





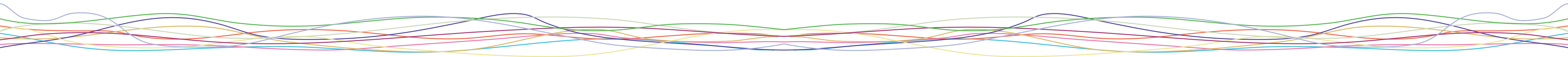
WeTheSeeds Public Art Agency

More than just art in the public realm..

Powerful public art marketing &
management through installations and campaigns.

We created WeTheSeeds® to provide organisations, authorities and developers with a holistic approach to engaging communities and delivering artwork that makes an impact. We are a creative and scalable resource that helps you give locals the opportunity to shape their future. Together we create a shared vision for public spaces and add value with innovative and creative services.

A flexible resource that connects your organisation with communities through bespoke & memorable public arts experiences.





Hand-painted street art & inclusion

An inclusive approach to collaborative planning and development includes art and involves the local people affected by the change in their environment. Art in the public realm is a crucial part of social, community, and cultural investment in new developments in residential and public spaces.

Street art-style interventions are a powerful tool for urban regeneration that is inclusive of all community stakeholders and can dramatically change public perceptions. As a result of the heightened respect and appreciation of the surroundings, there is less crime, littering and less vandalism or graffiti.

Street art can function as a critical driver in urban regeneration and redevelopment and encourage the inclusion and level of happiness in cities, neighbourhoods and communities alike. Underprivileged areas can reinvent themselves and discover a newfound quality of life and motivation to participate, evolve and improve the overall status of their culture. This can undoubtedly lead to economic flourishing and a lively, energetic community reflecting progress and optimism.

The site-specific sense of place and belonging can accelerate environmental protection, sustainable initiatives and inspire engaging conversations among diverse individuals and groups. Whether the campaign is permanent or temporary, street art adds the energy needed into the public realm to make positive change a reality.

Art in the public realm enhances every development as it enables an active and creative collaboration between organisations, artists, and the local community.



Why work with WeTheSeeds?

Because we make urban areas livelier, fuller and happier places over time.

We feel the pulse of local communities, and we also have the mechanisms and methodologies to deliver tangible results.

- **We're a flexible artist agency that acts as a branch of your organisation.** We scale up or down according to your project's objectives. Our services can range from painting a mural to managing events with 3rd party art-based talents.
- We collaborate with a broad spectrum of freelance artists, and **we source, screen and brief the right people for each project.** We only provide artists who will communicate the right ideas and values and have the skills required to work under tight deadlines.
- We always offer a **service backed by a socially conscious, modern strategy that meets the needs of the community.** Our artistic knowledge, paired with our branding expertise, allows us to be mindful of your broader targets, key challenges, and goals.
- We always offer a 100% bespoke service. **Our award-winning systems and procedures can guarantee a smooth and efficient service,** managing even the most intricate workflows from planning to execution, and even across digital channels.



Discover all we can offer.

CREATIVE PLACEMAKING

NO MORE GRAFFITI

WAYFINDING & GROUNDWORK

PLAYGROUNDS

INSPIRED HUMAN-CENTRIC MURALS

INSTITUTIONS AND COMMERCIAL INTERIORS

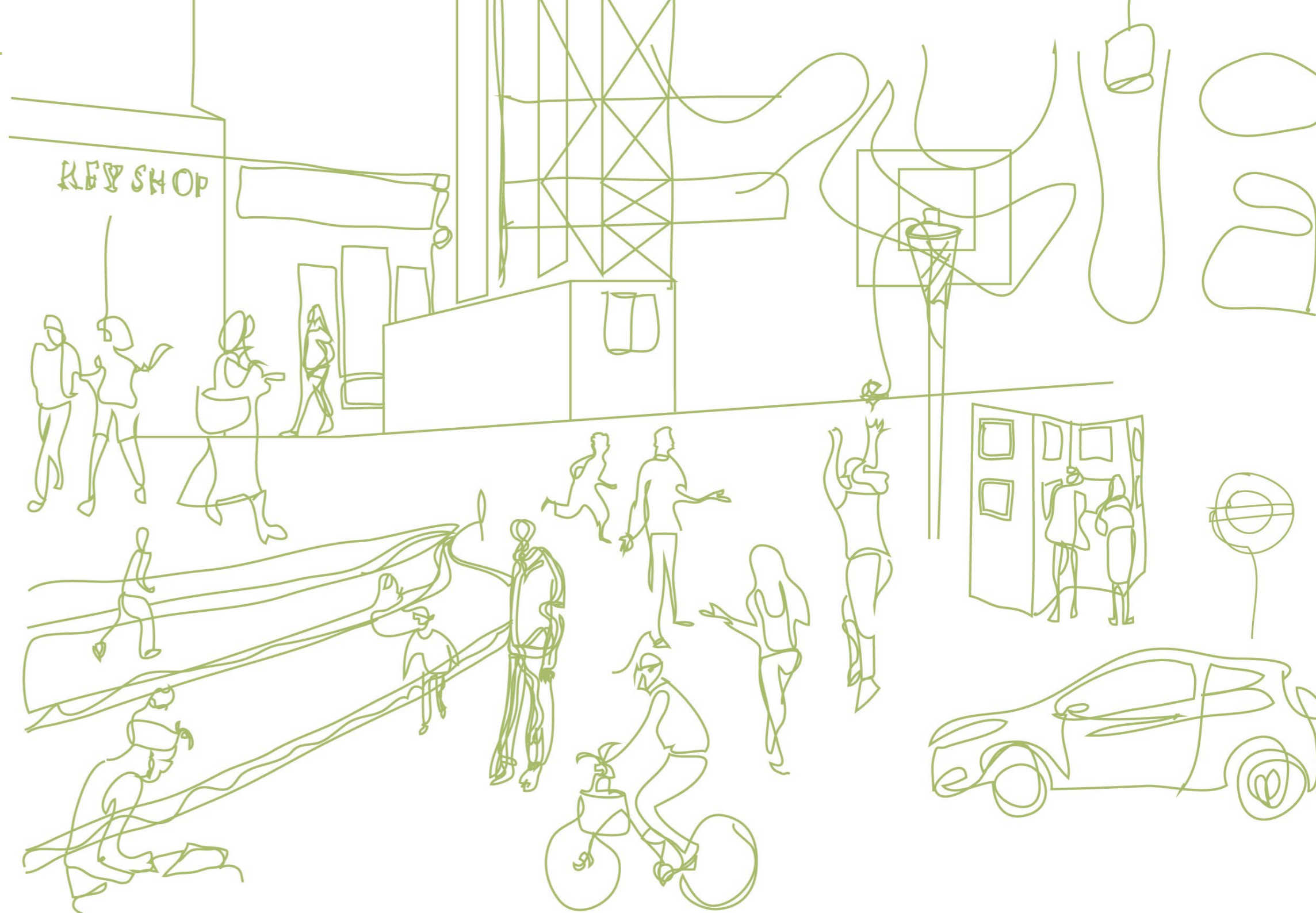
HAND-PAINTED HOARDINGS

WINDOW ART ADVERTISING

COMMUNITY ENGAGEMENT

ENABLING SPACES & MANAGEMENT

OTHER SERVICES

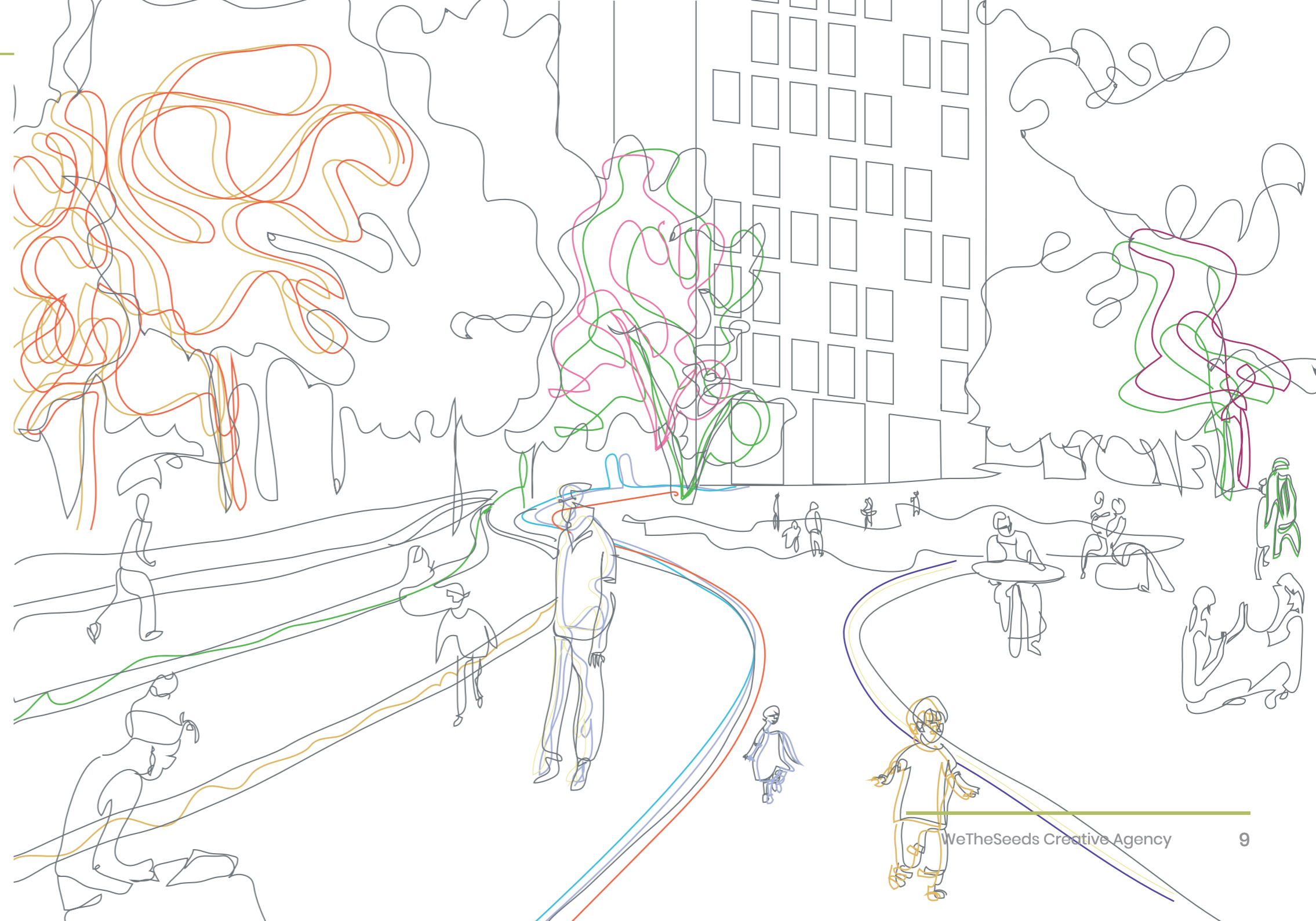




CREATIVE PLACEMAKING

WeTheSeeds hand-painted artwork changes the area's appearance in an artistic manner that improves aesthetics and empowers cultures and individuals to contribute and participate. We know that transforming public realm spaces, regenerating cities, towns, and infrastructure helps citizens feel more human and engaged.

We deliver Creative Placemaking that serves Urban Revitalisation in the most meaningful way. With history, culture and heritage at the forefront.



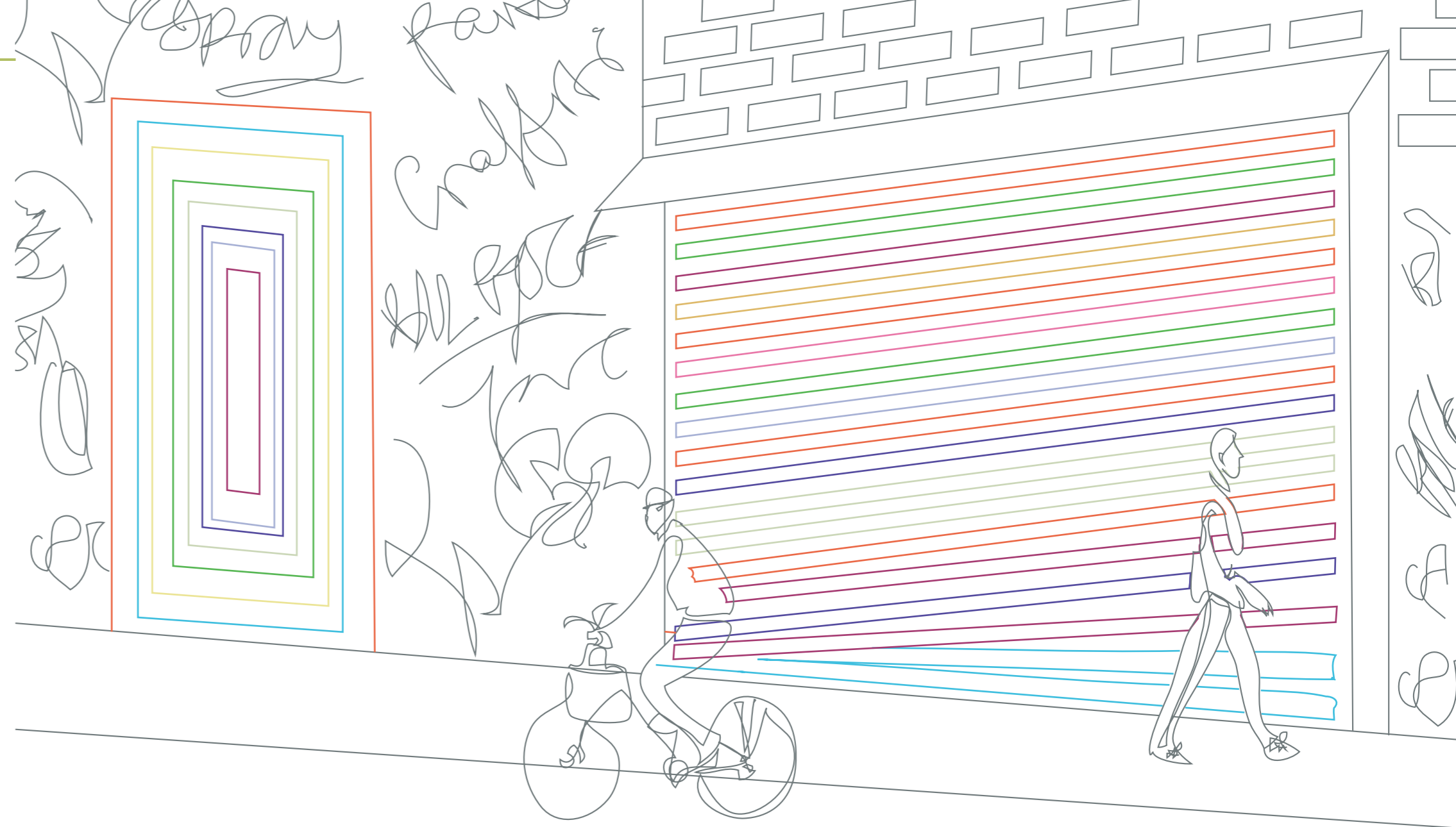


NO MORE GRAFFITI

Our culturally sensitive artwork touches the hearts and minds of the locals and deters actions of vandalism and disrespect. We view graffiti as a significant problem in cities as it marks walls and other surfaces and creates an environment that feels run-down or even threatening. As it is illegal and unauthorised, it creates a poor impression of the area and even of the people living there.

WeTheSeeds offer the most reliable solution that defeats graffiti: Community-centric hand-painted art! We have found that completed full-scale artwork deters graffiti, as graffiti writers appreciate the effort that goes into it. Our work supports local authorities in offering the community a solution that is effective and delivers long term results. As an added measure, we also provide an anti-graffiti coating service that increases the success rate of each project.

Grffiti serves no more with hand-painted mural artwork with a protective layer.





WAYFINDING & GROUNDWORK

At the heart of our work, there is always an artistic experience respectful of every individual and the surrounding environment and culture. Offering functional yet tasteful signage and comprehensive guidance is at the forefront of our services. We make sure our designs work with local architecture and landscape to complement new and existing surroundings.

We ensure our work functions in harmony with each unique brand and serves the project's overall objectives while creating a positive image. We are skilled in creating wayfinding and groundwork artwork that doubles as effective signage for big buildings, hospitals, tourist attractions, restaurants, bars, and retail outlets. We make citizens feel safe and comfortable navigating the area, and we empower them to find what they are looking for without the need to seek assistance.

We deliver carefully crafted works of art and design that function as a signage & wayfinding solution.



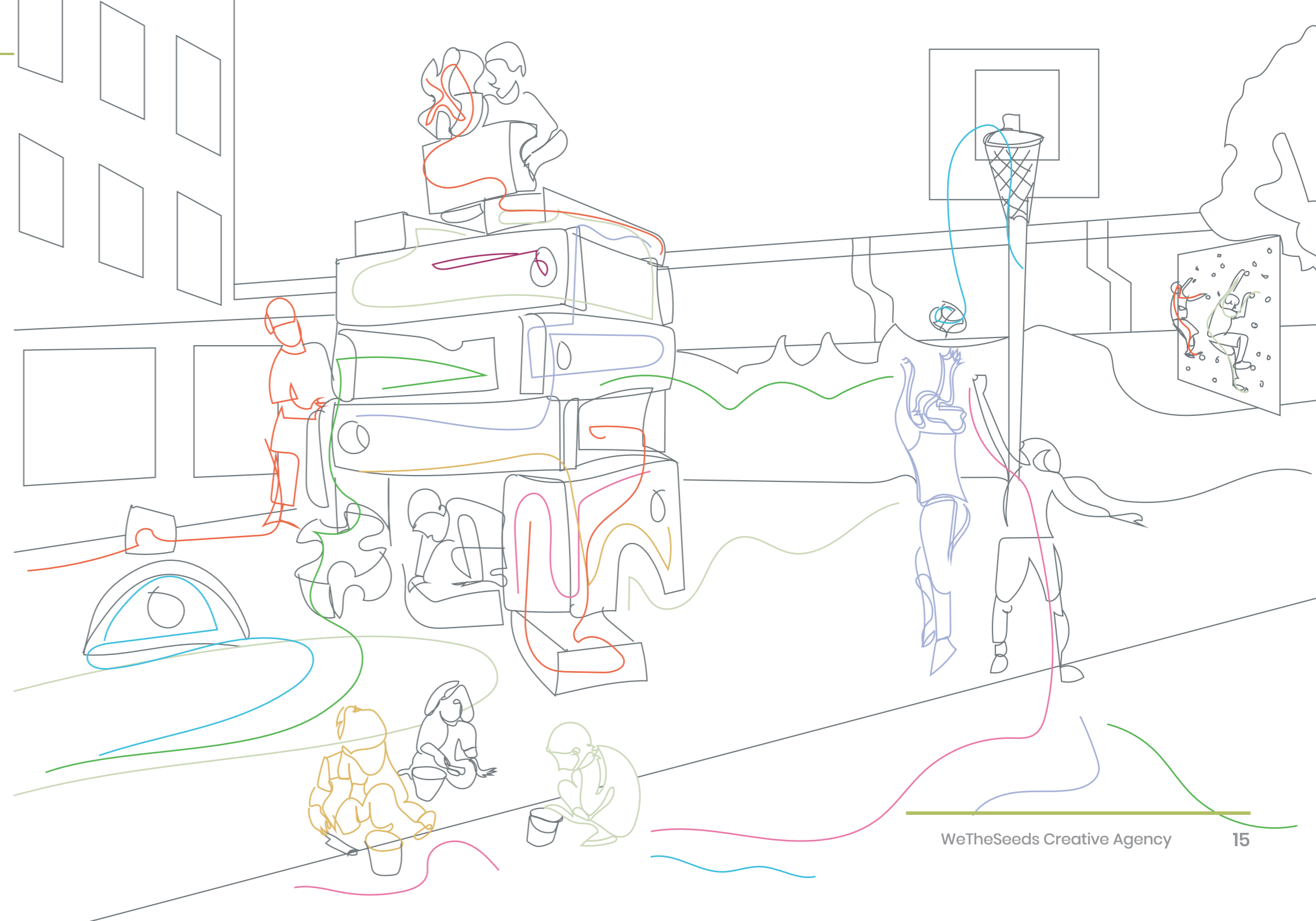


PLAYGROUNDS

Our bespoke hand-painted artwork helps create colourful, playful and visually stimulating environments for children and young people. From basketball courts and family-inclusive sports areas to recreation and multi-use games areas, we create works that people can interact with and enjoy. Our deep commitment to culture and community indeed extends to sports and recreation. We are always excited to create fun and exciting spaces that are fit for purpose and utterly engaging.

WeTheSeeds playground placemaking contributes significantly to creating inclusive playgrounds, reflecting community values, and inviting people to participate. As a creative agency, we have extensive experience working on large scale projects and collaborating with 3rd party contributors such as planners and architects. We create bespoke designs to fit each project's exact requirements, and our flexible approach enables us to contribute at any stage of the development process.

We create colourful, playful and engaging spaces for young people and children inclusive of all community members.



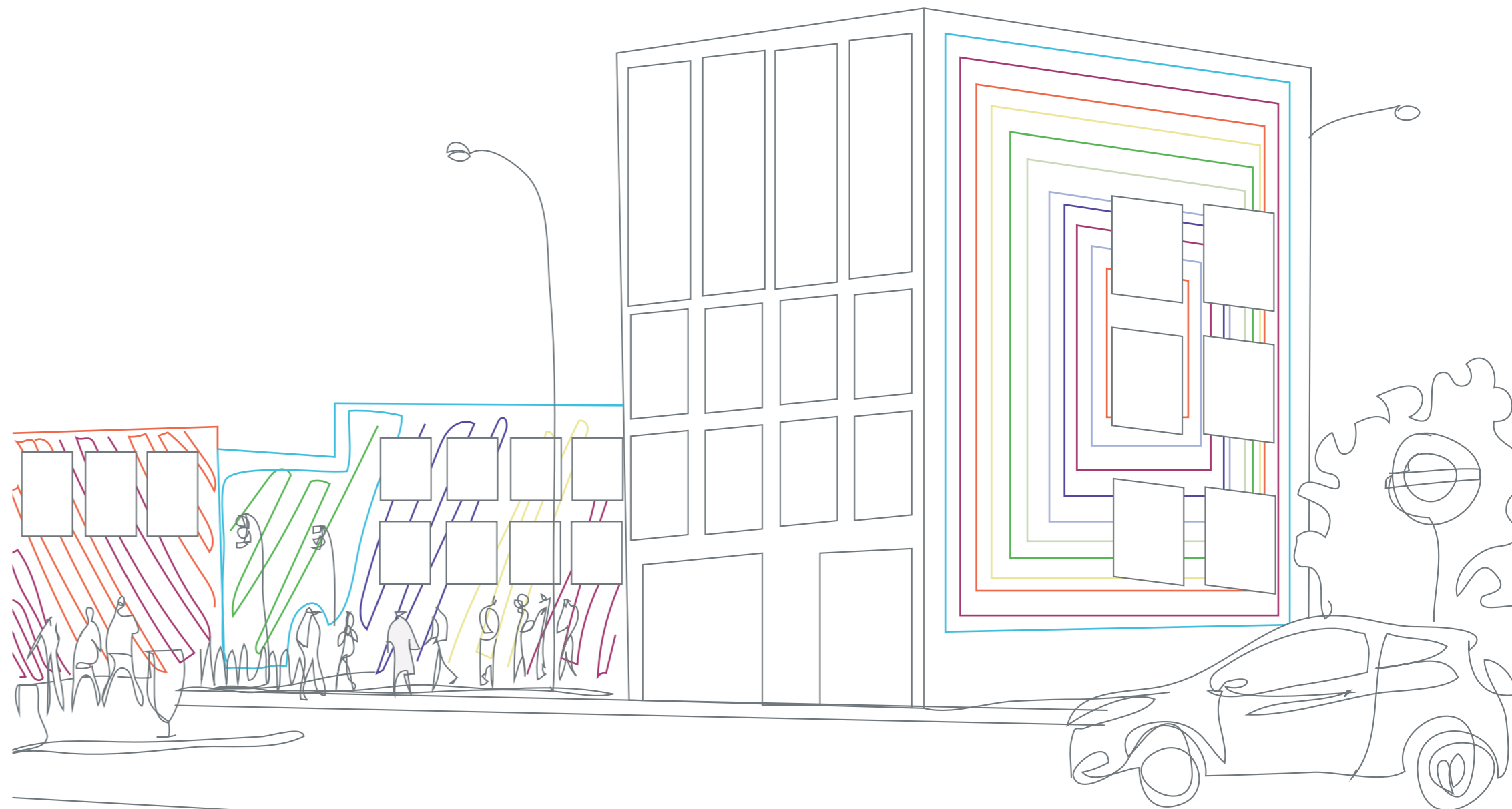


INSPIRED HUMAN-CENTRIC MURALS

Our hand-painted murals bring to life human-centric campaigns that excite the local community. We provide the means to utilise any space on buildings' exteriors to reach people, build trust and spread the message. This unique combination of street art and advertising is a heart-felt form of communication deeply appreciated by passers-by. Our murals become an eye-catching totum to the area and make the landscape beautiful and exciting.

When our artists paint the whole or side of a building, immediately it becomes a valuable place that reflects humanness. It showcases a sense of care in the community, the local area and gives people a reason to stop and reflect. The hand-painted colourful and vibrant space turns into a social media talking point and the perfect place for a photobomb and a selfie!

Our message-conscious murals speak in a universal language that has the power to bring people together and communicate shared values and ideas.



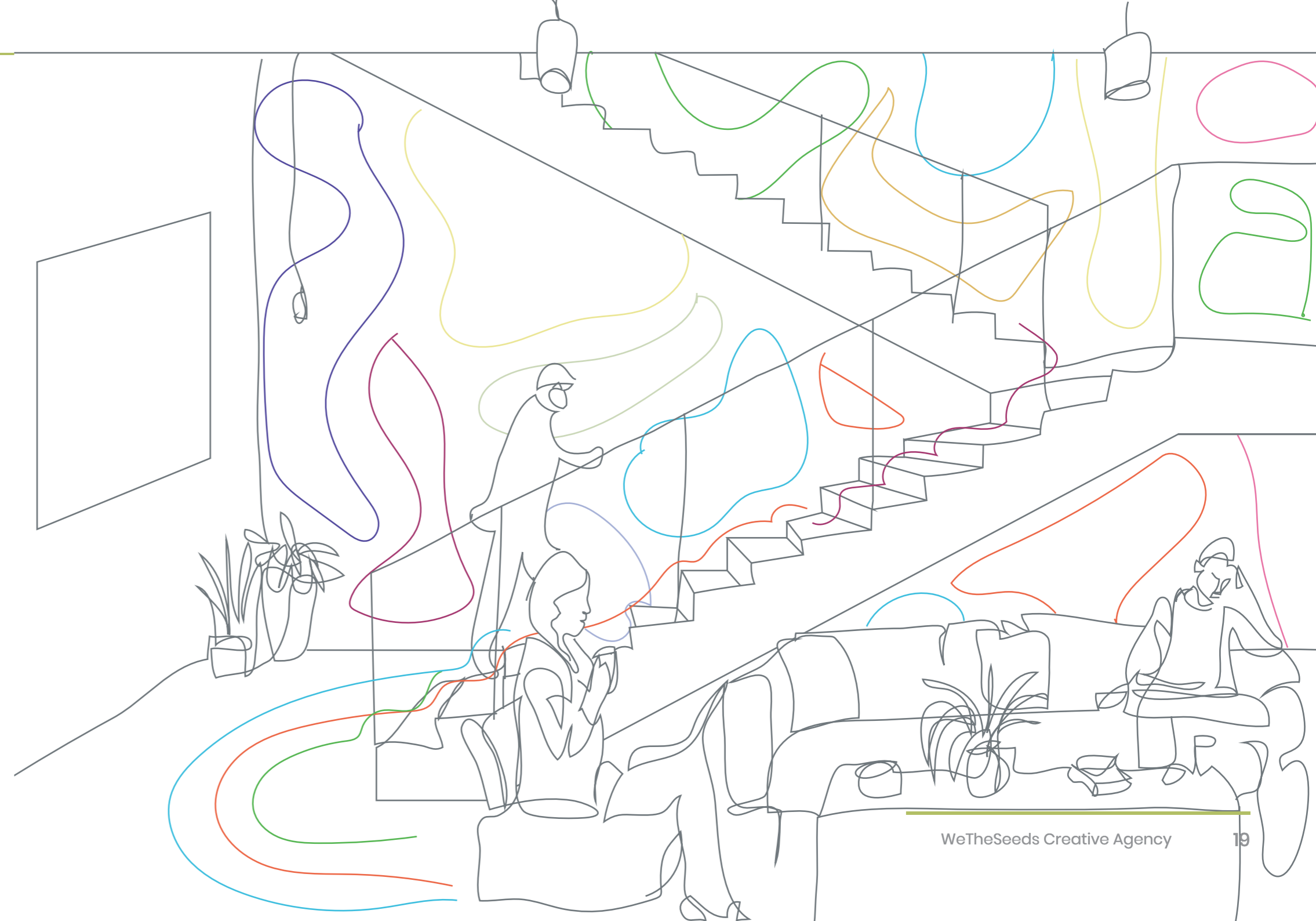


INSTITUTIONS AND COMMERCIAL INTERIORS

Our commitment to community-centric work expands to interior spaces as well. As an arts-based creative agency, we undertake medium to large scale projects for painting office spaces, theatres, museums, restaurants, as well as multiple properties interiors. We provide artists & strategy for building deep connections with internal and external communities, even across sites.

Hand-painted on-brand artwork can turn blank walls and empty spaces into creative environments that captivate and break the boundaries of set walls and fixed spaces. Authentic art from the heart has the power to make people feel happy and motivated to connect and empathise. For larger projects, we are equipped to undertake the entire process, from sourcing and screening artists to execution.

Hand-painted interior art communicates brand values and reaches people as soon as they enter the space.





HAND-PAINTED HOARDINGS

We view hoardings as yet another opportunity to connect communities and communicate messages empathetically. If left empty, hoardings are not attractive to look at, and they will attract graffiti. They remind people of the hassle of roadblocks and delays and are viewed negatively. Why not use this space to enable artists to design and paint artwork that will make the local community look differently at the development?

Hand-painted art creates a more profound emotion and communicates information thoughtfully. It gives insights into the company and the final development and puts it in a positive light. It is an excellent example of how development spaces can promote empathy in arts and local community cultures and demographics.

We transform hoardings into colourful and engaging spaces that provide insights and demonstrate respect for local culture.





WINDOW ART ADVERTISING

We create impressive hand-painted window art that attracts passers-by and makes them engage with high street businesses and brands. They may enter the store and become customers or take a selfie to share with their followers and spread the message. WeTheSeeds Window Art can elevate every promotional campaign and help local businesses upsell services and compliment their merchandise. Perfect for seasonal promotions!

The window itself is often a disused space that can become a powerful tool mixed with the medium of public artwork. It is the perfect solution for lettings and disused spaces, and it also has the benefit of being 100% customisable. Moreover, the use of semi-permanent paint ensures the weather can't harm the glass window. We are also available for larger campaigns in collaboration with high street authorities and local businesses to create larger and interconnected campaigns across high streets and stores. Window art trails are increasingly popular!

We create on-brand, fun and engaging window art advertising that brightens shopfronts.





COMMUNITY ENGAGEMENT

For us, the artwork begins when we connect with the community and go through the creative process together. Our goal is always to shape the outcome together whilst invigorating the project as a whole in an inclusive manner.

Discover our approach, which ensures that our work is being shaped by the local community.

Part 1: Research & consulting

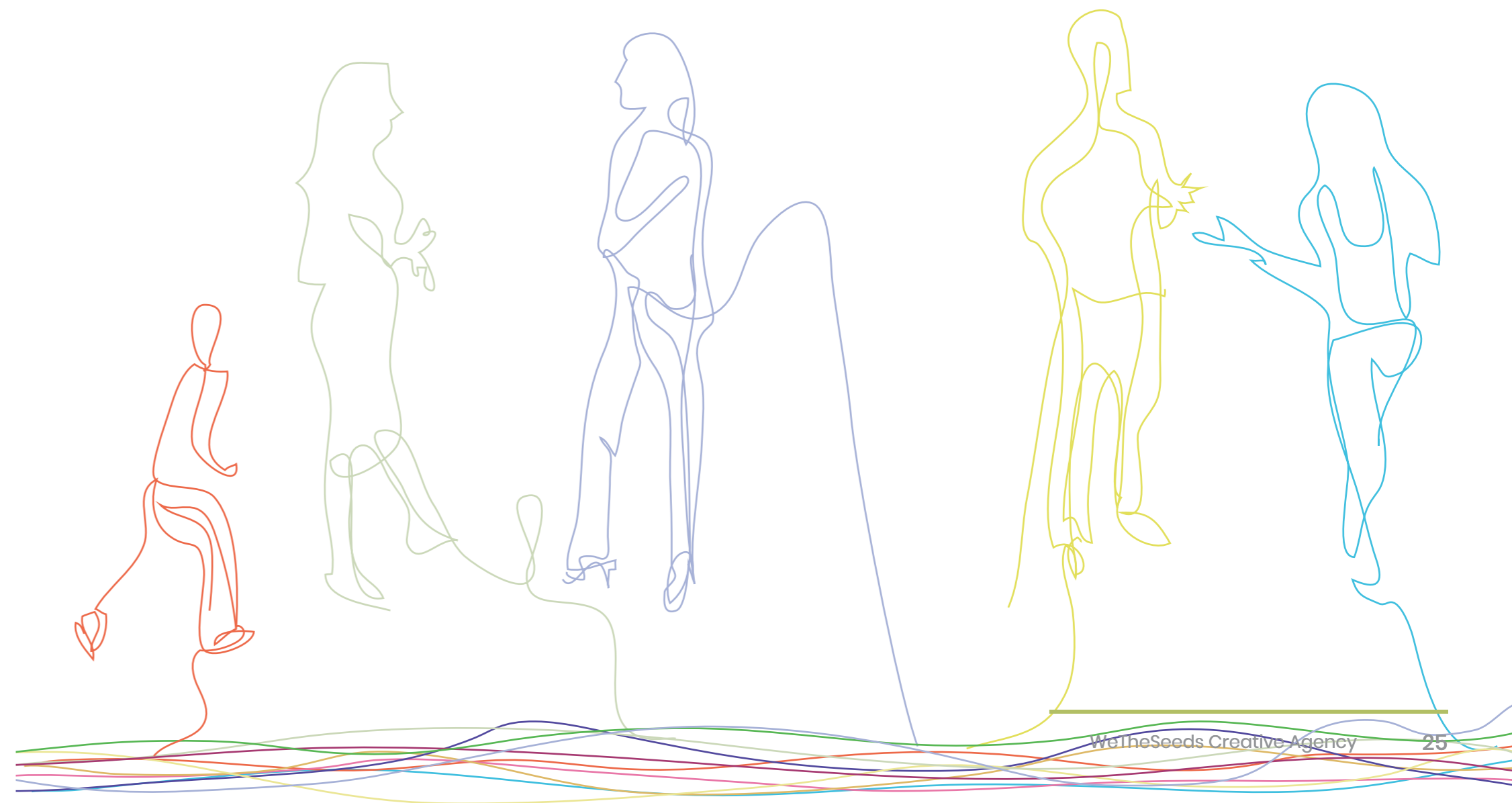
Our team undertake the research phase to understand the current operations of the local community. They work with local schools, young people and community groups to collect the correct data needed to develop a winning strategy. Our team that are part of the research stage make sure it is fun and engaging for the residents, rather than a mundane approach to data collection.

Part 2: Agile campaign planning & co-creating with the local community

The research findings inform the planning phase of the campaign. Our team creates initial drawings based on the insights they collected and go back to the community for feedback. As part of our agile planning process, we offer you the option to involve the local community further by asking them to provide their views on the value proposition. Once all the data is processed, we design a strategy and a project delivery roadmap.

Part 3: Campaign roll-out & further engagement

WeTheSeeds undertake the project's execution phase, offering more than just painting art in the public realm. Our strong project management skills and experience ensure the timely delivery of on-site work and the collection of quantified feedback on the finished project.





ENABLING SPACES & MANAGEMENT

Our deep connection with communities enables us to function as a management platform connecting organisations with localised support via exciting campaigns and straightforward booking systems.

We understand detailed community requirements and can provide a credible ongoing humanised connection to support powerful events and ideas. WeTheSeeds sense deeply the need for organisations, authorities and developers to support the inclusion of all citizens using spaces over time, as projects can be sensitive and shape entire communities over generations.

We have the resources to provide a personalised, branded space booking service alongside dedicated human support. Functioning as a flexible and scalable resource, we manage spaces and undertake the entire process from onboarding to management. This is all whilst having the option to create fun, exciting and social-first campaigns to help promote space use and events, all of which are innovative and modern whilst making the space feel dynamic and functional.

WeTheSeeds are dedicated to contributing to the creation of happier places for all!





OTHER SERVICES

WeTheSeeds are your scalable artistic partner.

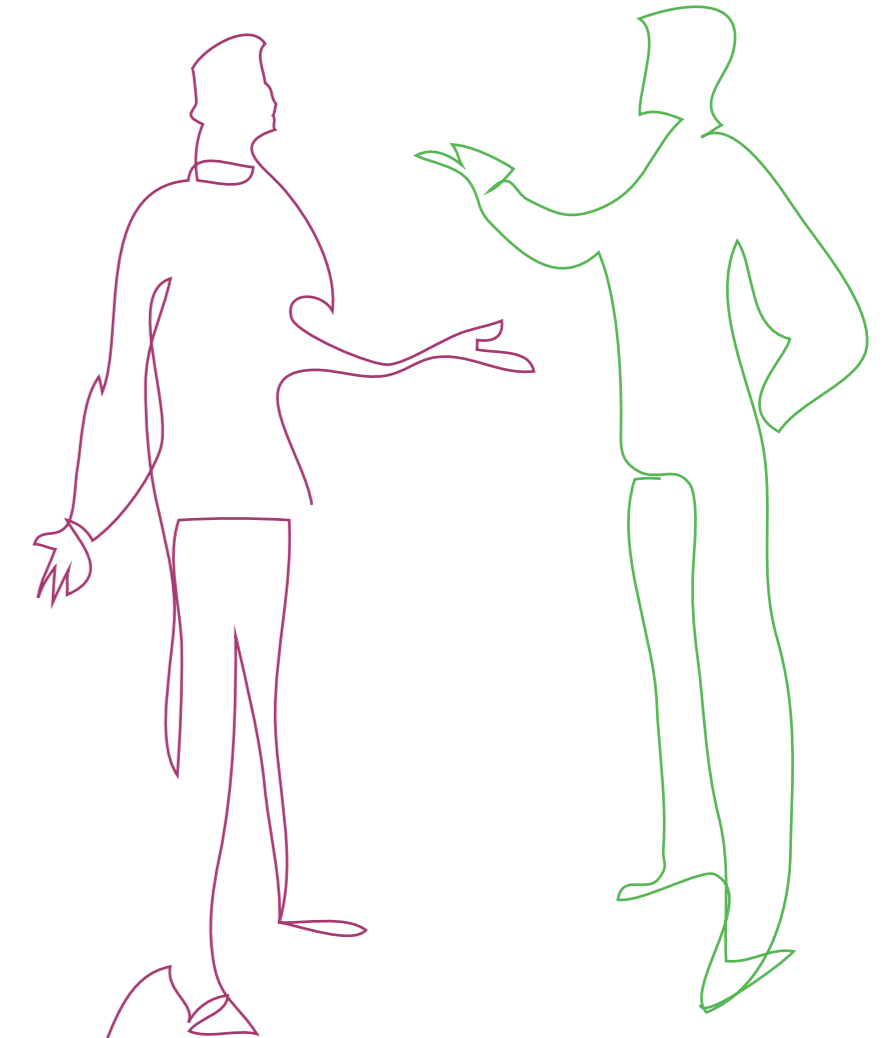
We're a flexible public art marketing and management resource, and we are happy to scale our services up or down depending on the scope and budget of each project. Every aspect of our community-centric work is available as a standalone service.

Art-based Services

- Anti-graffiti coating for permanent murals as an add-on to the anti-graffiti nature of hand-painted art itself.
- Hand-painted street art has a 10 year+ lifespan, but we offer a touch-up service as needed.
- Exciting real-life places and environments can reach a lot more people online. Our virtual tour partners can make that happen, which has included virtual art galleries and exhibitions.
- Town Centre branding, read more over at: <https://www.wetheseeds.co.uk/case-studies>

Consulting & Project-based Services

- Liaising with planning departments for permits and licensing adhering to current policy.
- Performing analysis of project feasibility.
- Undertaking research and development of the roll-out strategy.
- Drafting and agreeing artistic briefs according to organisational requirements.
- Sourcing, screening and briefing artists that are the right fit for each project.
- Managing projects and programs and offering ongoing consultation. We can monitor, evaluate and document projects.
- Offering advice on budgets and procurement processes.
- Performing risk assessment of potential sites and consulting on technical issues.
- Connecting, negotiating and liaising as needed with local authorities, community groups or other key stakeholders.
- Collaborating with 3rd party teams and local companies.
- Engaging local businesses in the scope of the project.
- Filming and editing social media content of the project on behalf of the organisation commissioning the project.





LASTLY...

There are three reasons why public artwork can reach a large audience and make an impact on hearts and minds:

1. Public art creates an emotionally complex and rich experience.

The campaign or installation is communicated in an abstract yet clear way that conveys a higher meaning and motivates it's audience just by looking at it.

2. Public art is eye-catching and uniquely engaging.

Urban artwork plays a massive role in drawing someone's attention to a cause and motivating them to contribute to their community actively. Not only is art-based installations and campaigns an effective advertising method, but it also visibly serves a social purpose. It cultivates happiness among city dwellers and contributes to the improvement of the economic output in the area.

3. Public art is inherently authentic.

And as a one-of-a-kind creation, it is the ultimate humanised-advertising tool. Historically people place a high value on the talent and technical skills required to create artwork and show great appreciation of the outcome. Marketers gain access to a tool untarnished by sales tactics and ulterior motives.

Urban areas could indeed carry on perfectly well without any form of art, but they would be duller and emptier places.

*It's notable that 85% of people in England say that the quality of the built environment impacts the way they feel. **

** Source: 'Creative Health: The Arts for Health and Wellbeing Report (2017) conducted by the All-Party Parliamentary Group on Arts, Health and Wellbeing*



WeTheSeeds bring communities together.

We feel that the magic of art can inhabit any public space and give character and a sense of belonging. We empathise with localised communities and offer flexible services that put culture in the centre.

WeTheSeeds are your full-service partners in connecting with the community and delivering art campaigns and installations that make an impact!

Speak to an advisor today at www.wetheseeds.co.uk

