

# ABOUT V22

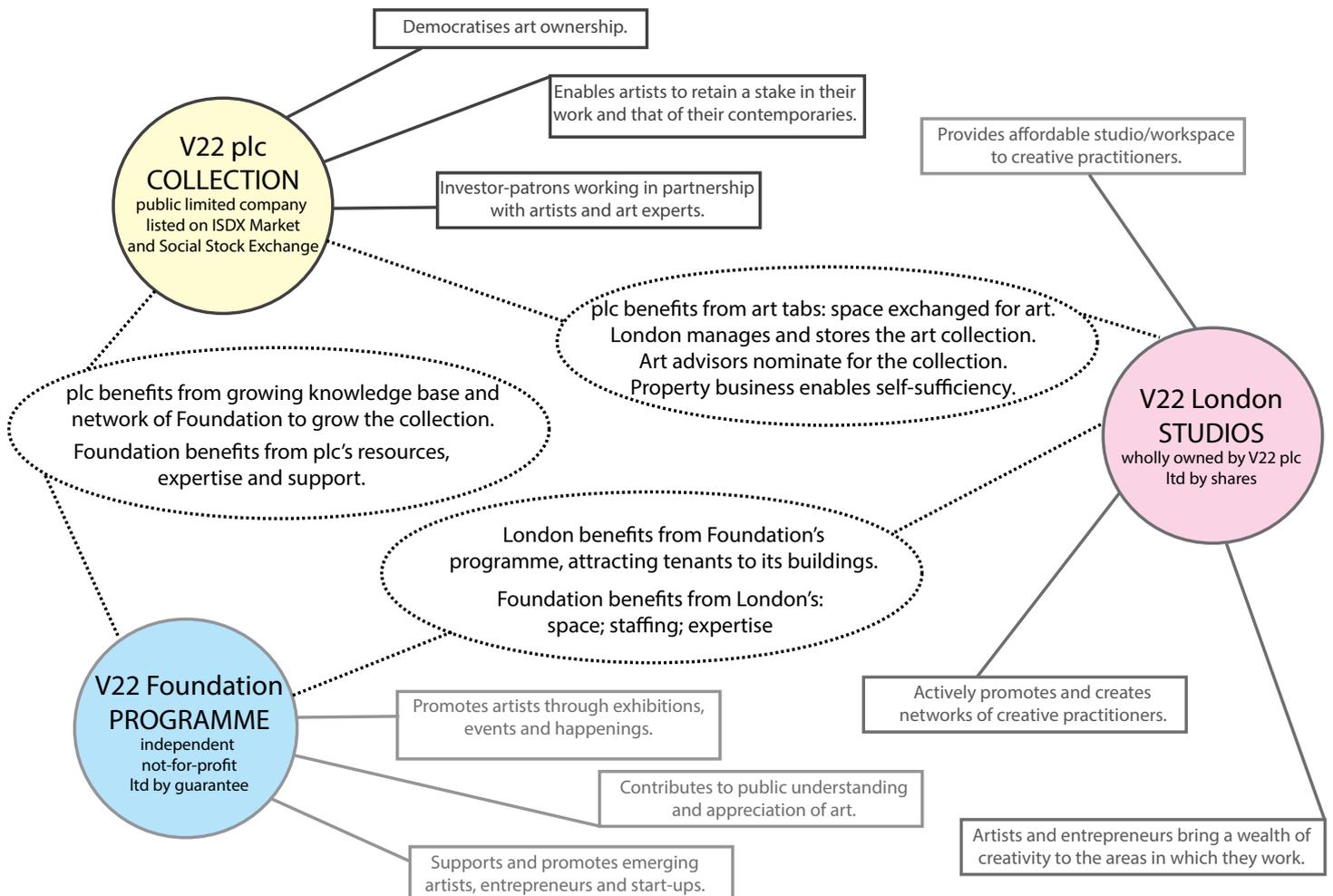
V22 is a multifaceted art organisation, with a shared ownership structure, which specialises in:

- the collection of contemporary art
- the production of exhibitions and events
- the provision of artists' studios, workshops, and workspace at affordable rates
- the running of community engagement, community libraries and education programmes

V22's mission is to build a new kind of art institution.

Through V22's shared ownership model, key beneficiaries contribute to the decisions that affect V22 as well as its social impact and objectives. This means that the prevention of social 'mission drift' is intrinsically built into V22's structure.

The V22 Group is made up of 3 complimentary companies.



# ART COLLECTION | SHARED OWNERSHIP



V22 PLC owns our art collection and is listed on the smallest of the three London Stock Exchanges: NEX Market. We believe that a public company best supports our ideal of administering an art collection based upon shared ownership. The stock market is a proven system of asset sharing, supported by proven, reliable and transparent rules and structures.

The shareholders of the company include the artists in the collection, in some cases their dealers, and a wide variety of investor-patrons. These investors range from young people with an interest in art, to businessmen interested in alternative assets, to retired ladies and gentlemen in the country who enjoy coming to our exhibitions, meeting the artists and feeling that they are contributing to contemporary culture in an innovative way.

V22 listed as a founding member of London's new Social Stock Exchange in 2013. We believe this to be an important step for V22 as the SSX creates key introductions for us to larger funds and foundations interested in social impact and ethical investing, whilst validating our social impact. V22 is proud to have been shortlisted as Social Impact Company of the Year in the Small Cap awards in 2014 and 2016.

The V22 art collection was independently revalued in December 2015 at £1,670,429, an uplift of £1,112,248 since the start of the collection, a gain of 199.3%. The biannual revaluation shows that while some artists, in particular the younger ones in our portfolio, have been holding or steadily growing their value, some artists have done exceptionally well – our highest growth has been 1900% from purchase in 2009 to 2015.

V22 works to make a more accessible art market and encourage wider art ownership. Through its work, V22 is committed to promoting and assisting the development of contemporary art talent, in particular emerging and younger artists. This innovative shared-ownership model enables participation in patronage at all levels and allows artists to retain a stake in their work and that of their contemporaries.

In the ten years since our formation, the artist' shareholding of V22 has grown to 39.25% (and counting) and we are very proud of the structure which has enabled this.

# STUDIOS | WORKSHOPS | WORKSPACE



V22 LONDON LTD is a private company wholly owned by V22 plc which currently runs seven studio buildings in London. They are situated in Shoreditch, Dalston, Lewisham, Forest Hill, Hackney Wick, and Peckham, providing affordable workspace for more than 450 artists, artisans and creative practitioners. They will shortly take on a 125 lease of a new property in Orpington. V22 London is also piloting a workspace crèche in its Dalston premises for tenants who are working parents - another project supported by the Mayor of London.

V22 has been providing affordable workspace since early 2006. We believe that the wide provision of affordable artists' studios and creative workspace in London is one of the reasons this city is the creative capital of the world. This not only directly benefits the creative economy, but also the growth of the city itself.

V22 communities not only benefit the artists and creative professionals within them, but have an inclusive and positive role in the regeneration of areas where they work and the wider communities around them. Art organisations revitalise neighbourhoods and promote economic prosperity; participation in the arts improves physical and psychological well-being; and the arts provide a catalyst for the creation of social capital and the attainment of important community goals.

The Mayor of London recognises the importance of artists' studios which make "a unique and highly valued contribution to the quality of life and reputation of the boroughs in which they are based". V22 is part of a Strategy Group set up by the GLA to support and create sustainable, long term, affordable workspace provision.

Alongside projects which deliver short term workspace and project-based events, V22 aims to provide affordable long-term studios, and encourage the creation of new relationships and networks amongst creative people and organisations.

V22 further seeks to bring the value of the arts to society, enabling these in new areas and sectors of society, through its studio spaces, public programmes, educational community projects, art exhibitions and events programmes that are free to the public.

# EXHIBITIONS | EDUCATION | COMMUNITY



V22 FOUNDATION is V22's not-for-profit wing and runs V22's exhibitions, education and community projects and libraries. V22's Young London exhibition series has exhibited the work of nearly 100 emerging artists and has assisted in the trajectory of their careers. Our Summer Club has presented over 270 events in partnership with over 1,280 artists and partner organisations. We are currently running one London Public Library as a community library and are taking on a second in 2017.

We view our exhibitions and events programme as a learning process which feeds into our art collection and complements our provision of studio space. Similarly, our community projects, libraries and education programmes are ways to learn about the areas in which we operate – both geographic and intellectual. Not only does our public programme increase the profile of V22 and the exhibiting artists alike, but forms a public face for V22 which goes beyond conventional formats of interaction between artists, their art and visitors.

Because V22 is more than an art organisation, we are particularly delighted when an exhibition or event forms the starting point of a relationship with our artists and audiences – many subsequently join the V22 studios, selected artists are invited to become part of the V22 art collection, thus becoming part-owners of the whole enterprise and partners in the future of V22, members of the public sometimes become shareholders, partners or friends. Since its inception V22 has presented the work of hundreds of emerging and established artists in various formats: exhibitions, events, happenings, screenings, talks, workshops and collaborative projects.

The V22 Foundation's aims, as enshrined in its Articles of Association, are the following:

- to foster, promote, advance, maintain and improve public education and to promote interest in, access to and appreciation of visual art and culture
- to aid, assist and educate necessitous artists
- to enable and promote the production and exhibition of art

# THE TEAM

Tara Cranswick, Founder and Director of V22, has been a practicing artist for over eighteen years. Tara was with the Saatchi Gallery whilst it was at County Hall and played a significant role in setting up and running the new promotions department for the gallery. She has experience in the independent education sector, has set up and assisted in the management of V22 Studio premises since 2006, and has overseen the curation, presentation, organisation, budgeting and marketing of all V22 events and exhibitions.

Bruce McRobie MRICS, a Chartered Surveyor, has over 30 years' experience of working in the property industry. Over the course of his career Bruce has worked across both the public and private sectors in estate management, site acquisition, and in property development for high profile employers including the Royal Household, Orange, and a number of London boroughs. Over the last few years Bruce has worked on a number of large residential and mixed use regeneration schemes including the now completed Dalston Square, and a number of schemes presently on site including Montmorency Park, and the redevelopment of the Alma estate.

Gazala Jaweed brings over 15 years' experience within Property Investment and Asset Management. Prior to joining V22, Gazala spent 12 years at Lend Lease where she held various senior finance positions within Investment and Asset Management with responsibilities for Finance as well as across numerous disciplines including Strategy, Disposal and Acquisitions, Tax, Legal and Systems. While at Lend Lease, she was successfully involved in closing the sale of the Bluewater Asset at £696million to Land Securities. Gazala then joined Land Securities assisting with the Bluewater Integration. Previously Gazala held various positions in United Technologies Corporation (UK), CBRE and Arthur Andersen. Gazala is a member of the Association of Certified Chartered Accountants in the UK.

Kerry Sheldrick is a Qualified Teacher (Grade: Outstanding) and has been working in education since 2004. An ex-deputy head of a London primary school, Kerry has led on child protection in a school of high deprivation and her safeguarding strategies were celebrated by Ofsted and the Local Authorities alike. Kerry is also experienced at curriculum development, with skills to meet the needs of those with Special Educational Needs and Disabilities. Having been a key catalyst in the transformation of the 'bottom' school in London (according to league tables) to a 'good' school under her leadership, we know Kerry has the drive and enthusiasm to make our educational projects succeed.

V22 buildings are run day-to-day by our in-house team of building managers, studio managers, our maintenance & caretaker team and our accounts department. Selected trusted tenants at our buildings form a team with eyes on the ground, they are also trained as fire marshals and caretakers for their specific buildings.

V22 tenants are a mixture of artists, makers (metalworkers, cabinet makers, furniture designers), creative businesses (architects, graphic designers, photography studios), social enterprises (publishing, green energy, art therapy) and freelancers working in a variety of sectors. The mix provides a good overall use of our buildings, usually at all hours of the day, 7 days a week. Tenants benefit from a community of makers and creators and the possibility of flexible and permanent space. Our established V22 intranet allows tenants to communicate with each other, collaborate, benefit from bulk discounts and exchange services (usually with an in-house discount). Project spaces within different buildings present exhibitions and events, activate the buildings and help to form relationships with existing and new tenants.

CONTACT

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