

Sporting  
Heritage

art month

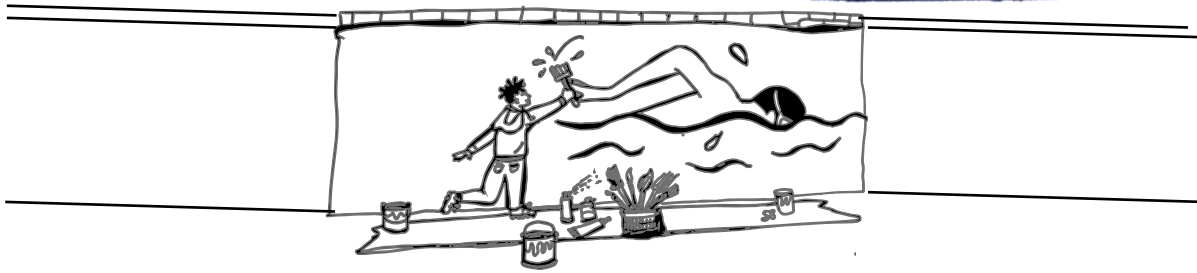
# Sport And Art

Celebrate the Art of Sporting Heritage



# Sport and Art Resource

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**Sport and art** have a beautiful relationship and have worked hand in hand for centuries. Art has been used to **tell stories of the past** and capture moments in time.

It has been used to **promote** sporting clubs, events and traditions, provided social and political **commentary** through to **documenting** periods and **commemorating** significant sporting heroes. Art has been used to **engage** communities in sporting heritage through creative activities, workshops, murals and installations.

From oil paintings of early horse racing, photographs of the first netball games, cartoons of racing drivers; through to illustrated football posters, street art of Olympians, bronze statues of players, and textile blankets weaved from Cricket ties.

The arts have a way of **sharing** a narrative of a time, place or a person, **capturing** an emotion or environment, experimenting with sporting materials/memorabilia, tackling **challenging** topics.

## What do we mean by art?

The arts can be very broad, but we generally mean something that has been made or created. These can be broken down into three sections:

### Visual artist

Artist, Illustrator, graphic designer, photographer, animator, printmaker, street artist, cartoon artist, fashion designer, sculptor.

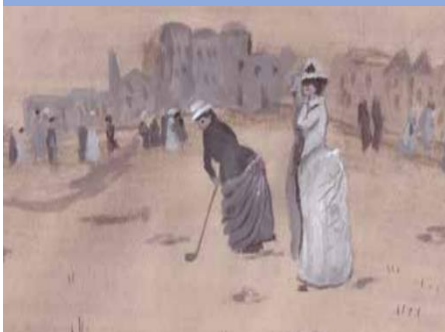


Illustration of Victorian lady golfers ©Sporting Heritage

### Maker:

Textile artist, ceramicist (pottery), silversmithing, woodworker, embroiderer, glass artist, weaver.



Quilt weaved with cricket ties ©Marylebone Cricket Club

### Performing arts:

Dancers, re-enactors, storytellers, musicians, spoken word, actors/ performers.



Rugby inspired Flash Mob (Dance) ©Rugby Borough Council

Art has many uses and may have been created with a particular purpose in mind. These might include:



### Documentation

Photograph capturing the games as a record

©Netball Archive



### Expressionism

Abstract art, expressing ideas and concepts

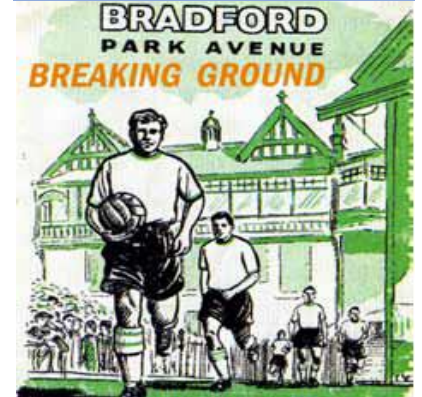
©Hockey Museum



### Marketing

Illustrated Programme promoting the club

©National Football Museum



### Official Team Artist

Documentation and interpretation

©Ben Moseley Team GB, mural artist



### Supporter Art

'Vale Cat' depicts a supporter

©Paine Proffitt



### Political Art

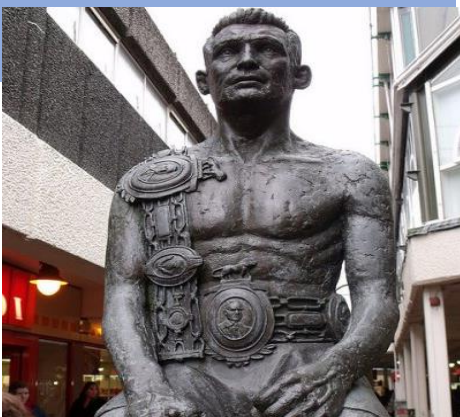
Graffiti Banner

©National Football Museum



### Commemorative

Statues to remember sporting heroes ©From Pitch to Plinth



### Interpretation

Supporting resources, activity sheets or exhibitions

Illustration, ©Jessica Hartshorn



### Branding/sport or team design

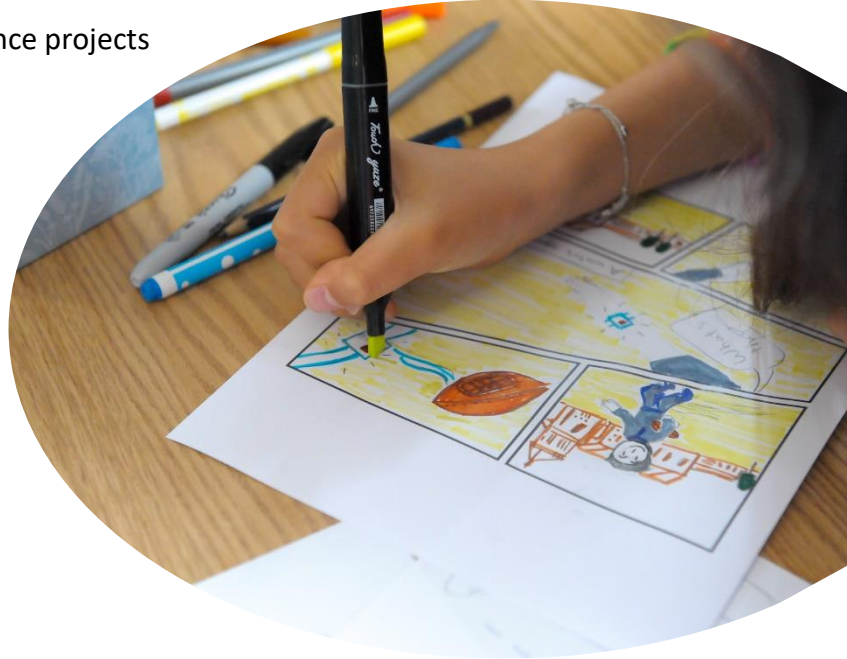
Welsh Torch designed for the 2012 London Olympics

©The Peoples Museum



# Ways to incorporate art into your programme

- Lead talks and discussions based on objects, sculptures and art in collections
- New artwork, film, photography, dance or music commissioned
- Bespoke illustrated colouring sheets, trails, maps, games, school resources
- Creative workshops inspired by collections or sport themes
- Art projects linked to sports collections delivered with communities, schools or clubs
- Public art or murals
- Arts, Health and sports/ reminiscence projects
- Exhibitions



## What can art bring to museums and archives?

### Benefits

- Eye catching, can create a buzz and raise profile of the organisation
- Develop something bespoke linked or inspired by your collections
- Enable stories or objects to become more accessible to different audiences through visual artworks or workshops
- Develop new audiences and attract new people
- Approach the collection in different ways and discuss new ideas
- Improve health and wellbeing
- Promote a sense of community and identity
- Improve an area of a local community (murals)



# Art/sport and narrative



Art can help to tell stories about people, time periods and places. Art has been used for centuries to tell tales of the past and capture moments in time. The arts have a way of sharing a narrative, showing a time and place, capturing an emotion and environment.

***'A narrative is simply a story. Narrative in art is art that tells a story. Much of Western art until the twentieth century has been narrative, depicting stories from religion, myth and legend, history and literature.'***

Artwork can steer us into thinking in certain ways. In the same way we can use filters on our phones to deceive the viewer, artists can use certain colours to create a positive or negative atmosphere, remove people, significant places or parts of a story, highlight important areas for the viewer. They can create a new version of a story or something that happened. Creating a new perspective.

## Activity

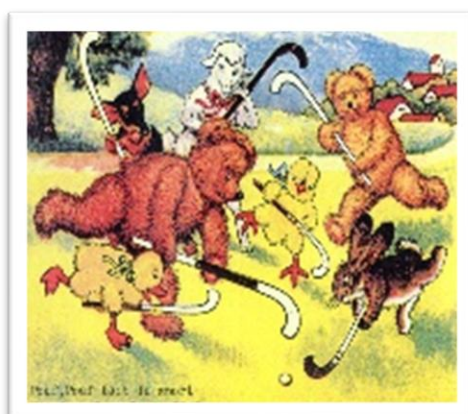
Look at an artwork or photograph from your collection. (Or use one of the images below as an example).

- What is happening in the image?
- What type of art is it and what was its purpose? Documentation, propaganda, marketing, commentary, ornamental, commemorative.
- How is the sport represented? For example, in a positive or negative way? Aggressive? Elitist? Fun? Tiring? Competitive? Sarcastic? Inspiring?
- How does the sportsperson look? Aggressive, determined, tired, cold?
- Where is the scene set? Inside, outside, countryside, city, rich, poor?
- Does your opinion about the artwork change the longer you look at it? Why?
- How does the picture make you feel?
- What do you think would happen next and what would that picture look like?

**Using these answers, you can build a story of what is happening. Extension activities could include writing a story of what happens next or what might the characters say to each other. Art commissions, workshops and projects could be developed or inspired by the narrative of an object from your collection.**



National Paralympic Heritage Trust  
4 Stoke Mandeville Hospital, patient sport.



The National Hockey Museum  
1949 postcard from Paris, Teddy bear v animals in a hockey match.



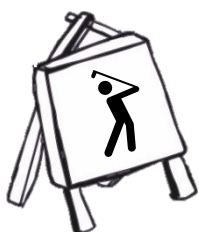
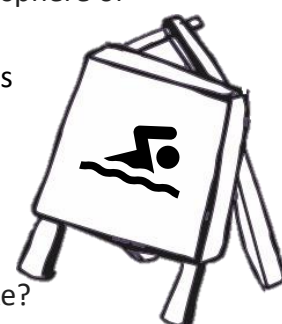
Swansea Football FC Archive  
1914 newspaper cartoon

# Looking and talking about art and sport: discussion ideas and prompt questions



These questions might be influenced by artwork, collection objects or be a starting point for a new art project or commission.

- Can you describe what the image looks like? What is happening in the artwork?
- Does your opinion about the artwork change the longer you look at it? Why?
- Does the lay-out and composition of the artwork add to the atmosphere?
- What materials do you think the artist has used?
- Describe the colours in the artwork. Do the colour choices impact the atmosphere of the artwork?
- Whose art? Why was the art created? Who did it belong to at the time of its creation? What did they want it to say?
- Who are the characters in the picture? What makes each one stand out?
- What sort of expressions do the characters have?
- What do features on the face show us? How are the characters feeling?
- What do you think would happen next and what would that picture look like?
- Look at the use of lines and colour. How would you describe the artists style?
- What is your favourite artwork and why?
- What is your least favourite work and why?
- What impact does the background have on the feel of the artwork?
- What texture do you notice? Think about brush strokes, layers, thickness or thinness and the type of medium used?
- What emotions does the artwork evoke?
- Close your eyes for a moment, then open them again, what do you notice now?
- Imagine you have the chance to meet the artist, what would you want to ask him/her?
- If you were an art critic, what would you want others to know about this art?
- What do you think the value of art is? Does it matter? How does it compare to other objects in the museum collection or archive?
- How has the artist depicted the scene or interpreted the sport?
- How has fashion changed in the sport over the years? What has influenced the change? Sponsors? Changes in materials used. Technology and how clothes are made? Social change?
- How has the sports rules changed over the years? What has influenced this change? Has the sport now changed for the better? Is it fair?
- Class: What influenced who could take part in the sport. What barriers prevented certain groups in society from taking part?





# Sport, Art, Health and Wellbeing



Art has been proven to be beneficial for our health and wellbeing. We gain benefits as an observer of art, from reminiscence and discussion through to practical creative sessions. See Creative Health and Wellbeing Alliance for more information:

[Culture Health and Wellbeing Alliance](#)

Benefits of art can include:

- Social interaction with others through discussion
- Exploring the collections can foster new ways of thinking
- Learn new creative skills and vocabulary by producing artworks
- Develop confidence and pride
- Imagine a more hopeful future
- Relieve both stress and anxiety
- Freedom of expression, when talking about thoughts and feelings



In many sports people have also used art as a method of calming their body and mind as well as expressing themselves. Examples include:

- Ronald Bradstock (Olympic javelin thrower) would paint his sporting equipment
- Pierre De Coubertin (creator of the Olympic Games) illustrated the Olympic rings
- Mark Spitz (Olympic swimmer) was also a painter
- Muhammed Ali (boxer) painted for many years
- Neil Eckersley (Olympic Judo medallist) abstract painter linked to social themes

## How can you use your collections as starting points for health and wellbeing projects and workshops?

Artwork examples:

- Write a new poem or song linked to a team, sport or sports person
- Work into photocopies of photos with collage and paints
- Create a flag with memories of your team
- Paint a picture inspired by memories
- Make clay sculptures of sports people, equipment, or an abstract piece
- An exhibition or event could showcase the final artwork.
- 



Choose a target audience, choose a topic in your collection to use as inspiration. Develop a programme of creative activities over a series of weeks/months, which links to your topic. This might be working with an artist to deliver a project for you. Aim to keep sessions calm, flexible and influenced by the participants. Focus as much on the process as the end result.

# Reminiscence

Artwork, object/ photo can be used as inspiration for discussion around a sporting topic recalling memories. These sessions can be very powerful, using objects to activate key memories. There are opportunities to use art or photographs to create new artwork using your own memories.



## Reminiscence Case study

**House of Memories Liverpool: Photography and film project to build the 'Liverpool FC Memories' app package.**



Fans' memories of matchdays from around the globe are included in the app - ©Liverpool Football Club/Getty Images

### **LFC Foundation, Forever Reds and National Museums Liverpool created app content to spark conversations with people living with dementia.**

Joining with House of Memories, National Museums Liverpool's award-winning dementia programme, the sights and sounds of Liverpool Football Club and its illustrious history have been captured in a package for the My House of Memories app, which sparks conversations between people living with dementia and their loved ones from across the globe. Part-funded by LFC Foundation, the app content is the first of its kind to be developed directly with a professional football club, creating a memory-evoking dementia app package. **Liverpool Football Club Memories** has been developed with a range of LFC legends including John Barnes, John Aldridge and Becky Easton, Emma Case from the Red Archive and the LFC museum, who were all involved in helping to create the digital photography scrapbook of objects and memories of the club.

Matchday traditions inside and outside of Anfield, away days, international fans and memorable moments in the history of the club, are all captured through a range of images, video and audio. Using lived experiences of real fans, memories captured in the app content will spark conversations with Liverpool fans living with dementia, through their own connections to and memories of Liverpool Football Club. Find out more here: [Liverpool Football Club Memories | National Museums Liverpool \(liverpoolmuseums.org.uk\)](https://liverpoolmuseum.org.uk/liverpool-football-club-memories/)



# Projects



Art projects are a powerful way using sport collections or stories to engage with the public. Projects can build pride, create a sense of community, ownership and develop new audiences. Here are a range of case studies using different artforms from museums, galleries and organisations across the UK.

## Case Study examples

### Artist In Residence, The Workers Gallery, Rhondda Wales



'I am a resident artist at the Workers Gallery in South Wales. My recent commission for the Football Association of Wales was to work with acclaimed trophy makers Inkerman, London to produce the FAW Women's Cup Trophy. I drew from my experience and specialism in drawing football art to create a panel for the trophy which I then converted into a digital format so it could be engraved on the Cup. The image I produced celebrates the last 30 years of women football in Wales inspired by my sketches and research.

'I create narrative art of football that focuses on sporting memories and history but also create cartoons for fanzines and for online and printed publications.'

Gayle Rogers, Artist in Residence

You can visit Gayle's Instagram and website here:

<https://www.instagram.com/workersgallery?igshid=OGQ5ZDc2ODk2ZA==>



[www.gaylerogersart.com](http://www.gaylerogersart.com)

[www.workersgallery.co.uk](http://www.workersgallery.co.uk)





## R & A World Golf Museum, Scotland – ‘Crafternoons’

‘The Crafternoon sessions that we run are designed as a relaxed family craft session for all ages. They ran over three weeks of the Fife summer holidays with three, two-hour workshops available centred around separate themes. These were inspired by collections, such as The Open medals and golf course paintings, as well as our temporary exhibition, *Fairways and Railways: Golf posters and Train Travel*. This exhibition featured artwork from the iconic St Andrews railway posters of the 1920s and 1930s, which were designed to inspire golf travellers to the town. We created our own artwork based around the theme of summer holidays, including some tasty looking ice-cream flavours! The third week focussed on the way the St Andrews links has been captured by artists, and what features of a golf course are prominent in these paintings. Those attending the session were given the freedom to select how they wished to interpret our discussions – whether that was through colouring in, doing some mixed media pictures or creating their own designs. They also had the opportunity to move to the quiet reading nook in the Learning Room or in the tepee in the galleries if they wanted some time away from the session.



‘These Crafternoons proved popular and were repeated in the Autumn school holidays with sessions on with an Autumnal and Halloween theme. We shall be looking at ways of using our artwork collections as inspiration for future events, such as portraits and map designs.

‘Investigating our artwork collections in this way, provides the opportunity for children to respond to various elements of the pictures; the themes, colours, media used and think about how they might create a similar scene.’

Hannah Flemming, Learning and Access Curator, R & A World Golf Museum





## Leeds United – Football Murals

After an extended period in the footballing wilderness, Leeds United fans had become disillusioned with their club and there was a feeling among many that it had become disconnected from the city so clearly defined by its football team.

The Leeds United Supporters' Trust saw an opportunity to help reconnect the club to the city by giving it a visual presence across Leeds, vibrantly depicting its culture, history and heritage, proudly displaying it for all to see. Leeds United was no longer to be seen as a forgotten relic of the past, but a colourful, diverse and exciting giant of English football, ready and waiting to reclaim its position in the Premier League. Coinciding with an upturn in form and fortune, the Leeds United Supporters' Trust's murals helped to generate excitement about the club throughout the city and remind residents that there is so much about Leeds United to be proud of.

'The murals have not only been great for supporters across the city, but it has also helped local artists showcase their amazing talents. It's been a pleasure to work with such passionate and gifted Leeds fans and their enthusiasm is what has helped drive the project over the last few years' - **Clair Hufton, Vice Chair, Leeds United Supporters' Trust**



This mural shows Calvin Phillips with Leeds legends Albert Johanneson and Lucas Radebe

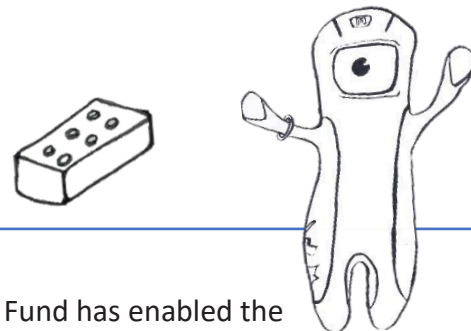


A giant mural of Marcelo Bielsa was unveiled at Hyde Park Corner earlier this year PA Media



## National Paralympic Heritage Trust:

### ‘Stories From Buckinghamshire’ – Texture – Braille art



‘This exciting three-year project supported by the HS2 Community Fund has enabled the National Paralympic Heritage Trust to outreach to communities across Buckinghamshire bringing Paralympic heritage and many untold local stories to life.

‘Each of the schools and community groups selected worked with one of our nine disabled artists to enhance their learning experience on this project. Artists included dancers, poets, musicians, visual artists, photographers, sculptures and textile artists.

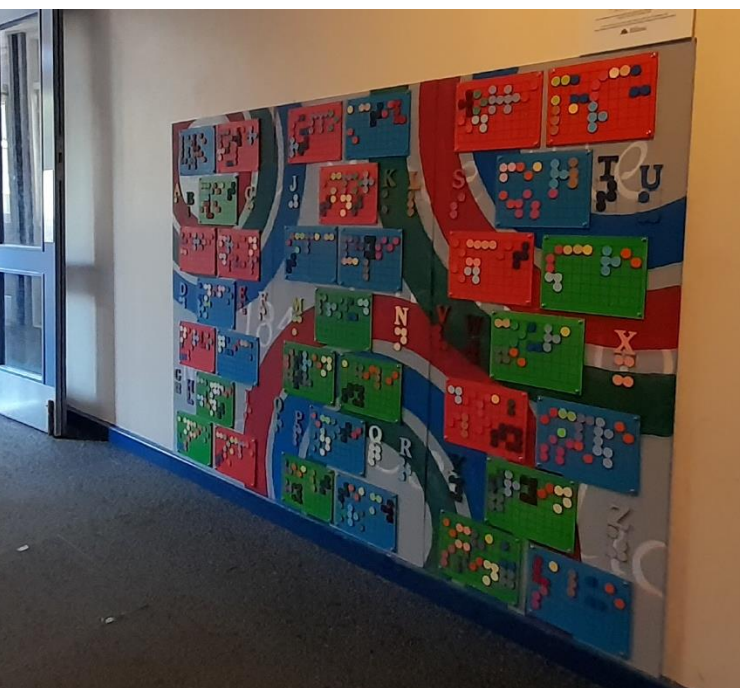
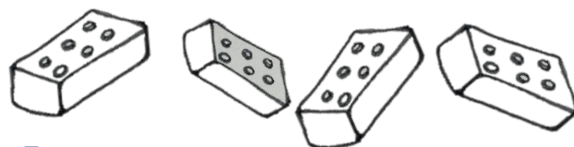
‘Stoke Mandeville Primary worked with the Blind Braille Artist, Clarke Reynolds, who, using the 1984 Games as inspiration created a braille brick wall with year three for the whole school to engage in. The tactile wall will be a permanent artwork in the school and offer students the opportunity to test their skills in reading braille and remind them of the importance of their local Paralympic heritage as well as the impact that a community coming together in 1984 had on the lives of so many.’ **Fiona Darling Glinski, Learning and Project Manager, National Paralympic Heritage Trust**

‘You can touch and decode by colour through my unique colour coded Braille system a way of bringing this tactile language into the 21st century making it accessible to everyone and inclusive to the visually impaired community. The descriptive words and phrases that make up this wall were an emotional response to the 2012 Paralympic 100 meters T400 final, won by Jonnie Peacock MBE. I wanted participants to express themselves with creativity in describing this race using the A - Z and I was not disappointed. The community made me laugh and cry with joy as they took on this task.’ **Clarke Reynolds, Artist**

#### Find out more here:

[The artists | National Paralympic Heritage Trust](#)

[Brackley Schools and Community | National Paralympic Heritage Trust](#)





## Bicentenary of Rugby Football Public Art

‘As a town most known as the home of Rugby Football, a key part of our role at Rugby Art Gallery and Museum is representing and celebrating the town through exploring sport through the lenses of art and heritage.

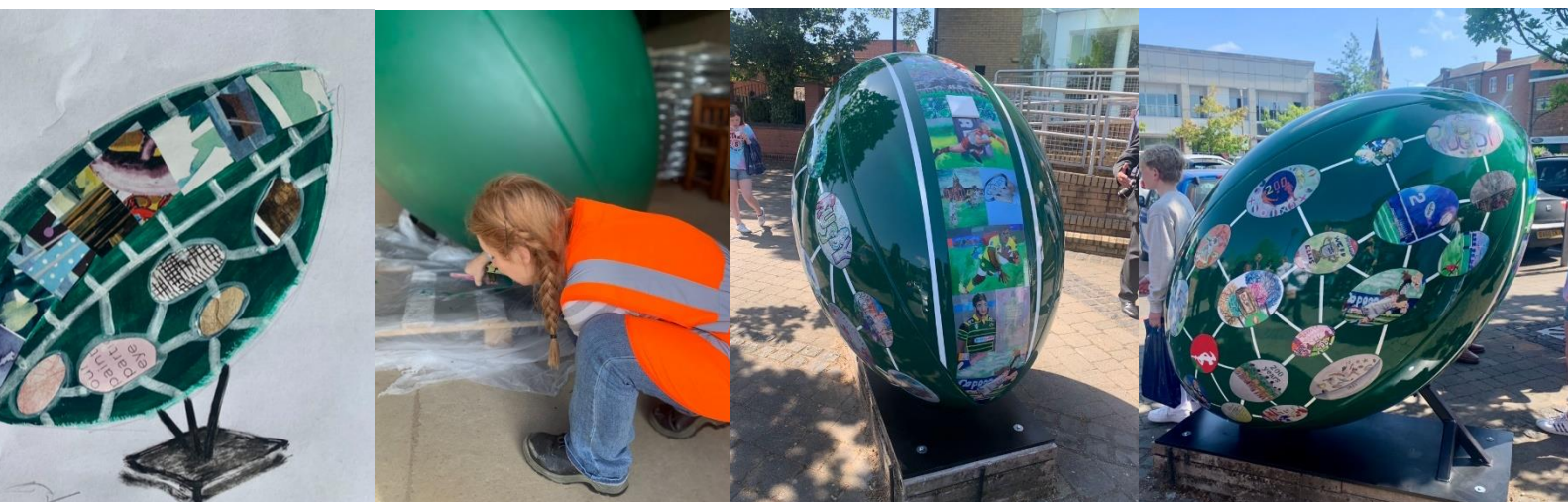
‘The Bicentenary Rugby Ball Art Competition and Sculpture was a fantastic partnership project, which enabled Rugby Art Gallery and Museum to work with Rugby School, the Wooden Spoon charity and artist Jess Hartshorn to connect local children and young people with the history of the sport which shares our town’s name. The final artwork stands proud in front of the Art Gallery and Museum, and not only celebrates the creative talents of the young artists who shared their work with us, but the unity and team spirit embodied by the sport as the artworks are laid out like players on a pitch.



‘We have a significant public art offer across the town commemorating our sporting connections. This includes five 6 x 4 ft Rugby Ball sculptures around the town centre, the most recent celebrating 200 years of Rugby football.’

**Phoebe Hilton, Senior Learning and Engagement Officer, Rugby Art Gallery and Museum**

‘2023 marked 200 years since William Webb Ellis took the ball in his arms and ran with it on The Close at Rugby School, creating the global game of rugby football. The large-scale ball was painted green to represent the grass, the children’s artwork was printed on to sticky vinyl which was then added in a pattern with white lines added to represent the lines of the pitch. The artwork enhances the area and is a tourist point for the town. It also created a sense of ownership by the school children involved.’ **Jess Hartshorn, Artist**



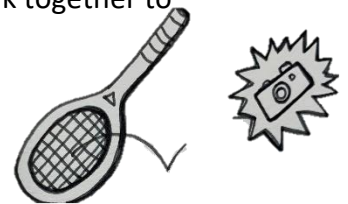
# How to commission and work with creative practitioners/artists



**Tips for creating new commissions of artwork, public art, murals, or items to sell in shop.**  
Where possible have a clear brief of what you would like.

## Your brief could include:

- An overview of what you would like the artist to do. i.e. illustrate the front cover of a museum brochure.
- Agree the process and the roles of everyone involved. You may wish to provide images for reference. If so, you may need copyright of these images.
- The size you would like, the format.
- Your timescales and deadlines.
- Costings and agreed payment terms.
- The illustrator/artist may have their own contract linked to copy right and distribution.
- If you are not sure what you want, that's ok. Talk to the artist and work together to develop something that suits your organisation's needs.
- Draw up a contract to detail all of the above.

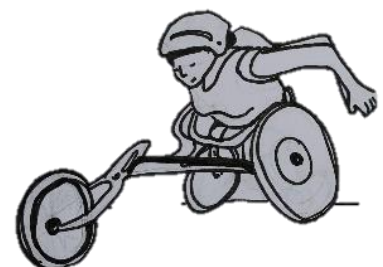


## Tips for working with a creative practitioner: workshop or project

Where possible have a clear brief of what you would like.

## Your brief could include:

- Who is your target audience?
- An overview of what you would like the artist to do. For example:
  - 'Run a two hour workshop linked to 'football through time', for ages 7 -12 years in the learning room, from 10am – 12pm. Parents will stay with the child and there will be a fee of £2 paid on entry.'
- Who is the target audience?
- Think about the venue/space, materials, equipment, and facilities required for participants, materials. (tables, power sockets, water)
- How will people book? Is it free or is there a charge? Do you need a register?
- Do they need to read your Health and safety and safeguarding policy. DBS check and public liability. Risk assessments.
- Costings and agree payment terms.
- Support from staff or volunteers.
- If you are not sure what you want, that's ok. Talk to the artist and work together to develop something that suits your organisation's needs.
- Draw up a contract to detail all of the above.





# #SportAndArt

Celebrate the Art of Sporting Heritage

February 2024

Share your sport and art case studies on social media with  
the hashtag #SportAndArt

For more information about Sporting Heritage visit  
[www.sportingheritage.co.uk](http://www.sportingheritage.co.uk)

Sporting  
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