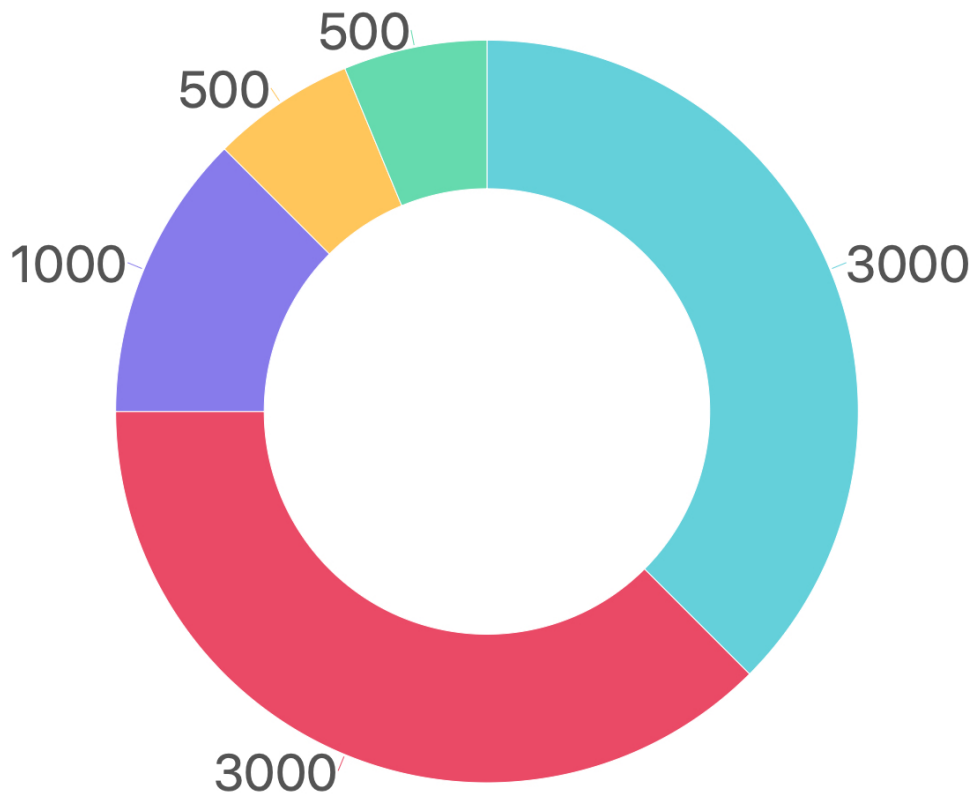


WEEK 11: Funding and Exhibition Inspiration

Overview

During the eleventh week of study, I mainly attempted to explore and identify some potential sources of funds. The main considerations included Creative Scotland and some related community organizations. Additionally, I tried to offset part of the budget expenditure through item sponsorship. At the same time, this week I went to Inspace to view the exhibition "Design Global Data Interactions", and attempted to explore possible reference points in terms of promotion and display methods.

Potential Funding Sponsorship



- Creative Scotland
- Asian Cultural Council
- Creative Communities Scotland
- Vietnam-UK Network
- Vietnamese Family Partnership

Image by: Tianshun Zhao

- **Creative** **Scotland**
 (£3000) <https://www.creativescotland.com/funding>
 As the core public art funding agency in Scotland, this fund mainly supports the artist fees and exhibition production costs of the projects, ensuring the professionalism and implementation foundation of artistic production.
- **Asian** **Cultural** **Council**

(£3000) <https://www.asianculturalcouncil.org/zh-hant>

This fund focuses on cross-cultural artistic exchanges and research, and is mainly used to support research and content development related to Asian (particularly Vietnamese) cultural narratives in the projects.

- **Creative Communities Scotland**
(£1000) <https://inspiringscotland.org.uk/fund/creative-communities-scotland/>

This fund focuses on community participation-based projects, mainly used to support the implementation of workshops and public participation activities, and to enhance the social participation dimension of the projects.

- **Vietnam-UK Network (£500)** <https://vietnamuknetwork.org.uk>
This organization is dedicated to promoting cultural exchanges between the UK and Vietnam. The funds provided are mainly used to enhance the international cultural connections and cross-cultural communication of the projects.

- **Vietnamese Family Partnership**
(£500) <https://www.vietfp.org>

As a local Vietnamese community organization, its funds and resources will mainly be used to support the recruitment of community participants and the actual implementation of the workshops.

Exhibition Inspiration



Large poster in corner, Inspace

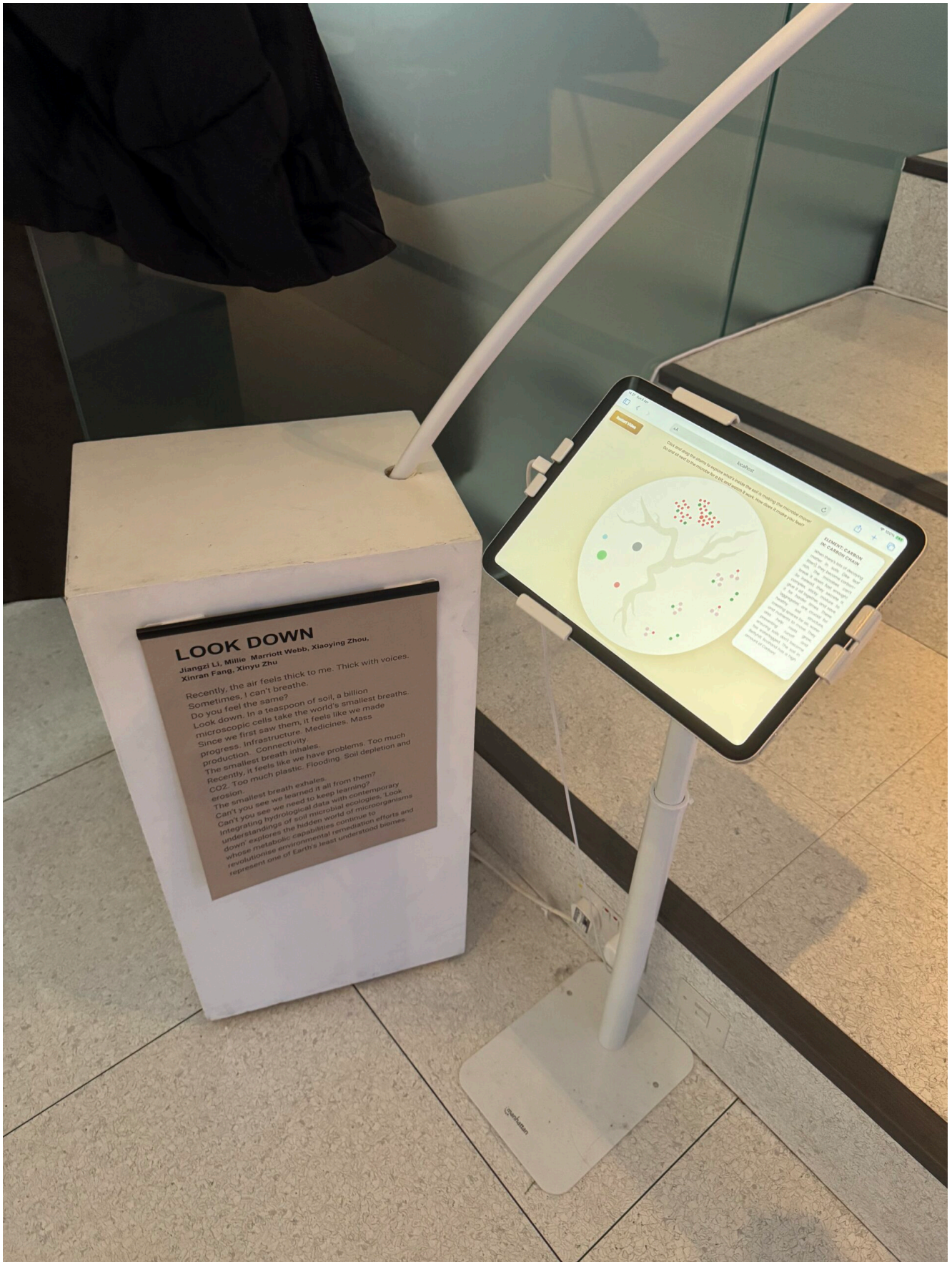
Image by: Tianshun Zhao

- **Large-scale poster promotion**

By posting large posters on the exterior of buildings, it is easy to attract the attention of the general public and draw them to this exhibition. Moreover, additional guiding signs are provided to direct visitors to enter the exhibition hall.

- **Multi-channel online promotion**

Due to the presence of numerous supporting institutions, it can be observed on the internet that each institution has published promotional information for the exhibition. And the reason why I will attend this exhibition is that a friend posted the exhibition information on social media. This demonstrates the influencer's (KOL) role in attracting traffic.



LOOK DOWN, 2026, Tablet, Jiangxi Li et al

Image by: Tianshun Zhao

- **Lightweight exhibition format**

I have discovered that visual works do not necessarily need to be displayed on walls. They can be presented in a lightweight format, using tablets instead of monitors. There is no need to display them on walls, which can save wall space and also allow for more flexible placement of the works.