants will work on this individually then share it with their family members and also others around them, the avatar could be in any style and thing it could be a monster, human, animal, anything . The only requirements is that it should represent them and who they are example, if they are a protector who wants to protect their family they could draw a shield or if they are a kid who wants to be a ninja because it is cool they could draw it too. This activity brings out people's own reflection on themselves and also creativity while also being able to help people to learn about each other. The disabled will be assisted by the kind volunteers.

4. "Us Together" – Polaroid & Frame Decorating

After the stations, each family gets a polaroid photo which will be placed in a card board frame which they then decorate the cardboard frame with stickers, doodles, or words. It's an easy, heartfelt activity that gives families a personal keepsake to remember the event. It also acts as a way to store their memories together.

WHY multi-purpose rooms as the venue?

It is spacious and can allow multiple family to be there at the same time. The big space allows family to move around more freely and also allows me to install sections in the room so that the event will run more smoothly and less confusing to families. The large space would also be nice since there might be people with disabilities participating so more space would mean lesser accidents or stations being overcrowded. The large space also mean that the 4 different sections for the different programmes can be bigger to host more people, and I am also able to get more staff, volunteers and artist to be on site. I can also take advantage of the space to make cool set designs, example:

"Our Shared Canvas" – paint-splattered cloth backdrops, mini easels with examples that is done by the volunteers and artists.

"DIY Sound Jam" – colourful hanging recycled items, music notes shapes, also a laptop and speakers to play some kid friendly jams like, Taylor swift "shake it off", Bruno mars "Uptown funk", etc.

"Card Game" – tables with "game zone" signs, maybe deck-of-cards designs, I will dd existing card games like uno, spot it, matching/ memory card games.

"Us Together" – fairy lights, photo display wall, string with clothespins to hang photos, also some props for the participants to pick.





Prepare a target audience analysis for your event and explain how your programme suits their interests and needs.



My target audience are families living in Singapore who are looking for meaningful family bonding event. four in 10 either do not carry out such activities with their children or did so just once a month. My programme suits their interests of finding a highly engaging and fun family bonding activity. A lot of parents have a hard time finding activities that require team effort from every member of the family, instead usually it is each of them doing individual crafts. My programme needs every member of the family to work together, share ideas and express themselves freely. This lets family's bond while creating a precious memory, and also allows them to understand each other better. When they look at the photo frame they made together, they will remember the good time they had. Most programmes outside that are marketed for families usually have the kids doing the activity while the parents help from the side, but mine makes the parents be more active and involved in making the artwork. This stops the parents from getting bored and gives them a chance to be more proactive in their

parenting roles. It's more special and different from typical art activities you see in malls or schools.

I will also market my event as blind, deaf and wheelchair friendly so that people with disabilities don't feel like they have to be afraid or left out, 1 out of 7 individuals have a disability but I don't see much art programmes catering to them so that is why I want to do it. I want everyone to feel welcome and included no matter their background. For example, I can make sure that there are ramps to enter the venue easily, provide guidance from volunteers that uses writing and physical signals or actions especially for the music activity the rhythm game, the volunteer can tap the table and request the deaf person to follow, this is amazing for the deaf and for the blind, I will add audio guides or art pieces with textures and brails on the map and brails on like a paper in each of the different 4 activities that gives instruction on what to do then volunteers guides them physically. I want the disabled people to feel included, safe and able to enjoy the event I planned. I want them to feel warmth and be inspired to do art in spite of their challenges.

I also think about how kids and parents communicate. Sometimes even in the same house they don't always talk deeply as everyone is busy with school and work. So, I created a task that needs them to decide on one artwork idea as a team, it means they need to discuss, suggest, and compromise. This will create opportunities for families to display cooperation, empathy and patience which will make them understand each other better. These are the things that make memories stick. That's what makes my programme meaningful and different.

<https://www.artdis.org.sg/our-impact/>

<https://www.straitstimes.com/lifestyle/arts/most-singapore-parents-dont-spend-enough-time-with-kids-on-arts-and-crafts-survey>

SEGMENTING

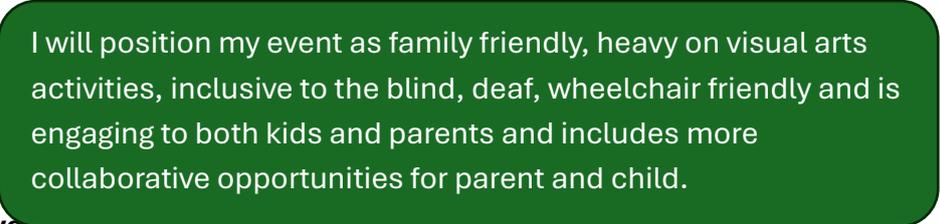
People who are interested in art but have little to no experience and just want to try something new, learn, explore and get inspired. Maybe they've never been to an art workshop before or maybe they think they're not artistic but are still curious. I also focus on families who are interested in art but haven't really done anything art-related together before. They want to do something meaningful as a family, not just go out and watch a movie or eat. They want to bond, have fun, and get a deeper understanding of each other. Some may want their kids to be exposed to creativity, or some may want to spend more quality time that's different from the usual routine.

TARGETING

Families who are interested in art and families who have a disabled family member who have little to no experience; looking for family bonding activities that is meaningful, fun and wants to be inspired and have a deeper understanding of each other.




POSITIONING



I will position my event as family friendly, heavy on visual arts activities, inclusive to the blind, deaf, wheelchair friendly and is engaging to both kids and parents and includes more collaborative opportunities for parent and child.

Explain how your proposed event supports the Arts House's mission and adds value to the organisation.

My event supports the art house's mission of inspiring and enriching lives through the transformative power of the arts, and to bridge the arts and audiences by transforming ideas into reality through their distinctive spaces and programmes. My event supports this by using different forms of art like music, painting, designing to make art that is fun and meaningful. A lot of people, especially parents, don't really explore art in their free time because they think it's only for professionals or people with talent. But through this event, they get to experience how simple art activities can help them relax, bond with their kids and feel proud of creating something. It shows them that art isn't only about how beautiful the end result is, but the process of working together, expressing ideas and spending quality time. This helps them see the value of art in daily life, and that supports the idea of using art to enrich lives. The children when making art could feel inspired to be an artist and do it in their free times. A friend of mine got interested in art because his art teacher encourages him to continue to do art even after school and now, he is doing commissioned work and is in a community with equal minded people that is interested in sharing their art and helping each other out. I want my event to be like a push for the children and make them realise that they can do art too just like my friend's teacher.

The art venues like Goodman art centre was designed to support vibrant arts sector and forge connections within communities and with my event, local artist can feel supported as they have more ways to show off their skills and work and also the families in the community will interact and thus forming a connection which hopefully becomes a nice friendship. More people who sees my event could be inspired to create their own event, thus expanding the amount of art events in the communities.

Goodman art centre aims to bring artists, enthusiasts and neighbouring communities together to experience the arts in a warm and intimate manner. My event will bring artists and people who are interested in art or exploring art, together in a cozy and safe environment that is free from judgement and the artist will demonstrate hands on how

to paint or draw and will guide them step by step, the volunteers will be welcoming and friendly and be enthusiastic about showing the participants what is to be done. This environment makes art more approachable and accessible to families and people with disabilities.

Initialization & Planning

The key purpose of this event is to offer meaningful opportunities for families from diverse back grounds to bond and connect using art as the main medium while aligning with the art house's mission and values.

The event will hold 50 people which should be enough and not too crowded, it allows kids to run around and for the artists and volunteers to set up the 4 different stations. And some decorations for each section. The event will be targeted towards families living in Singapore and will also be clear that it also caters to disabled people. The target outcome of colourful connections is creating a welcoming space where families can bond through art which strengthen the community spirit. Each activity is designed to promote creativity, communication, and teamwork between parents and children. At the end, we hope families becomes closer through the activities and cherish the artwork they created together like the photo frame, mural painting and personalized card games.

We also want families to feel Goodman art centre is a space for everyone, not just art experts. If families laugh, interact meaningfully, engage with the creative process, and be inspired to make more art in their own time, then the event has successfully fulfilled both its purpose and The Arts House's mission of connecting people through the arts and forging a stronger connection in the communities.

The key stakeholders are:

1. Families (Participants)

- Parents and children attending and actively participating in the activities.

2. Professional Artists and Facilitators

- Painters guiding the mural painting station.
- Music facilitators leading the recycled rhythm workshop.
- Art instructors helping with avatar design and frame decorating.

3. Volunteers

- Assisting with setup, managing stations, guiding families, and cleaning up.
- 4. Goodman Arts Centre Management**
 - Venue provider responsible for the space, safety, and facilities.
 - 5. Event Organiser**
 - Myself who is responsible for planning, coordination, and execution of the event.
 - 6. The Arts House / Art House Limited**
 - Organisation whose mission my event aligns with and supports my event
 - 7. Suppliers**
 - Companies or individuals supplying art materials, recycled items, polaroid cameras, and other resources.
 - 8. Local Community**
 - Neighbours and community members who benefit from or support the event indirectly.

Stake Holder analysis

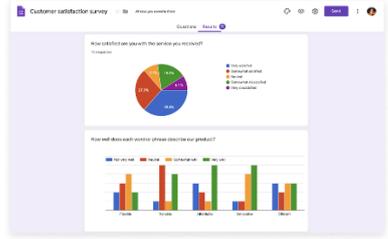
Stakeholder	Interests	Influence	Communication Needs
Families (Participants)	Enjoy engaging, fun, and inclusive activities and quality family bonding	High (event success depends on their satisfaction)	Clear info about event date, time, accessible instructions for the activities, and support from volunteers and artists, feedback and more assistance with disabled family member.
Professional Artists and Facilitators	Showcase skills, support families, smooth activity flow	Medium-High (quality of activities)	Detailed briefing on roles and duties, activity schedules, materials needed, feedback channels
Volunteers	Help participants, smooth event running, learn and contribute	Medium	Clear instructions, schedule, roles, and on-site support, enthusiastic attitude and be patient and calm.
Goodman Arts Centre Management	Safe, well-managed venue use; positive community impact	High (control over venue and facilities)	Regular updates on event plan, safety protocols, logistics, and a route for wheel chair bound people to get to the event.
Event Organiser (ME)	Successful event delivery, participant satisfaction	High (decision maker)	All communication with all stakeholders; coordination, plan the activities, read feedbacks.

The Arts House / Art House Limited	Alignment with mission; positive community engagement	Medium	Reports on event impact, alignment with mission, promotional materials, Feedback from the participants.
Suppliers	Timely delivery of materials and resources	Low-Medium	Clear orders, delivery schedule, quality expectations
Local Community	Benefit from inclusive, family-friendly community event	Low	General event awareness through community outreach

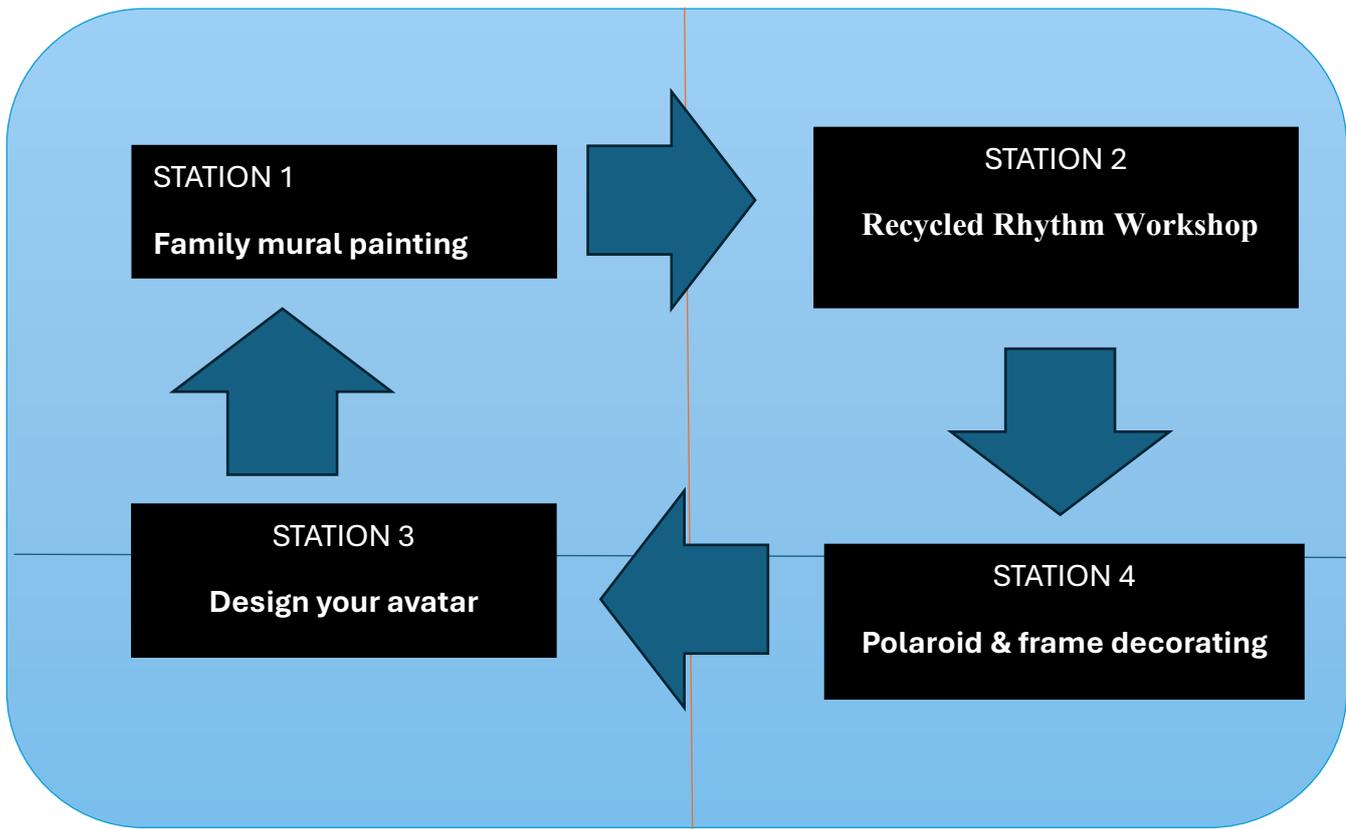
SCHEDULE

EVENT	time	No. of people(exclude volunteers, artists)	Notes
Session1	10:00am-12:30pm	30	During this 2hr30min all families would have done all activities
Break	12:30pm-1:00pm	--	Rest, cleaning, check the different stations
Closure 1	1:00pm-1:30pm	--	Closing for the first group, photo display, feed back survey, send them off and greet the new group
Session 2	1:30pm-4 pm	30	During this 2hr30min all families would have done all activities
Closure 2	4 pm-4:30pm	--	Closing, photo display, feedback

SESSION

Station & Activity Name	Duration	Description
<p>Station 1: Our Shared Canvas – Family Mural Painting</p> 	35 minutes	Families paint a mural representing themselves, guided by professional painters.
<p>Station 2: DIY Sound Jam – Recycled Rhythm Workshop</p> 	35 minutes	Create instruments from recycled materials and join a rhythm game, including a blindfold activity.
<p>station 3: Design Your Avatar</p> 	35 minutes	Families create unique avatars representing themselves or their family using drawing materials.
<p>Station 4: Us Together – Polaroid & Frame Decorating</p> 	25 minutes	Families decorate a frame for their polaroid photo, creating a personal keepsake
<p>Wrap-up / Free Time / Social / Feedback</p> 	20 minutes	Relax, chat, share feedback, and prepare for next group or closing.

ROUGH LAYOUT OF VENUE



the 30 participants will be separated into 4 stations and just go in clockwise order until everyone completed all activities. The 4 different groups will travel in groups and if the other stations are taking too long they can go for a toilet break or water break

Project goal and deliverables

The goal of the event is to inspire people to create art and to not be afraid to try, also shows how easy art could be. I want the families to walk away from this event with a better family bond, an increase of interest in art and a more compassionate attitude towards to disabled which they will interact with during the activities.

Timelines and key milestones

Month	Key Tasks
January - February	<ul style="list-style-type: none"> - Finalize event concept, theme, and budget - Book venue (Goodman Arts Centre) - Confirm participation of artists, facilitators, and suppliers

March	- Begin marketing and promotion - Start volunteer recruitment and initial training sessions
April	- Order materials and equipment - Continue marketing and community outreach - Conduct volunteer training and briefing
May	- Finalize participant registrations - Confirm all bookings and deliveries - Finalize event layout, signage, and safety planning - Conduct final volunteer training and rehearsals
Early June	- Venue visit and setup preparation - Test equipment and station setup - Final checks and contingency planning
Mid to Late June	- Event execution - Monitor activities and manage issues as they arise
Late June / July	- Cleanup - Collect feedback from participants and stakeholders - Evaluate event success and prepare report

Colourful Connections Budget Breakdown

Total Estimated Budget: \$2,300 - \$4,200

Venue Rental Goodman Arts Centre — \$4680(6.5 hours each day and only weekdays in June holiday)

Art Supplies Paints, brushes, paper, stickers, glue — \$300 – \$500

Recycled Materials Bottles, beads, small objects for instruments — \$50 – \$100

Polaroid Cameras & Film Rental/purchase + film cartridges — \$200 – \$400

Artist & Facilitator Fees- Professional painters and music facilitators — \$800 – \$1,200

Volunteer Expenses - Meals, transport reimbursements — \$150 – \$300

Marketing & Promotion- Flyers, posters, social media ads — \$200 – \$400

Miscellaneous- Signage, name tags, printing, cleaning supplies — \$100 – \$200

Known Risks

1. Low Participant Turnout

-Risk: Fewer families than expected attend, affecting atmosphere and financial viability.

-Solution: Strong marketing, early registration incentives, partnerships with schools/community groups.

2. Health and Safety Issues

-Risk: Injuries during hands-on activities or spread of illnesses(cold, or other spreadable viruses)

-Solution: Clear safety instructions, first aid on site, hygiene protocols, adequate supervision.

3. Accessibility Challenges

-Risk: Participants with disabilities might face difficulties navigating or participating fully.

-Solutions: Make event blind, deaf, and wheelchair friendly and provide volunteers to assist an accessible layout.

4. Material or Equipment Shortages

-Risk: Running out of art supplies or malfunction of equipment (e.g., Polaroid cameras).

-Solutions: Order excess materials beforehand, test all equipment beforehand, have backup supplies.

5. Volunteer No-Shows or Insufficient Staffing

-Risk: Not enough helpers to assist with activities and participant guidance.

-Solutions: Over-recruit volunteers, schedule backups, clear roles and communication.

6. Budget Overruns

-Risk: Costs exceeding planned budget due to unforeseen expenses.

-Solutions: Contingency fund, detailed budget tracking, seek sponsorships or donations.

Constraints

1. Venue Availability and Capacity

-Limited to the Goodman Arts Centre multi-purpose rooms; max capacity constraints limit number of families.

2. Time Limitations

-Event length per day fixed at 6 hours 30 minutes; number of days constrained by June school holidays.

3. Budget Limits

-Fixed budget requiring prioritization of expenses and resource management.

4. Accessibility Requirements

-Must ensure the event is inclusive for participants with disabilities, which may require additional resources.

5. Resource Availability

-Reliance on availability of professional artists, facilitators, volunteers, and suppliers.

EXECUTION

1. Coordinate with the suppliers, Goodman centre management staff, volunteers, artists to set up the venue the decorations, materials, and hear the artist's opinion and improve the station if necessary
2. Over see the setup of the sound system, the decorations being put up, and the arrival and storage of all materials and supplies.
3. Work with the marketing team closely to ensure that the promotional activities are ideal and is welcoming and emphasize on it being catered to family and disabled people, introducing a warm vibe.
4. Facilitate the test run on the digital equipment and the supplies to make sure all are working accordingly
5. Provide leadership and direction, solve problem that inevitably arises and keep staffs and volunteers motivated and excited.

Monitoring and controlling

1. *Track progress using group chats and excel sheets as checklist to make sure that all is progressing well*
2. *Monitor the expenditure to the budget make sure we are not over budget*
3. *Ensure the quality of art supplies, audience experience and safety*
4. *Adjust timelines and deadlines when challenges arises and takes some time to deal with*
5. *Communicate with all stakeholders to make sure there is no problems and ask for status report and resolve any delays or problems*

CLOSURE

1. Organize a debrief meeting after everyday to discuss on what is going well and what could be improved and thank the volunteers and artists
2. Gather feedback from online survey at the end of each session from the artists, volunteers, participants, partners
3. Record down what works and what did not and make changes during the next session if possible

4. Submit an evaluation report to art house limited and goodman centre with key metrics (attendance, media reach, artist satisfaction) This will make future projects easier for others who wants to try doing a similar event.

GRANT

The grant that I chose is the Presentation and Participation Grant.

To support the costs of organising “*Colourful Connections – Visual Arts for Families*” at Goodman Arts Centre, the Presentation & Participation (P&P) Grant offered by the National Arts Council (NAC) is a suitable funding option. This grant aims to support projects that grow arts appreciation and engagement across diverse communities, including families and persons with disabilities which are precisely the groups this event targets. This event aims to inspire people to do art no matter their circumstances or background and encourage parents to be more engaged and involved in their kids activities and development.

The core mission of our programme aligns closely with the objectives of the P&P Grant. Our event is designed to bring together families including those with special needs to participate in hands on visual arts activities that encourage bonding, self-expression, and creativity. As part of the celebration Art house’s 21st anniversary, our programme also celebrates the role of art spaces in creating warm and inclusive communities through simple arts and free tickets.

In my event, participants are not just passive observers, they become active artists through interactive and engaging art stations such as family murals painting, rhythm games using recycled materials to make musical instruments and avatar designing. These activities are designed to be flexible and inclusive for persons with disabilities, which reflects the NAC’s focus on access and diversity in arts programming.

Additionally, the P&P Grant supports costs such as venue rental, artist fees, art materials, and outreach. This is particularly useful given the long event duration (daily sessions throughout the June school holidays), which requires multiple facilitators, long rental hours of the Multi-purpose Room, and a considerable quantity of art materials. The grant would help to financial pressure off of the art’s house and allow the event to maintain a high standard of accessibility and participant experience while not taking cutting down the quality of materials and supplies

Moreover, NAC’s emphasis on getting more people involved and interested in arts and engagement with the arts is directly present throughout our event’s family-centred and disabilities approach. Research shows that families are increasingly looking for opportunities to engage in meaningful, shared activities, particularly in the arts (e.g. NAC’s Population Survey on the Arts 2022 shows a growing demand for family-friendly

programmes). Our activities are intentionally planned to meet these needs, promoting bonding and creating positive art memories for both parents and children.

[Pop Survey of the Arts 2022](#)

Conclusion

The Arts House's vision is to be nurturing, inspiring, and enriching communities through the arts in Singapore, while its mission focuses on bridging the arts and audiences by transforming ideas into reality through distinctive spaces and programmes. "Colourful Connections – Visual Arts for Families" directly supports this vision and mission by creating an inclusive and accessible environment where families, including those with special needs, can participate in creative, hands on visual arts activities. This event transforms Goodman centre into a vibrant community hub that forges connections and strengthening relationships and inspiring creativity and expressing self, thus aligns with the organisation's commitment to inspiring and enriching diverse communities through the arts.