



EMPOWERMENT, REHABILITATION, INCLUSION THROUGH ART

Media Pack

Can art can save lives?

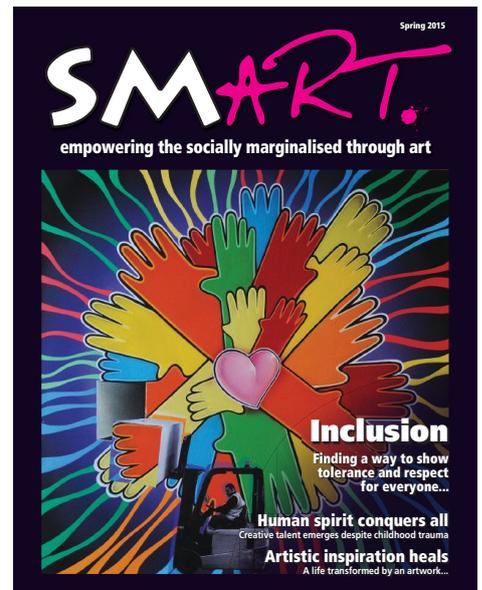
SMart – Socially Marginalised Art – is a charity dedicated to empowering homeless and socially marginalised people through art.

SMart runs art workshops and curates art exhibitions at some of London's top art galleries, helping socially marginalised people to develop their creative skills, improve their self-esteem and regain their self-belief. At the tip of a brush, pencil, or pen, can lie purpose and direction for many people. A purpose which can transform, and in some cases, even save their lives.

SMart also works with businesses to improve corporate social responsibility, helping to make a positive and constructive change in the community.

SMart magazine is a non-institutional, not-for-profit project first launched in the summer of 1998 at the National Gallery by Neil McGregor – its then director. The magazine acts as a voice for individuals who share the vision of rehabilitation through art, containing articles from prominent contributors alongside raw contemporary art and the stories of the lives touched by it.

It is an exposé of the inequalities that inhibit social progress, a sociological document, an engaged discussion and a positive testimony to the power of creative expression to elevate us, regardless of status, colour or race.



We believe in the power of art to transform lives, in fact, we believe that art can save lives.

www.smartnetwork.org.uk

Readership and Influence

Respected

SMart is an established charity, well known throughout the British art scene. Charity members have exhibited at such esteemed venues as The British Museum, The National Gallery, The Wallace Collection, The Courtauld Institute, Tate Modern, Tate Britain, and the Groucho Club, to name but a few.

The magazine is regarded as a source of inspiration, attracting reputable contributors such as Germaine Greer, Colin Wiggins, Peter Blake and Brian Sewell. It is available in most of London's main art galleries and

museums, as well as selected independent bookshops.

Cross Promotion

Participating partners, friends and contributors have the opportunity to be part of regular **SMart** exhibitions, special events, fundraising dinners and art workshops. Providing added exposure, networking opportunities, and interesting new experiences.

Unique

SMart Magazine is entirely unique in the magazine, art and social commentary space. No other collective offers

such a high-quality glossy product containing socially relevant content. As a non-denominational, non-political publication run by a reputable charity, it provides advertisers and contributors with a white canvas for complete creative license, free from the stigma of prejudice and propaganda.

Targeted

SMart is created for everyone. A vast majority of the readership demographic are socially proactive individuals who enjoy art and culture and are interested in current social issues.

Rate card



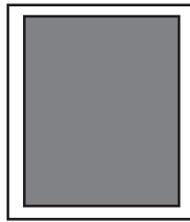
Full page bleed

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Full bleed:

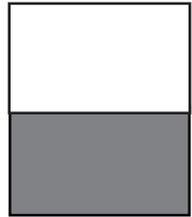
306 x 233mm



Full page type area

Trim:

280 x 210mm



Half page

Landscape

137 x 210mm



Half page

Portrait

280 x 103mm

Half Page: £500

Full Page: £1000

Sponsorship package: £3000

- Sponsors logo on front cover (positioned bottom right-hand corner)
- Full page ad
- Editorial piece about the sponsor
- Up to 100 copies for promotional activity

Sponsorship Plus package: £5500

- As above but includes two corporate art workshops

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“Carrying no fashionable art baggage, homeless people produce art that is free of such duplicity and guile – it is what it is, and, uncluttered by the hows and whys of other men, their images speak at once with honesty. That is their profound appeal.”

Brian Sewell, Issue 4

How to supply

Preferred file format is PDF created and produced according to pass4press (www.pass4press.com). Help with PDF creation is available to advertisers for a fee.

Standards for ads:

- All fonts embedded (No True Type fonts accepted).
- CMYK or Grayscale images. Never RTB or LAB or embedded colour profiles (ie ICC profiles).
- Spot colours must not be included in the file (see advanced tab in Distiller).
- 300dpi for all submitted images and files.
- All ads must have position marks for non-bleed ads; and trim and bleed marks for bleed ads. Trim marks should fall outside the bleed area.

IMPORTANT: Colour-calibrated hard copy proofs printed from the final PDF are advised. Due to the nature of the printing process, the exact colour match cannot be guaranteed. Please supply the digital copy via email or by digital transfer.

Reclaiming our public spaces

Editor in chief and Smart Network founder, Jaime Bautista, talks to street graffiti artist, Fran Gimenez.

I live a lifestyle, live for my art and not from it – Fran Gimenez.

While the neon lights of our big cities still attract many of its inhabitants like moths drawn to a flame. Home spaces, the kind of the concrete jungle, transforms public spaces with sprawling car parks and impersonal piles of bricks which gather and collect us. Meanwhile, we become absorbed in our busy lives, hardly aware of each other's existence, struggling to retain a grip of humanity among the towers and the traffic.

Sometimes, my friend Sonia Ben-Achour, a multidisciplinary artist based in London, mentioned a street graffiti artist called Fran Gimenez whom she met in Barcelona. I visited his website and was immediately taken by his vibrant, colourful and articulate art. I knew that he was an ideal subject for Smart Magazine.

Although I still haven't met Fran in person, he kindly agreed to answer some questions over email. When I ask about the inspiration behind his work, Fran replies: "I am an urban person and I love getting lost in the city, watching how



Marc Final

We distribute ourselves in spaces that we create, seeing how we relate with each other. Well, most of my work is inspired by that: being painting from the emotions that it transmits."

Fran started out as a skateboarder in the mid-1980s and was heavily influenced by hip hop culture. Soon however, he began searching for another form, another language in which to express his complex relationship with street subculture.

Back then, graffiti was not an established art as it is today, but Fran instinctively sensed its power. His desire to learn more about this seductive technique pushed him to discover abundant sources of graffiti in books, and seek out the sites where the veterans were stamping their colourful and striking art.

He made his debut on the "street canvas" under the pseudonym "Faker" and described his style as: "Mainly figurative, colourful and about finding movement."

Though the message behind his work varies, his passion and technical mastery is always clear. As Fran explains, his work is: "Sometimes ironic, sometimes provocative, always leaving a free interpretation for the spectator. I experiment with different mediums and the way I execute my paintings, but the main 'tool' that most of the time I use, is the spray can. I think that this is a lifestyle, live for my art and not from it."

To see Fran's work and for more of upcoming exhibitions go to: www.facebook.com/pedrovaldes www.flickr.com/photos/gimenez/ 437718348 /frayphotosmart www.flickr.com/photos/gimenez/ 1451781284



Left: Universos Paredes Above: Marc AK



Creativity: the best emotional remedy? Violence in Transit is a project from Barcelona that is part of the European program DAPHN. It aims to identify the needs of marginalised groups, especially youths at risk of social exclusion and generate proposals to design and implement preventive social action. "My role," says Fran, "was to develop the mural, based on the individual ideas of those young people from different areas and backgrounds. One by one I was taking those ideas, trying to ensure that everything painted on the wall reflected the main idea of an action-reaction, and show the impact of urban changes in different areas, particularly with regard to the socially marginalised."



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SMart aims to publish four times a year, subject to funding, in June, September, December and March.

Smart Magazine is printed in colour, sheetfed lithographic on paper from sustainable forests.

Smart Network
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