

PPD PROJECT

PARASOL UNIT GALLERY

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1 . W H O I S P A R A S O L U N I T ?

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- **Founded in 2004** by art historian and curator **Dr.Ziba Ardalan**
- It is a **non-profit institution and an educational charity** that operates purely for the **public benefit**.
- It functions like a **European Kunsthalle**, which essentially means reacting to the artistic activities of its time.
- It operates **based on donations**, and on the one -time donation from the founder which functions as a **reserve**. They also sell some artists' limited edition pieces which are specifically created to fund the galleries expenses.
- **Income:** £958.7K, **Spending:** £1.5M
- Every year the foundation organises **three to four** challenging and thought-provoking **exhibitions** of works by **British and international** contemporary artists working in various media,

2 . C U R A T O R I A L P R A C T I C E S

- The gallery focuses on **exhibiting and supporting mid-career artists** (David Claerbout and Darren Almond), **present emerging artists** (Julian Charrière and Tschabalala Self) and **revalue long-established artists**.
- **Dr. Ziba Ardalan** states that she **doesn't follow** any particular set of **rules or platforms**. She explains:
"You can't show art that you don't relate to, you don't feel it".
- She tries to **understand** as much as she can about **artists' works and lives** before inviting them to show. For instance, she visited the Japanese fishing village where **Shinro Ohtake**, lives and works.

3 . E X H I B I T E D A R T I S T S

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H Y O N G Y O N

E L G E R E S S E R

T S C H A B A L A L A S E L F

R A N A B E G U M

**4 . E D U C A T I O N A L A N D
C O M M U N A L A C T I V I T I E S**

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- The **education programme** is planned very much **around the exhibition programme** and content, which is largely **international**.
- The **children and family programme** is set up to **support the community** and they try to push the boundaries with different **workshops** in order to **awaken an interest in art** at an early age. For instance storytelling ,conversations with artists led by the founder, lectures, artists talks,and tour+dinner with artists.
- They held an **auction to reach out to the local community** and to fund the gallery.

5 . H O W T O G E T I N V O L V E D ?

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- **Internships:** preferably with masters degree to help the organisation. Volunteers have travel and lunch expenses paid.
- **Volunteer:** help in the **workshops** and work closely with staff in the Community Education Programme
- **Memberships:** donations or become members of Parasol Circle to support Parasol unit with an annual donation of £1,800 (or £2,000 for a joint membership) and gain special access to a bespoke schedule of events and benefits.