

creative wick

Impact Report

“Creativity makes places better”



INTRODUCTION



Welcome to the first ever impact report from Creative Wick. This is a review and celebration of all the achievements that we've delivered within the Hackney Wick, Fish Island and wider Olympic Park area since 2010. In the future, this will become an annual report, giving us the opportunity to share and reflect our highlights of the year with you.

Who are we?

Creative Wick is a not-for-profit Community Interest Company (CIC), based in Hackney Wick, East London, adjacent to the Queen Elizabeth Olympic Park. We work in the interests of individuals, businesses, institutions and other stakeholders in Hackney Wick and Fish Island (HWFI), and the wider East London area to:

- Support and cultivate a permanent creative economy
- Encourage positive regeneration and sustainable creative placemaking through collaboration
- Help to deliver a genuine, grassroots, regeneration legacy for London's 2012 Olympic and Paralympic Games

The company has its roots in the Cultural Interest Group (CIG) which was established in 2010 and is now the Olympic Park area's primary local business to business innovation network and we're proud of our 12-year track record of creative sector leadership in one of East London's most dynamic urban areas.

Over the years, Creative Wick has become a locally trusted organisation respected for our independent voice, our collaborative working methods and

our ability to advocate with the public and private sectors on behalf of a diverse range of stakeholders.

We regularly work with local government, the London Legacy Development Corporation (LLDC), City Hall and a range of universities, cultural and creative institutions, community anchors, individuals and a range of local business organisations.

As well as the CIG, since 2010 we've lobbied for the provision of permanently affordable creative workspace, we've delivered business support and creative skills training to local creative practitioners, freelancers, businesses and young people and we've helped to identify, record and share best practice in creative placemaking. We've also set up a new local newspaper that celebrates all that's best about this exciting part of London.

Like many others, the Covid 19 pandemic has had a big impact on us but we are working harder than ever to bounce back! We are always interested in discussing collaborations and partnership working so that we can continue the important work that we are doing.

Please do get in touch if you'd like to help.

William Chamberlain
Founding Director





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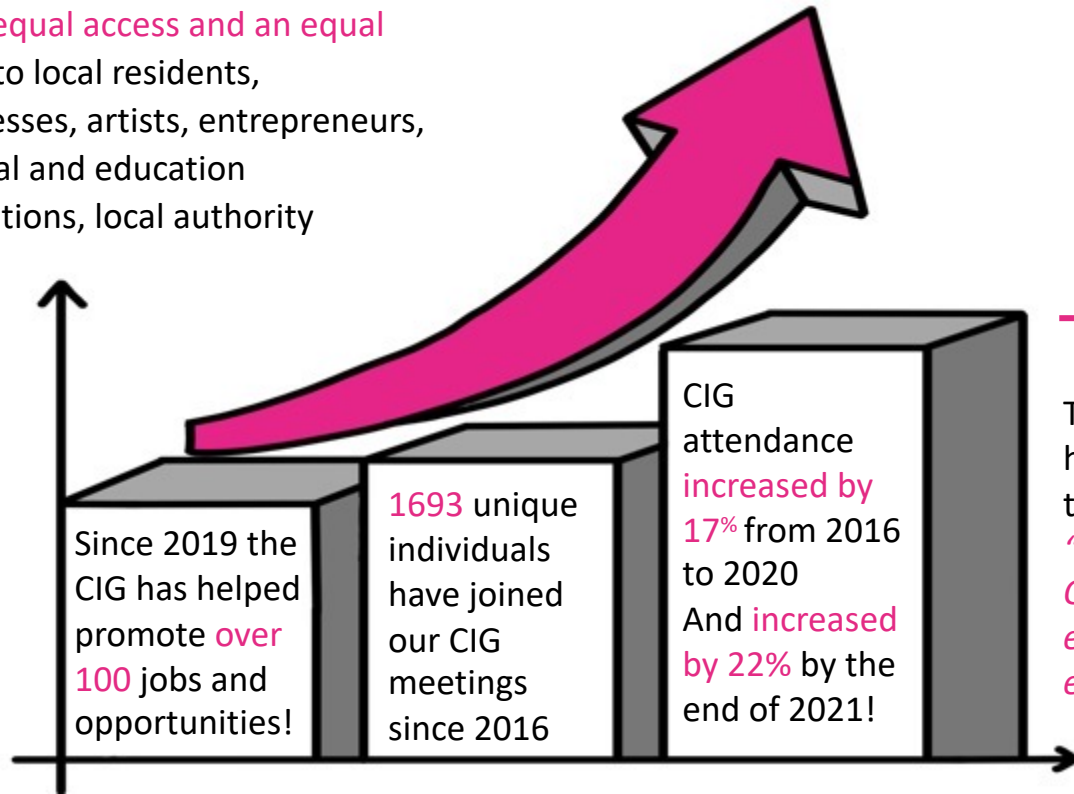
THE CULTURAL INTEREST GROUP



The CIG business to business innovation network was established in 2010 and has grown to a membership of c. 2,000. Monthly meetings are held in various venues in and around Hackney Wick and Fish Island on the second Friday of each month. Since 2020, members can also attend meetings online. The CIG gives equal access and an equal voice to local residents, businesses, artists, entrepreneurs, cultural and education institutions, local authority

councillors and officers as well as the development sector. The forum connects Hackney Wick and Fish Island’s cultural and creative sectors with a range of local stakeholders and is an invaluable local engagement tool. Over the years, the CIG has been a catalyst for many of the ideas and networks that shape the local

creative economy today: the provision of permanently affordable creative workspace, the Community Development Trust, HWFIs designation as a Creative Enterprise Zone (CEZ), Wick Wednesdays, The Hackney Wick Town Hall, The Wick newspaper and multiple collaborations between its members.



The CIG was founded to help keep the London 2012 promise that:

“the most enduring legacy of the Olympics will be the regeneration of an entire community for the direct benefit of everyone who lives there”



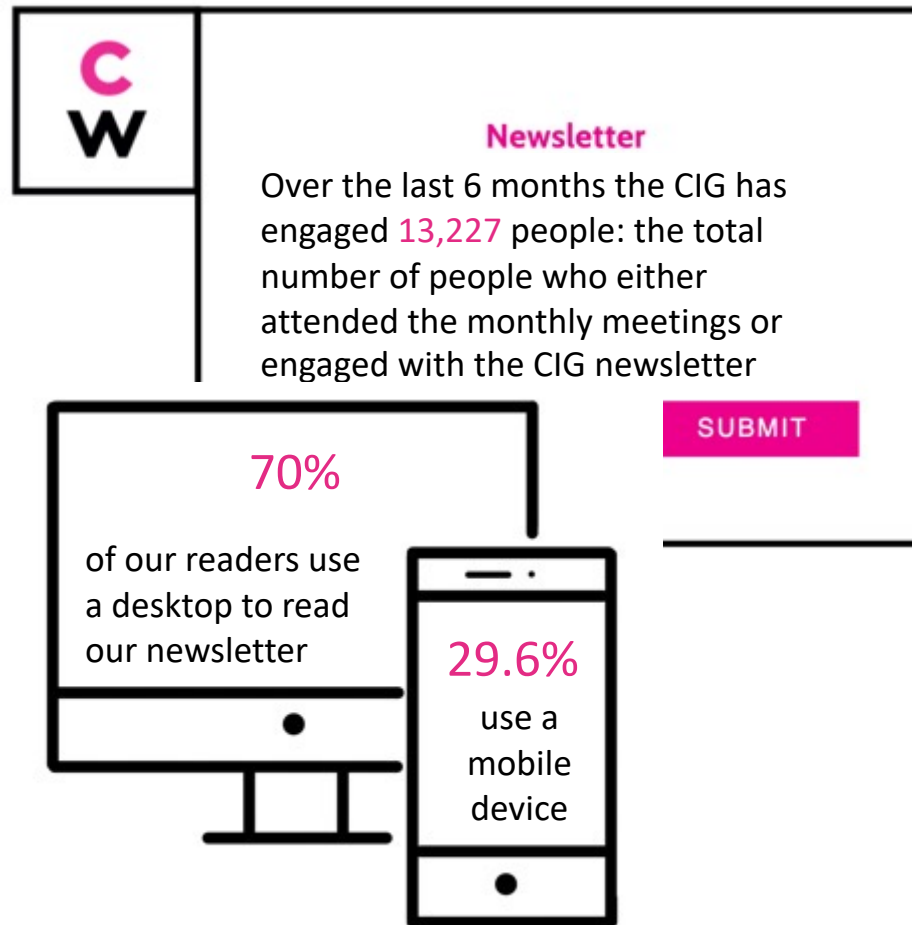


What's New

The CIG newsletter is sent out to our subscribers **every Thursday afternoon**. It includes local events, classes, exhibitions, programmes, call-outs, opportunities, and area updates as well as funding and job opportunities. If you are a long-time subscriber of the CIG, you might have noticed that our newsletter underwent a makeover in 2021. We changed up the colour scheme and added links to

relevant jobs and opportunities ensuring that its eye-catching and user friendly whilst still giving you all the vital information you need to know! We always love to hear from **local businesses and creatives** about the things they are doing in the area and to help promote them in any way we can. If there is something you feel that should be in the newsletter, drop us an [email](#)!

Did you know?...

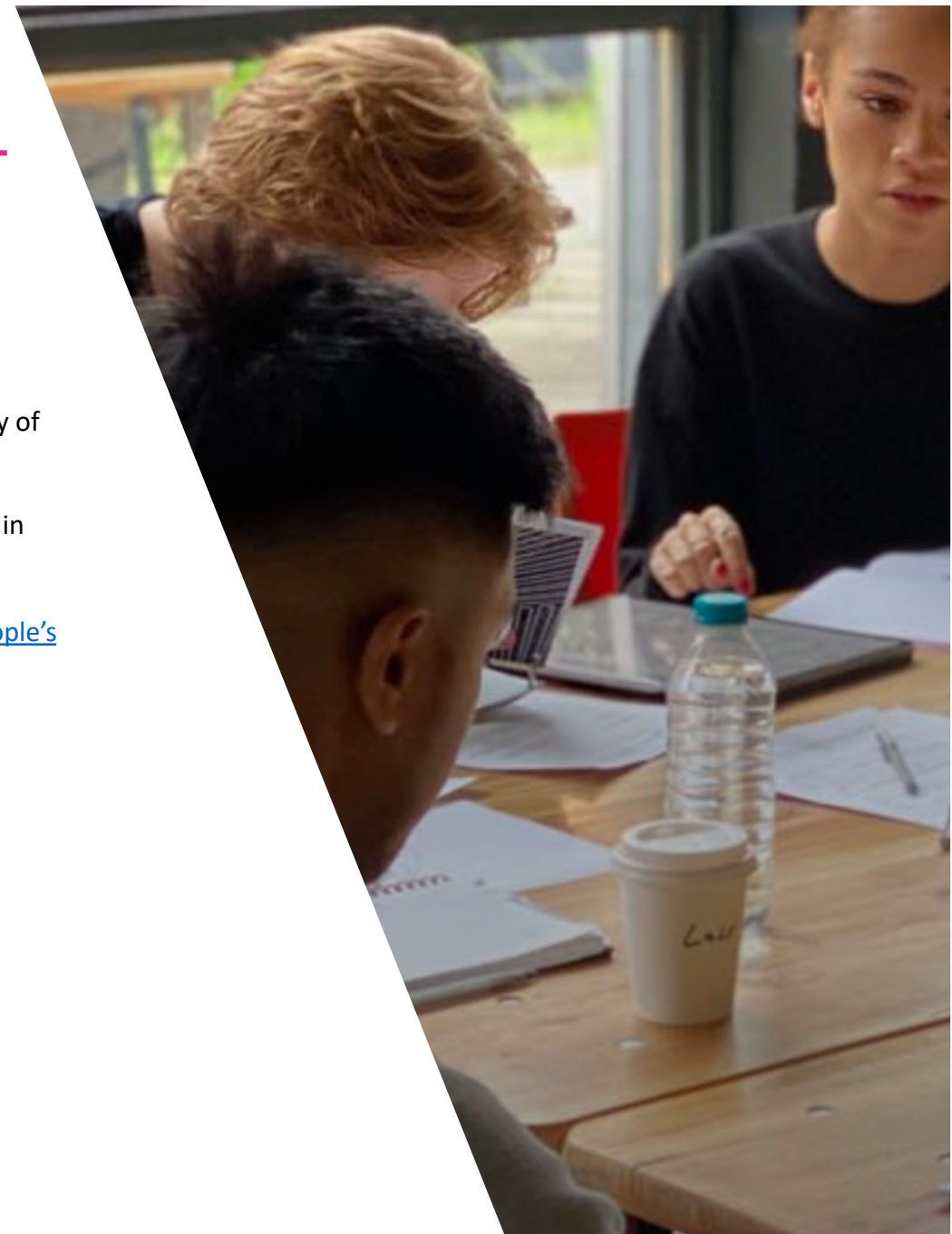


The People's Pavilion 2021



The CIG is a catalyst for many of the ideas and networks that shape the creative economy in HWFI today.

[Find out more about the People's Pavillion here!](#)



“The CIG is an invaluable resource for a small SME organisation like Beyond the Box, their extensive network and connections in and around the local area have been beyond fruitful for us. Through attending the monthly meetings we have been able to build relationships with many organisations, including Here East, which has ultimately led to us being able to proceed with the inaugural People’s Pavilion project.”

– Neil Onions, Founder, Beyond the Box Consultants

“Home to some of the capital’s most awe-inspiring artists, musicians and designers, East London is synonymous with nurturing its creative communities, maintaining its reputation as one of the city’s most exciting cultural melting pots.

Since 2010, the Hackney Wick and Fish Island Cultural Interest Group has been positively contributing to this rich and diverse landscape, building meaningful relationships with creatives, local authorities and developers and helping to raise the profile of the area’s Creative Enterprise Zone (established 2018), while at the same time striving to preserve the identity of existing neighbourhoods.

This work will be more valuable than ever as the plans for East Bank – one of the world’s largest and most ambitious culture and education districts – are realised, opening up even more opportunities for local residents.”

- Justine Simons OBE, Deputy Mayor for Culture and the Creative Industries, London

FILM INCUBATOR



2021 saw the revival of our **Film Incubator** that we **first delivered in 2016** and it was bigger and better than ever! The project was delivered in partnership with the West Ham United Foundation, Studio 9294, Alias Hire, Mainyard Studios, and Openvizer. Due to

the recent Covid restrictions the three-month programme had to be held online, with students learning through interactive online lessons, involving an array of guest speakers including Hackney Wick local and world-renowned puppet maker Andy Gent.



“Despite this year’s Covid restrictions, I’m proud to say our young filmmakers have risen to the challenge brilliantly to create a truly diverse slate of fresh and original shorts. (...) Welcome to the new kids on the block!”
– Tim Newton, Programme Leader

FILM INCUBATOR PREMIERE 2021



Our Film Incubator culminated in June 2021 with a **film premiere** and Q&A, hosted by Studio 9294, to celebrate the amazing achievements of this year's intake of students. **The 5 finished films** were premiered at the free event to a live audience which included

the general public, local residents, the freelance mentors and partner organisations, as well as family and friends. It was also live-streamed for those who could not make it in-person. Watch the event and the final films on our [YouTube Channel](#).



Our 4th Industrial Revolution
By Ciara Sayat



That's Why
By Nicole Abriana Okpere



Homeslice
By Justine Franco-Okidegun



Run Rabbit
By Uswa Ahmed



Love in Three Parks
By Simon Throssell

CreaAtivo Film School



Creative Wick, in partnership with Brazilian NGO Instituto Cultural Pólen, is delivering its first Olympic Legacy project in Rio de Janeiro, less than a year after the RIO2016 Olympics.

CriaAtivo Film School is a project funded by the Newton Fund Institutional Skills 2017 program from

the British Council, intended to provide, during the course of a year, professional qualifications within the film industry to 165 young residents from territories/favelas affected by mega event led regeneration plans.



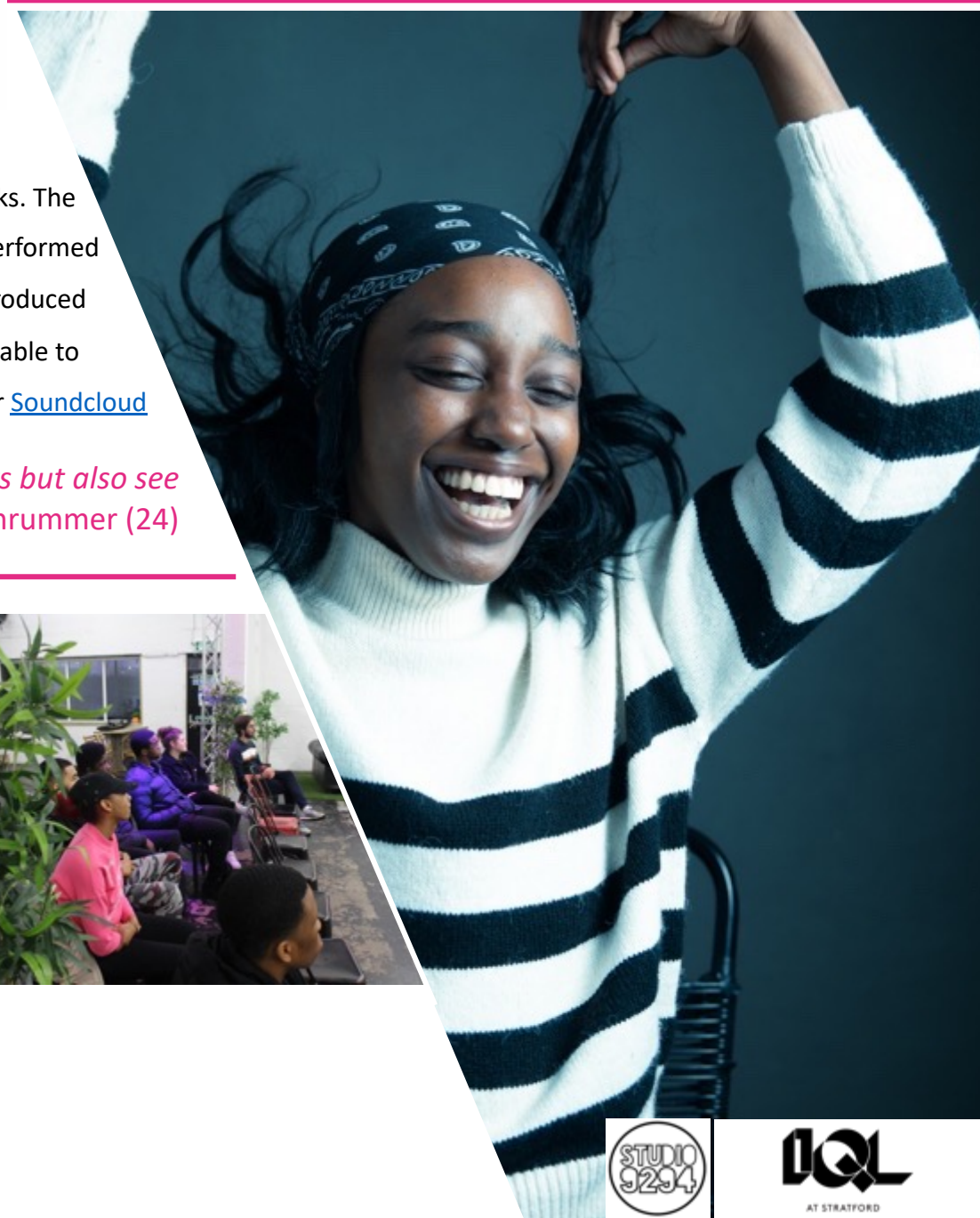
MUSIC INCUBATOR



The 2019 **Creative Wick Music Incubator** was an International Quarter London (IQL) funded pilot programme **supporting young musicians** to produce their own original music. Hosted by Studio 9294, and led by course leader Rudi Falla, the programme brought together **5 paid freelance mentors**

and a team of **10 music industry experts** with **12 students** over the course of 9 weeks. The students produced 10 tracks which they performed across three public shows. All the tracks produced during the course of the academy are available to listen to on our [YouTube Channel](#) or on our [Soundcloud](#)

“It’s really nice to come in and work with all the producers but also see what the other artists are bringing to the table.” - Runrummer (24)



“I’ve grown tremendously as I came here with stage anxiety however, I’ve overcome it quite a lot” – Solomon (18)

Photo credit: (Right) Stewart Bywater



ART SCHOOL



In December 2021, we ran our first ever **children's art school** pilot with funding from **The Wick Award** and kindly hosted by the wonderful people at Hackney Bridge! Over the course of 2 weekends, we ran **free art sessions** for children in school years 1 – 4. We put together workshop sessions and art

materials packs to teach them how to make snowflakes and festive ornaments. We had a blast and are now looking to secure funding to bring the art school back as a permanent feature of our creative education programming!



“Such a good opportunity for local children to come together and meet. Children were loving the activities and teachers. We are very grateful for this opportunity!”

– Local parent



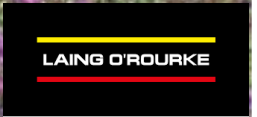
SCHOOL ENGAGEMENT PROGRAMMES



Transforming the Future

In 2015 Creative Wick, Gainsborough Primary School and Laing O'Rourke collaborated on the creation of a bespoke series of workshops that used art and design to inspire the pupils to consider the wide variety of career options offered by the construction industry. Creative Wick coordinated the involvement of a variety of experts from Laing O'Rourke, teachers, architects, designers and artists to deliver the bespoke workshops. Each workshop followed a theme, with pupils first learning about the role of art and design in the construction industry, the

purpose and roles of different buildings and how that can influence their design, the landscape and environment surrounding a building. They were then asked to design and build a model of a new building which was displayed in an exhibition at the end of the project at Here East. Pupils were also given the opportunity to experience how virtual reality technology is being integrated into the construction process using visual simulators (oculus rift headsets) and how it's possible to create 3D models digitally.



SCHOOL ENGAGEMENT PROGRAMMES



Building Bridges

Our **Building Bridges** project took place in the summer of 2017. A series of 5 workshops were delivered to expose the students to future career opportunities in the architecture, design and construction sectors with an overarching theme of the 13 bridges in HWFI. Working with Gainsborough Primary School's Year 6 pupils in collaboration with VolkerFitzpatrick and local artists and architects, the students were asked to design and build a model bridge which was then displayed in an exhibition at the end of the term. Each workshop followed a theme with pupils first

learning about the role of art and design in the construction process, the purpose and roles of different bridge types and how the landscape and environment in which they sit can influence their design. Pupils were also taught about the ways in which new technology is being used in the design and construction process and in particular, how to use SketchUp modelling software to create 3D digital models of their bridge designs.



MASTERCLASSES



Since 2016, Creative Wick has delivered a series of Masterclasses that provide a platform for local experts to share insights, knowledge and mentoring with members of the local SME, freelance and creative business community. Focussed on issues relevant to small creative businesses, the Masterclass series is delivered by some of the CIG's own corporate business members as well as external experts and are offered free of charge to all CIG members.

- Skills and knowledge transfer
- Capacity building
- Mentoring opportunities for local community
- Encourage cross-sector working and collaboration



creative wick Masterclass

Don't Stop The Music! Masterclass with Laura Marsden, Solicitor and Partner at Counterculture LLP



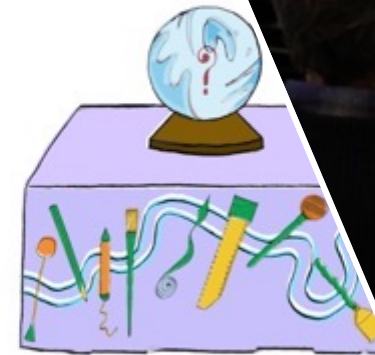
creative wick Masterclass

Integrity is Not Optional - Building a Responsible Brand with John Luff, Former Head of Global Brand for British Telecom



creative wick Masterclass

What Next for Lon with John Newbig



COMMISSIONS



Hackney Wick and Fish Island has an amazing variety and concentration of seriously talented artists and creative practitioners. From filmmakers, musicians, artists, illustrators and animators to architects and designers, Creative Wick is always delighted to provide access to the wealth of local creative talent for commissioned work. Creative Wick is always looking to source

paid opportunities for local artists and creative practitioners whilst improving neighbourhood networks, economic resilience and placemaking. We deliver commissions and commercial opportunities for local artists and creative practitioners.

See below for some of the highlights of our best commissions!



An Unconventional Canvas

Street artist Ben Eine alongside Jason Warren, Teddy Baden, Xenz, Andre Hopley, and Lee Walker were commissioned in 2017 to deliver a huge four acre mural project titled 'An Unconventional Canvas'. The word CREATE was painted on pre-development site on the edge of the Olympic park in collaboration with Zippo. [Watch the video here.](#)



Hackney Wick Station

In 2017, a mural was commissioned by Network Rail for Hackney Wick Station. The work was created by a collaboration between John Atherton and a local street artist who chose to remain unnamed.



Hackney Wick Illustrated Map

We also facilitated Aitch Group in commissioning local artist Adam Doughty to create a Hackney Wick and Fish Island illustrated map. Each new flat in the building had a framed copy on the wall

COMMISSIONS



Martin Richman x CIG x Things

In October 2013 the CIG partnered up with established local artist Martin Richman and Things Fashions, a printed garment supplier who at the time operated in Hackney Wick, to produce a limited-edition T-Shirt. The T-shirt project was the first CIG joint venture which demonstrated mutual commercial benefit to a local business and artist. All proceeds from the project were shared equally and profits were reinvested in Creative Wick's projects.

“The imagery for the T-shirts derived from a combination of an interest in spirals within my practice and the idea of developing a visual metaphor for the geography and vitality of Hackney Wick and Fish Island”

– Martin Richman on the idea behind his design for the T-shirt

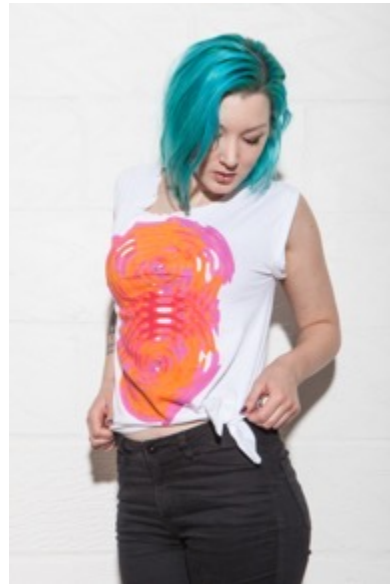


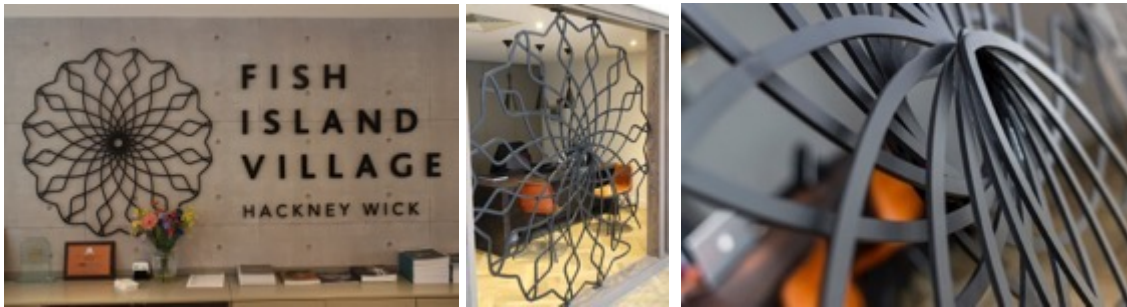
Photo credit: Ben Hopper

FISH ISLAND VILLAGE COMMISSIONS



Fish Island Village Gym Mural

Local street artist **Xenz** developed this commission, a fantastic mural on the wall of the gym in the new Fish Island Village development in 2019.

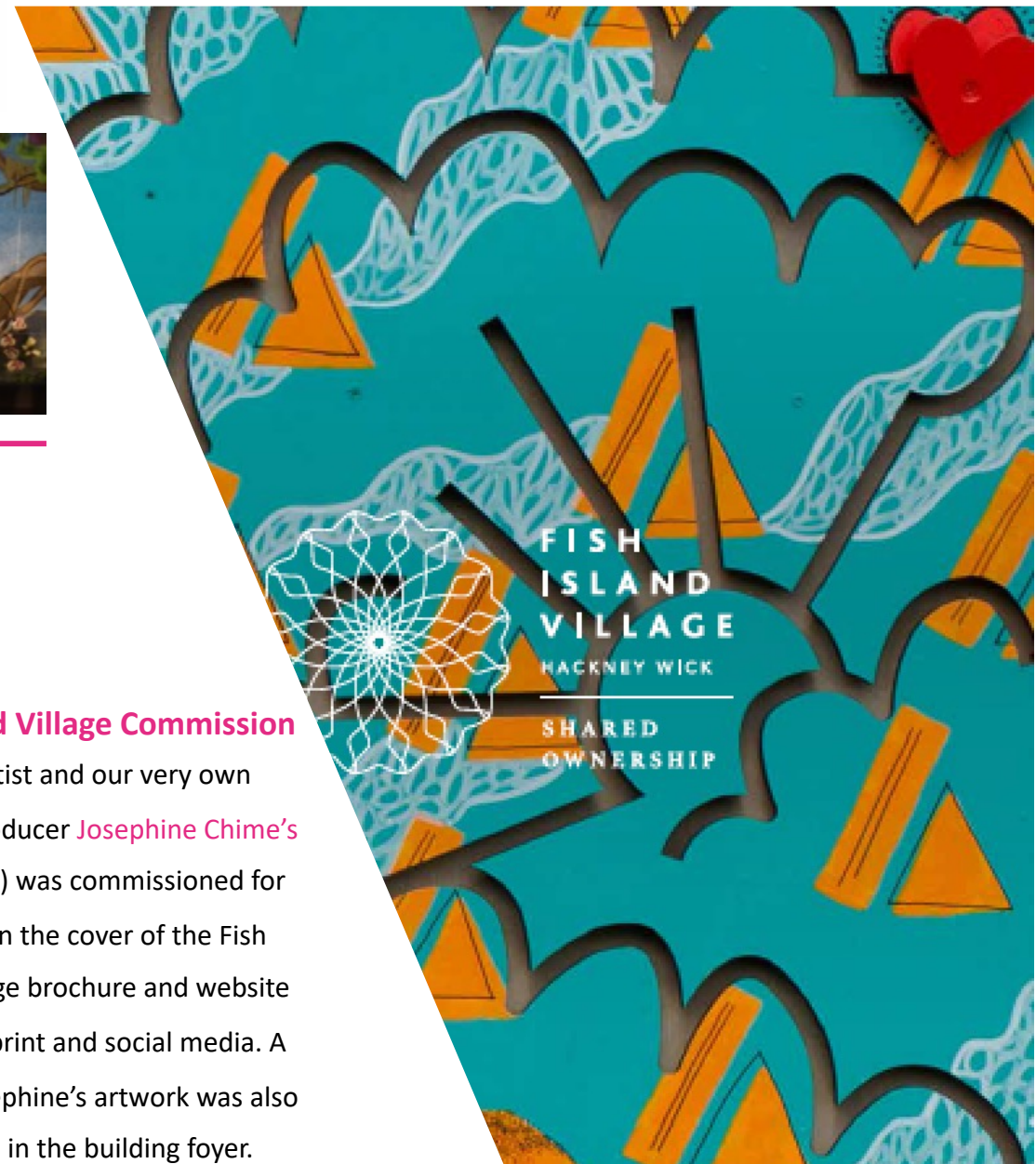


Metal Work

In 2017, Creative Wick commissioned local metal-worker **Robert Shaer** to re- create the sign for Fish Island Village built by Peabody & Hill for installation in the marketing suite.

Fish Island Village Commission

Local artist and our very own Creative Producer **Josephine Chime's** work (right) was commissioned for the use on the cover of the Fish Island Village brochure and website as well as print and social media. A print of Josephine's artwork was also installed in the building foyer.



COMMISSIONS



Stone Studios Hoarding Project

Our most recent project took place in **February 2022**. It is safe to say this was our most exciting one to date! Commissioned by **Telford Homes** and produced by our team, **seven local artists** were tasked with celebrating the rich history of a former family-run metalwork factory, which is now home to the developer's Stone Studios development. The original factory was set up by Solomon Spiegelstein way back in 1923. Amazingly, Solomon's company, the Stone Brothers, is still going strong today! It is now being run by

his great-grandson James Stone. The artists were briefed to produce a piece of artwork that recaptures the spirit of the of the Stone Brothers' original factory, showcasing some of the tools and machinery which would have been used almost 100 years ago. The work took place over two days and the artists were amazing in their determination to create beautiful artworks (despite the weather!) [Check out the video on our YouTube Channel!](#)



The Artists

- | | |
|---------------|--------------|
| Betty | Epod |
| @_squarms | @epod3000 |
| Zaki | Demi |
| @zaki_dee | @demi.fh |
| Snatch | Mona Shariff |
| @iamfakeblood | @cos.mona.ut |
| Amber Joy | |
| @gyallrini | |

“Warehouses once filled with metal forgers are now filled with artists. Hammers to brushes, metal to paint, steel to acrylic, crucibles to canvases” –

Demi on his concept

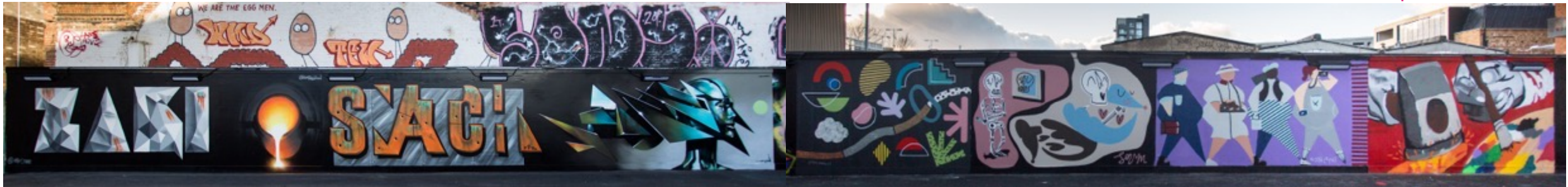


Photo credit: Marcin Nowak @marcin.nowak.photo

Video credit: Navneet Jayakumar @navjuice

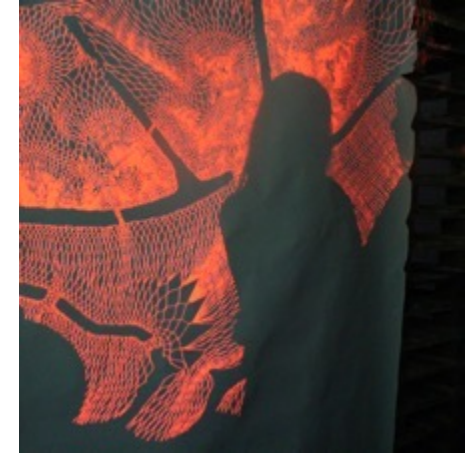
ART EXHIBITIONS



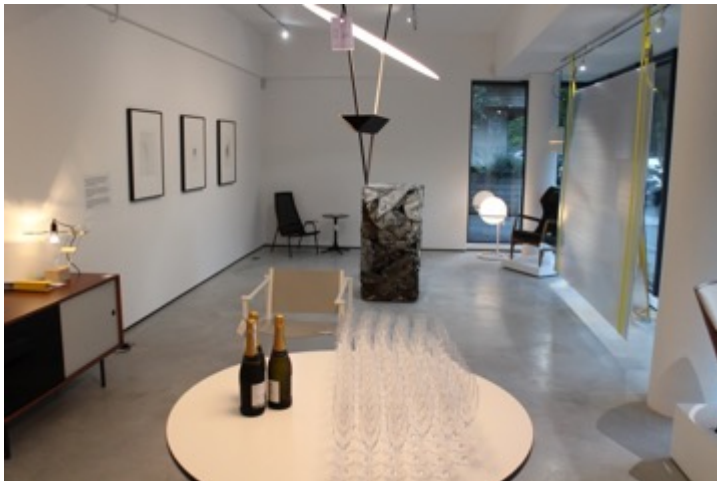
Painting Connections

In June 2015, Creative Wick started working with UCL's Institute for Global Prosperity, Institute for Sustainable Resources and the Centre for Advanced Spatial Analysis on a research project into Hackney Wick and Fish Island's informal sharing economy. The research led to an exhibition on Hackney Wick & Fish Island's

creative community's unique sharing economy that took place at Things Fashions factory. The Painting Connections exhibition featured specially commissioned work from local artists **Marie Brenneis**, **Natalie Ryde** and **Ansell Cizic** and took place between 29–31 July 2016 as part of the Hackney Wicked Art Festival's DIY Open Studios.



Transit



Transit was a collaboration between **Creative Wick** and local furniture shop, **Béton Brut**. The exhibition opened on the 14th September 2016 featuring renowned artist **Gavin Turk**, presenting 'Transit'. Uniting the creative community and encouraging collaboration, the exhibition explored the negative impacts of gentrification

in Hackney Wick. A variety of local businesses, makers, producers and suppliers came together to stage the exhibition, including the printmaker **Tom's Etching Studio**, exhibition partner **Truman's Brewery** and gallery partner **Currell** estate agents.

ART EXHIBITIONS



An Unconventional Canvas

Following on from the success of our CREATE commission with local artists Ben Eine, Jason Warren, Teddy Baden, Xenz, Andre Hopley, and Lee walker, we went on to collaborate with Unit G gallery to showcase more of their work in an

exhibition curated by Teddy Baden. The exhibition ran the following year in 2018 and formed part of Unit G's grand opening for their new space. The private view was also a highlight of the Wick Wednesday programme.



Cell Block

Cell Block was a collaborative exhibition that revealed the hidden machinations of artists producing within the “cells” of warehouses in Hackney Wick. Showcasing the works of ten locally and internationally exhibited artists, Cell Block revealed the vibrant variety of works being produced on-site in one of London’s remaining artistic enclaves.

Featuring a multitude of media and subjects, the exhibition was curated to offer viewers a glimpse of the dialogues occurring behind closed doors in Hackney Wick, and their expression. Topics included but were not limited to urban expansion, the natural world and our place in it, notions of worth, and societal phenomena and change.

ART LEASING



East Village

In 2015, we worked with Get Living London to showcase more than 70 loaned artworks, which were displayed in the foyers of their blocks in East Village. The foyer art was designed as part of Get Living London's new cultural programmes to integrate East London's creativity and innovation into the neighbourhood. As part of the event, attendees

had a unique opportunity to speak to the featured artists and hear directly from them about their works and their inspiration. Some artists in attendance included Eleanor Bedlow, Felix Friedmann, Dolores de Sade, Sean Raggett, Endri Kousturi, Neil Weedermeester, and Vanessa Short.

Right: Rosie Emerson, *Legs and Drawers #5*



DollyOlli,
Monster



Gavin Turk,
Gold Triple Pop



Jeanette Barnes,
Building the Olympics



Phillip Levine,
Kisses



getliving

TOURS



Since 2014 Creative Wick has hosted a range of innovative walking tours that showcase HWFI's widely acclaimed street art, whilst also providing a rare glimpse into the world of HWFI's creative studios and independent businesses. The tours also offer participants the opportunity to meet and buy directly from local artists and sample the tastes of Hackney Wick with stop-offs at independent cafes and bars in order to support the local art and culture of the area.

Since then, we have provided a unique tour experience in creative regeneration and placemaking to organisations including; [Spreadi](#), [Van Alen Institute](#), [Thinking Bob](#), [Foundation for Future London](#), [Loughborough University](#), [Future of London](#), [Ethical Property Company](#), and the [Academy of Urbanism](#).



LIVING LAB



Building on Hackney Wick and Fish Island's designation as a Creative Enterprise Zone, Creative Wick's Living Lab is designed to identify, record and share best practice in inclusive, sustainable urban regeneration. The Living Lab is a collaborative endeavour that brings

together local higher education institutions, the development sector, businesses, brands and community stakeholders to engage in research projects and experiments that explore how social and creative enterprise can build sustainable communities.

"The Creative Wick Living Lab team ran an innovative and complex research project in difficult circumstances due to Covid-19 restrictions. They demonstrated imagination and endeavor to ensure that the work was undertaken efficiently and effectively. This research project, part funded by AHRC/UKRI has given Loughborough University London a new and important source of data that is a valuable contribution to our work."

– Graham Hitchen, Associate Dean for Enterprise, Loughborough University London

"We need each other more than ever"

Our first Living Lab report researching the impact of Covid 19 on the creative sector in Hackney Wick, Fish Island and the Queen Elizabeth Olympic Park went live in March 2021. The research undertaken contributed towards a wider research project led by Loughborough University London. For this research project we recruited 15 citizen scientists to interview a total of 123 artists, creative practitioners and

business owners who live, work, and/or operate within the local area. [You can read our first report here.](#)

Our Second report into housing creative practitioners and young people in East London was released in May 2022 and can be [read here](#)





Wick Wednesdays is a monthly event that brings together the creative community and local businesses of Hackney Wick and Fish Island. It's purpose? To promote a variety of artistic, creative, cultural and educational events and encourage local businesses to create bespoke events and special offers across Hackney Wick and Fish Island that support the local creative economy. Like many others, Wick Wednesdays suffered during the lockdowns.



With venues having to close their doors, we too had to rethink our strategy. Over the course of 2022 we are looking to bring back Wick Wednesdays with a BANG! We are currently looking to make a funding application to the Arts Council so that, once covid secure, we can bring back a whole programme of live events and promotions for local residents, businesses, students (and visitors!) to enjoy!

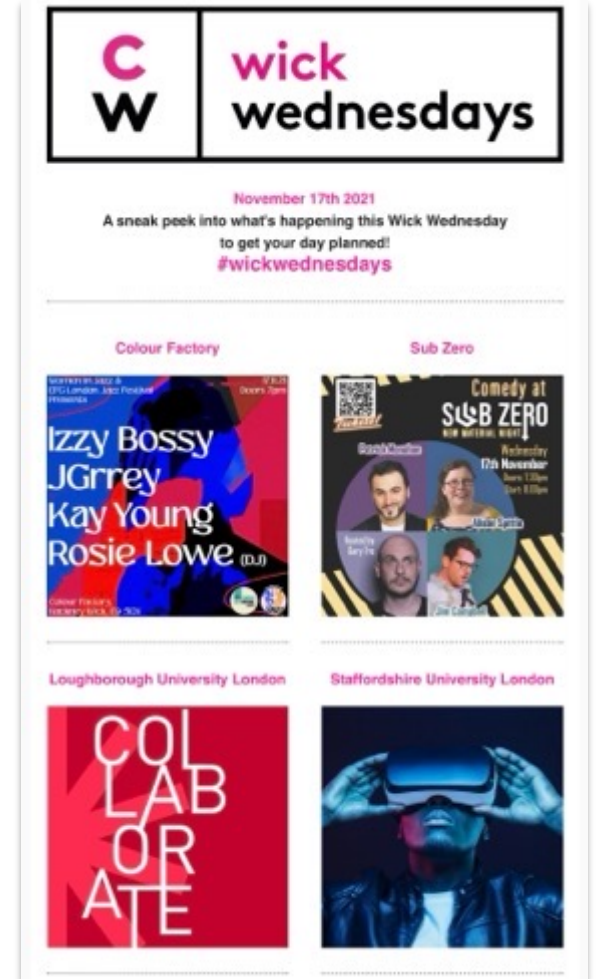


WICK WEDNESDAYS NEWSLETTER



In light of the recent Covid-19 pandemic, we are supporting local venues, businesses and creative practitioners with a monthly newsletter to help promote their activity. If you want to be involved in the newsletter and the future of Wick Wednesdays, then [get in touch!](#)

Did you know?...



White Post Lane Makers Market

As part of the December 2019 **Wick Wednesday** programme, we helped deliver a Christmas Makers Market on White Post Lane in collaboration with LB Tower Hamlets, Aitch Group, The Collective and HWFI CEZ. The Market showcased **local art, textiles, jewellery, homeware, fashion and records** as well as **delicious street food**. We also worked

with local makers Hackney Wick Arts Club to create a **Santa's Grotto**, for children to visit and receive gifts. Our Christmas Market formed part of a market route around Hackney Wick, with other local venues offering their own Christmas Stalls, including HW Underground, The White Building, White Post Café and Barge East!

WHITE POST LANE MAKERS MARKET

The place for unique gifts from some of Hackney Wick and Fish Island's finest independent makers, designers and artists.



THE WICK NEWSPAPER

TheWick

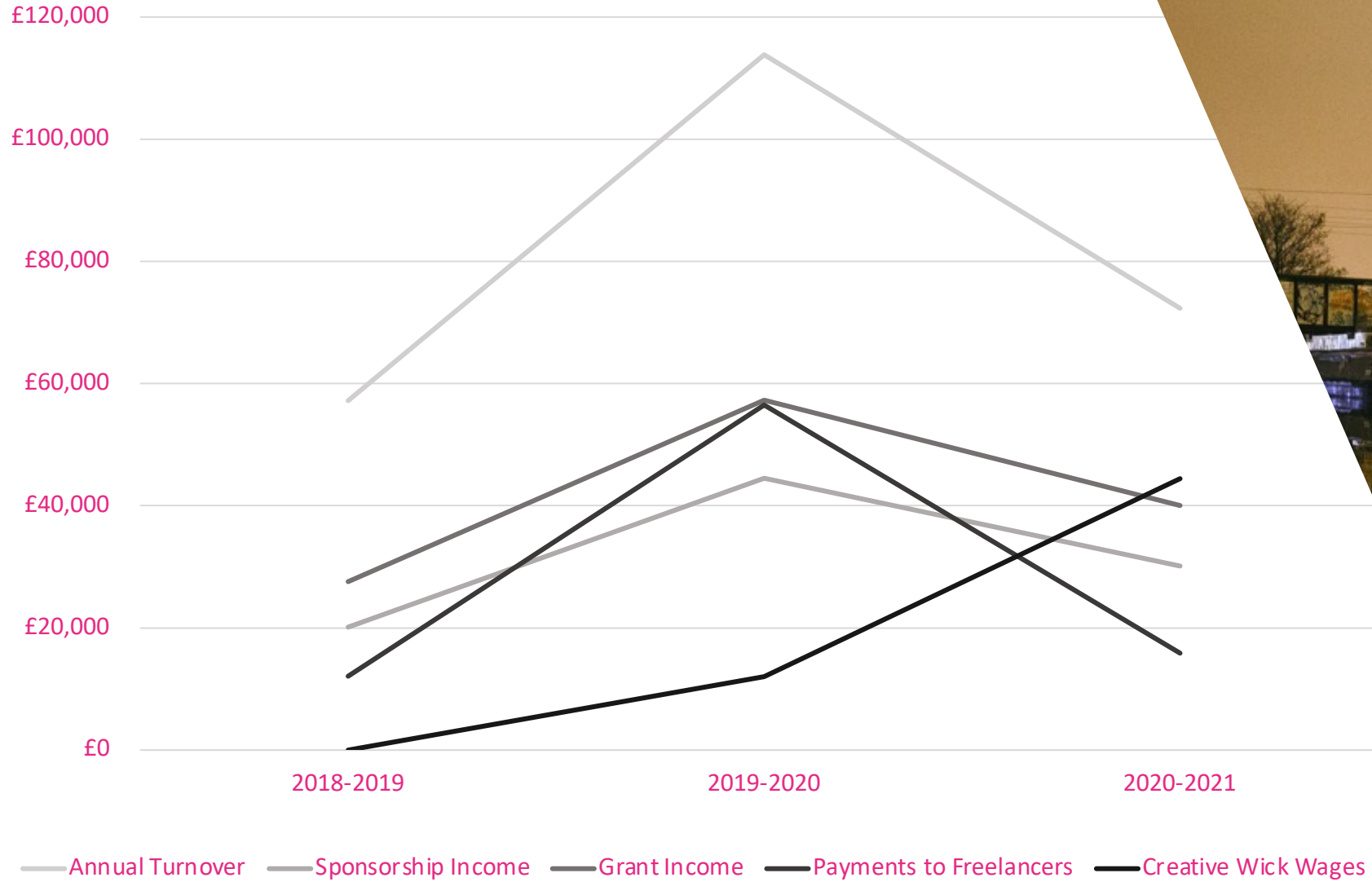
The Wick newspaper is a Joint venture between **Creative Wick** and **The Lococo**; specialists in placemaking through innovative, sustainable media. The Wick provides a **free local platform**, celebrating the area’s diverse creativity, culture, innovation, and industry. All print features also run digitally via our [website](#) and social media.

The print pilot of The Wick in early 2020 proved to be a great success, with **7k copies** distributed across the neighbourhood. At the end of 2020, The Wick Newspaper secured a contract to takeover Park News for the LLDC and become its official distributor and it will now be a feature in all editions of The Wick moving forward! Our latest issue had **15k copies** distributed across all the Olympic

Park neighborhoods, reaching up to **60,000** locals! We have a lot of great ideas for The Wick and the team are working around the clock to ensure that we are giving you the best local paper to offer. If you feel you have something to offer – be that an idea for a story, a writing or photography commission or even some feedback, [we would love to hear from you!](#)



CREATIVE WICK FINANCES 2018-2021



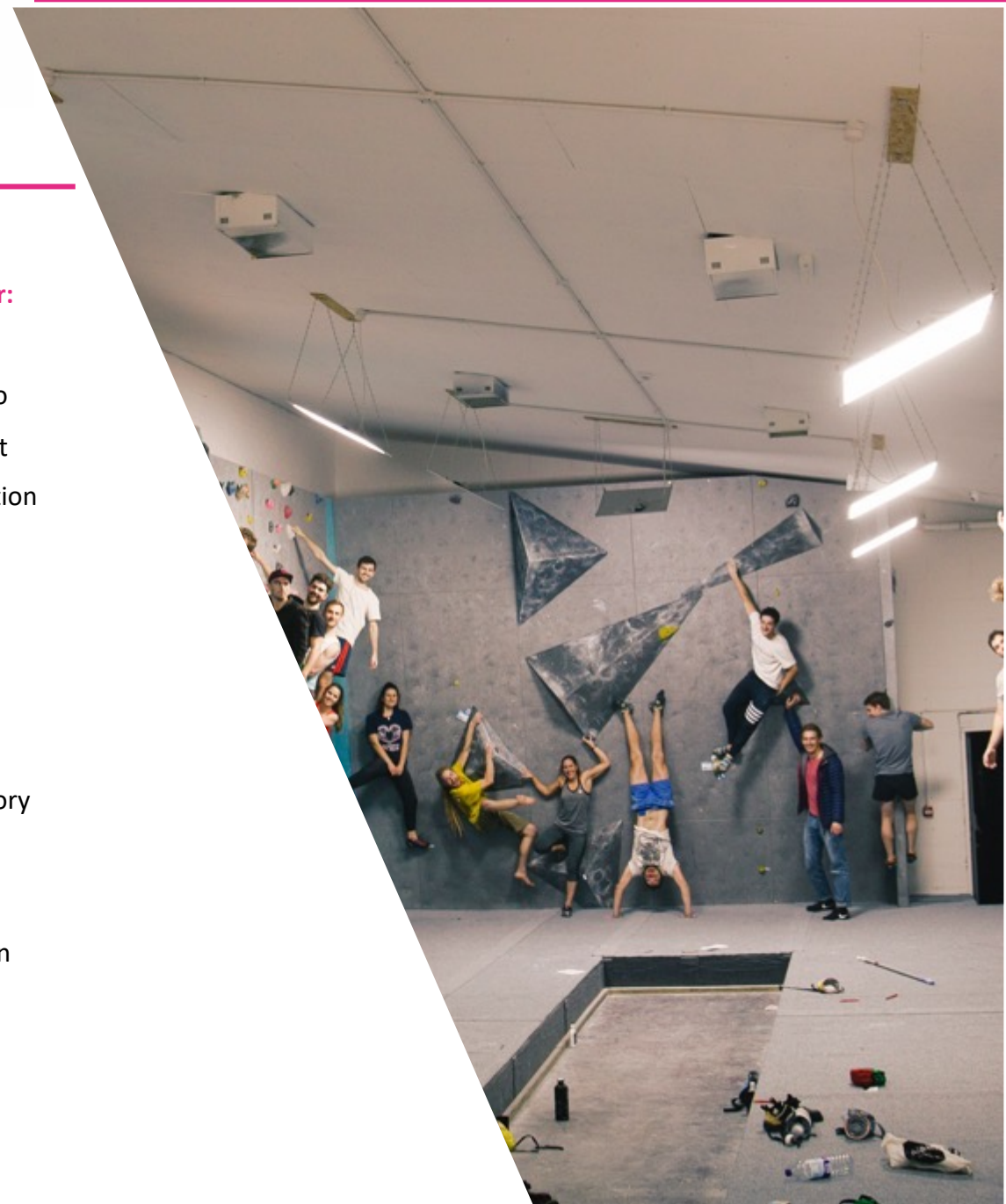
THE FUTURE OF CREATIVE WICK



What does the future hold for Creative Wick?

The Covid-19 pandemic has had a significant impact on our business but the future is looking better:

- We have recently launched the [CIG supporter's guide](#) developed as part of the CEZ programme so that members can make an affordable financial contribution to the network's operating costs that will allow us to revive the Masterclass series and match-fund a new Arts Council England application for Wick Wednesdays.
- We have new Living Lab research projects in the pipeline with Queen Mary University of London and UCL East, that will explore social prescribing and interim use opportunities.
- The Wick Newspaper is looking to develop its digital platform that includes a new creative directory and introduce an annual creative placemaking awards ceremony.
- We want to deliver the next edition of the Music Academy in Autumn 2022 and the Film School in early 2023 to give more paid opportunities for HWFI's professional freelancers to transfer their knowledge and skills to local young people and the next generation of creative talent.



creative wick

For more information, or to discuss opportunities to work together,
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