

# BEING KIND

A PARTICIPATORY ART PROJECT



# 1. OVERVIEW

*Being Kind* is a participatory art project that brings together creativity, community, and kindness. The project revolves around the creation of **three evolving canvases**, each dedicated to a theme that encourages self-awareness, connection, and care:

- **Be kind to your mind**
- **Be kind to your body**
- **Be kind to each other**

Three artists will start painting the canvases, then at a **launch event** they will evolve into community-driven artworks over 3 months.

Each canvas will travel to different locations, inviting diverse groups of people to contribute to the paintings. The project culminates in a **vernissage**, where the completed canvases will be exhibited, celebrated, and sold as “living pieces of art” that continue to grow and inspire.

## 2. PROJECT OBJECTIVES

- **Promote Kindness:** Encourage reflection and dialogue around kindness to oneself, others, and the environment.
- **Foster Community Engagement:** Create opportunities for individuals from diverse backgrounds to collaborate and connect through art.
- **Create 'Living Art':** Develop evolving artworks that reflect the collective creativity of communities.
- **Inspire Continued Participation:** Encourage art buyers to keep the spirit alive by allowing further contributions to the canvases.

# 3. PROJECT CONCEPT

## Phase 1: Production of the 'seed canvases'

Three artists will create three unique '**seed canvases**', each inspired by one of the three designated themes. These artworks will serve as the foundational pieces and catalysts for the movement's evolution.

# 3. PROJECT CONCEPT

## Phase 2: Launch Event

- The project will kick off with a **public event** at an art café or gallery.
- The three canvases will be displayed, each labelled with its respective theme:
  - *Be kind to your mind*
  - *Be kind to your body*
  - *Be kind to each other*

Attendees will be invited to freely paint, draw, or write on the canvases, collaborating to each artwork and starting creating a *'living' artwork*.

# 3. PROJECT CONCEPT

## Phase 3: Traveling Canvases

- Over the following **3 months**, the canvases will become mobile community pieces.
- The three canvases will be assigned to **three “keepers”**, who will bring the canvases to various locations, including:
  - **Homes (family gatherings, friends)**
  - **Schools**
  - **Workplaces**
  - **Public spaces (libraries, parks, cafés)**
- Contributors will add their artistic marks, reflections, or messages, allowing the canvases to evolve organically.
- The value of each canvas will grow incrementally:
  - **£2.00 per contributor** will be added to the canvas's value.
  - For example, if 50 people contribute, the canvas will be valued at £100.

# 3. PROJECT CONCEPT

## Documentation:

- **Photos** will be taken every 7 to 14 days to document the canvases' transformation.
- **Social media and/or a project website** will share progress, stories, and updates, building anticipation for the final event.

# 3. PROJECT CONCEPT

## Phase 4: Vernissage (Final Showcase)

- At the end of the 3 months, a **vernissage** will be hosted to exhibit all three canvases.
- Attendees will be invited to continue contributing to the artworks during the event.
- The canvases will be sold to buyers, with the understanding that the spirit of the project continues:
- Buyers will be encouraged to allow guests, family, or friends to keep contributing to the canvases, keeping them as **“living pieces of art.”**
- Buyers will also be invited to document the canvases’ ongoing evolution through photos or updates.



# 3. TARGET AUDIENCE

- Local communities, families, and individuals of all ages
- Artists and creatives
- Schools and educational institutions
- Workplaces and organizations
- Art enthusiasts and collectors
- Galleries, cafés, and public spaces

# 5. PROJECT IMPACT

- **Community Building:** By inviting contributions from diverse individuals and groups, the project fosters connection, dialogue, and shared creativity.
- **Raising Awareness:** The themes encourage participants to reflect on positive mindsets, physical well-being, kindness and relationships.
- **Accessible Art:** The project democratizes art-making, inviting everyone—regardless of skill level—to participate and express themselves.
- **Ongoing Inspiration:** The living nature of the canvases ensures that the project's impact continues beyond the final showcase.

# 6. TIMELINE

Phase	Duration	Details
• <b>Planning</b>	3 months	Securing venue, materials, and logistics
• <b>Launch Event</b>	1 day	Public kick-off at art café/gallery
• <b>Traveling Canvases</b>	3 months	Canvases move between locations for contributions
• <b>Documentation</b>	Ongoing	Weekly / Biweekly photos, social media updates
• <b>Vernissage</b>	1 day	Final exhibition and sale of canvases

# 7. BUDGET OVERVIEW

## Expense Estimated Cost

- **Venue Rental** (Launch & Showcase) £80.00
- **Art Materials** (Canvases, Paints, brushes, etc) £300.00
- **Total Estimated Budget.** £380.00

# 8. EXPECTED OUTCOMES

- **Three completed, collaborative canvases** showcasing the creativity of the community.
- An engaging **final vernissage** that celebrates the contributors and themes of kindness.
- Positive community **impact** through **participation, reflection, and storytelling**.
- Potential for **ongoing contributions and documentation** by the new owners of the canvases.

# 9. CONCLUSION

*Being Kind* is more than an art project—it's a movement that celebrates creativity, kindness, and community connection. By blending participatory art with a powerful message, the project invites people to reflect, collaborate, and contribute to a shared artistic journey. The evolving canvases serve as living testaments to the power of collective expression and the enduring spirit of kindness.

# 10. NEXT STEPS

- Finalise partnerships with venues and collaborators.
- Confirm budget.
- Begin outreach and promotion for the launch event.

# CONTACT

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