



Edinburgh Art Festival invites
you to get creative at home



Home Creativity Kit by Peter Liversidge

HELLO Postcards by Peter Liversidge

What you will need

- Printer
- 2 sheets of A4 card
- Pencil
- Colouring pens
- Newspaper or magazines
- Glue stick or sticky tape
- Scissors
- Postage stamps (if you would like to mail your postcards to anyone)

My approach to making artworks actively involves others – collaborators known and unknown. The postal system has been part of making artworks for me since I was 11 years old, when I sent a piece of toast through the post. Royal Mail staff have been the unknown collaborators ever since, delivering postal objects, postcards and typed proposals.

The HELLO postcards are part of the re-imagining of the HELLO flags that will be installed on flagpoles in Edinburgh during the summer of 2020. The flags were first presented in 2013 as part of Edinburgh Art Festival. In 2020, they will welcome people back into the city after lockdown – connecting one another in a familiar place. Like the flags, the postcards are placing the artwork into a context outside of the gallery. Just a few days after leaving your hand, dropped into the dark interior of a red post box, your mail art card will magically arrive into the home of your intended recipient, and in that delivery, for me, here lies the exhibition, every time. – Peter Liversidge

How to share your mail art on social media

Every time Peter uses the post, he photographs the moment before the artwork goes on its journey through the postal system, and we'd love it if you would do the same with your mail art and share this with us on social media. Just before you post your cards through the post box or someone's letterbox, please take a photograph and share this with us on either our Facebook page, Twitter or Instagram by tagging **@EdArtFest** and using the hashtag **#SayHello** – letting us know who you are sending a card to and why. **Remember to not photograph their address to keep this private.**

Images will be presented on the Edinburgh Art Festival blog. You can also share your creations by emailing images to learning@edinburghartfestival.com, and look for ideas and inspiration at edartfestcommunityengagement.com

As we emerge from lockdown, Peter Liversidge's *Flags for Edinburgh* art project and *HELLO Postcards* creativity kit invite you to greet and connect with people, especially those who have played an important role for you and others during the Covid-19 pandemic.

Flags for Edinburgh was a 2013 artwork for Edinburgh Art Festival, which Peter has revisited in 2020, in which organisations and communities across the city are invited to fly a white flag that reads HELLO – sending a collective greeting to each other and the wider world.

The corresponding *HELLO Postcards* art pack offers the opportunity to use mail art, a key interest in Peter's artistic practice, to reach out and greet others in a more personal and direct way: by posting your own unique cards to those who would appreciate it; or to thank those who have played an integral part in keeping you and loved ones safe, healthy and happy in recent months – celebrating brilliant people, the Royal Mail and wider international postal networks.

You can see Peter's *Flags for Edinburgh* across the city from the 30 July – 30 August 2020. See edinburghartfestival.com for locations.



Peter Liversidge – *Flags for Edinburgh*, 2013. Photo: Stuart Armitt.

HELLO POSTCARDS – Peter Liversidge

Everyone communicates all of the time, sometimes just by being present in the same space at the same time – something we have not been able to do during lockdown. Instead we have had to remain close and connected by using phone, video calls, text and emails or good old-fashioned letters and postcards.

When we use letters and postcards we are reliant on other people – people who work for the postal system – to ensure they reach their recipients. Some of my artworks fall under the category of mail art – a worldwide cultural movement that began in the early 1960s and involves sending visual art through the postal system, and emphasising the importance of networks of people and collaboration.

When we make mail art, we have to place our trust in the postal system, and even our recipients, as collaborators. By partaking in this mail art activity, I hope that you will impart your spirit, trust and care onto this card, by creating and sending your own unique artwork and/or writing, and thinking carefully about recipients and the journey your mail art will take.



Peter Liversidge – To the Current Prime Minister, 10 January 2019– 31 January 2020. Over 600 No Brexit signs posted to Theresa May and then Boris Johnson



Peter Liversidge – Sign paintings for the NHS, Grove Road and Roman Road intersection, London, 10 April 2020 – ongoing

Please use the postcard templates on pages 6 and 7, incorporating your own artwork, to send a mail art HELLO to:

People you know such as relatives and friends or

People you could get to know better such as neighbours or the local shopkeeper or

What about sending a card to someone you don't know who you think should be celebrated? For instance, you could post a card to your local hospital or care home – thanking keyworkers for caring and looking after people, or cheering up people in hospitals and care homes.

Suggestions for designing your postcards:

- Collage a card with your own message or image, using newspaper or magazine pages for images and text, or use other found materials, with glue or sticky tape.
- Think about how to address the card – what about making an elaborate drawing in and around the name and address or stamp? Remember, if you would like them to write back to you, to include your address as well.
- Could you have an ongoing artistic correspondence with the person you would like to send the card to? Through that back and forth, you could create an artwork or piece of writing on the card together.
- What about writing a proposal for how you hope the future will be for the person? You could try making visual poetry by using words which are important to you, or come up with an over-the-top idea to bring a smile to the person's face.
- Think about the route your card is going to take, and who else is going to come into contact with your card. Would you like to acknowledge them? Is there a way to visually represent the route, and how many people in the postal system might see your card to make sure it is delivered to its recipient?
- When your recipient has received their card, where should they keep or present it? Maybe you can give them some ideas.



Peter Liversidge – *Icelandic Postal Shelf*, 2014



Peter Liversidge – *Postal Object – New York to Eindhoven* (wooden brush, postage stamps, postal labels, acrylic paint and marker), 2016

HELLO

Peter Liversidge, *Flags for Edinburgh* 2020

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Peter Liversidge, *Flags for Edinburgh* 2020

Cut around the postcard templates, and use a pencil to make an outline of the postcards on A4 card to help cut card to the same size. Stick your postcard to the card to make it sturdy for going through the postal system.



Peter Liversidge, *Flags for Edinburgh* 2020



Peter Liversidge, *Flags for Edinburgh* 2020

DIY Art is a series of activity packs from Edinburgh Art Festival and selected artists, inviting you to get creative at home. The instructional creativity kits give insight into an artist's practice, showing how you can use their processes and techniques to create your own unique artwork.

EDINBURGH ART FESTIVAL

Edinburgh Art Festival, founded in 2004, is the platform for the visual arts at the heart of Edinburgh's August festivals, bringing together the capital's leading galleries, museums, production facilities and artist-run spaces in a city-wide celebration of the very best in visual art. The festival features leading international and UK artists alongside the best emerging talent, major survey exhibitions of historic figures, and a special programme of newly commissioned artworks that respond to public and historic sites in the city. The vast majority of the festival is free to attend.

Edinburgh Art Festival Community Engagement runs a year-round programme of learning and engagement activities building long-term relationships with partner organisations, community groups and schools. Through our bespoke tours, workshops and projects we introduce and inspire people to get creative, removing barriers and broadening access to visual art and our festival programme.

edinburghartfestival.com | [@EdArtFest](https://twitter.com/EdArtFest) | edartfestcommunityengagement.com | [#SayHello](https://twitter.com/SayHello)

Peter Liversidge is an artist based in London. His artwork encourages and embraces the imagination, using the artist's proposal as a tool to describe artworks – inviting and challenging people to interpret and engage in the expansive nature of contemporary art and creativity. Other central themes to his work include the importance of collaboration, communication systems such as postal mail, and the art and act of protest. In 2020 Peter is working with Jupiter Artland, creating 'One Thousand Thank Yous' as a tribute to the NHS at the entrance of the park, alongside a project inviting young people in the UK to join him in creating a new artwork to be unveiled at Jupiter Artland in summer 2020, in collaboration with Jupiter's ORBIT Youth Council. Recent solo gallery presentations have included Bonniers Konsthall, Stockholm (2018 and 2019), Van Abbemuseum, Eindhoven and The Bridge, Turbine Hall, Tate Modern, London (2016), Sean Kelly Gallery, New York (2016), Whitechapel, London (2015), The MAC, Belfast (2014) and Ingleby Gallery, Edinburgh (2013).

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