

Hospital Rooms

Mental Health Awareness Week
Limited Edition Posters

Hospital Rooms

Responding to Covid-19

- In normal circumstances Hospital Rooms works on the ground in mental health units across the UK. We facilitate creative workshops between service users and the UK's leading artists, creating permanent art installations within these units.
- Covid-19 and the lockdown of units has forced us to rethink how we work. Prior to this crisis, establishing a dialogue with mental health units through digital means such as Zoom or Skype had previously been deemed impossible. We wanted to change that.
- We were incredibly fortunate to be granted emergency funding from the Arts Council, a portion of which was allocated to helping us realise this vision. To supplement this, we initiated a series of fundraising efforts including our Mental Health Awareness Week Limited Edition poster series.

The campaign

Project overview

With the generous support of artists **Anish Kapoor, Richard Wentworth, Cornelia Parker, Giles Deacon, Emma Talbot and Unskilled Worker**, we sought to raise funds for a new Digital Art School: a series of digital art workshops for patients in mental health units in NHS hospitals across the UK.

Each artist generously donated an image to be reproduced as a series of 100 limited edition numbered A3 posters and some were signed by the artist. The posters were launched on HospitalRooms.com over a six week period and dispatched from our London office to buyers all over the world.



Richard Wentworth, One day in April 2020



Anish Kapoor, Breathing Blue



Hospital Rooms Giles Deacon

Reverie /100

Giles Deacon, Reverie



Cornelia Parker, One Day This Glass Will Break



Hospital Rooms Emma Talbot

Plant A New World 2020 7100

Emma Talbot, Plant A New World 2020

The launch

Six weeks of targeted drops

Starting on Thursday 21 May 2020 we launched one poster a week on our online shop for six consecutive weeks. To also incentivise people to join our regular giving scheme, we made the posters available to purchase from 8am to Friends of the charity and then at 12pm the same day for general sale.

We kept our messaging simple on social media (Instagram, Twitter and Facebook) posting an image and several close-up details of each poster a few days prior to its launch. We also sent a newsletter to our database at exactly 12pm every launch day.

Up to a third of the posters were sold to Friends of the charity, many of whom went on to collect the whole set. Launching at 12pm exactly allowed us to attract high volumes of traffic to our website which meant that half of the posters sold out completely four hours after going on general sale. The Anish Kapoor poster sold out in less than two minutes.



Unskilled Worker, For The Love Of

3,387%

Uplift in website traffic from same period last year

£30,000 raised in 6 weeks

Funding the Hospital Rooms Digital Art School

300%

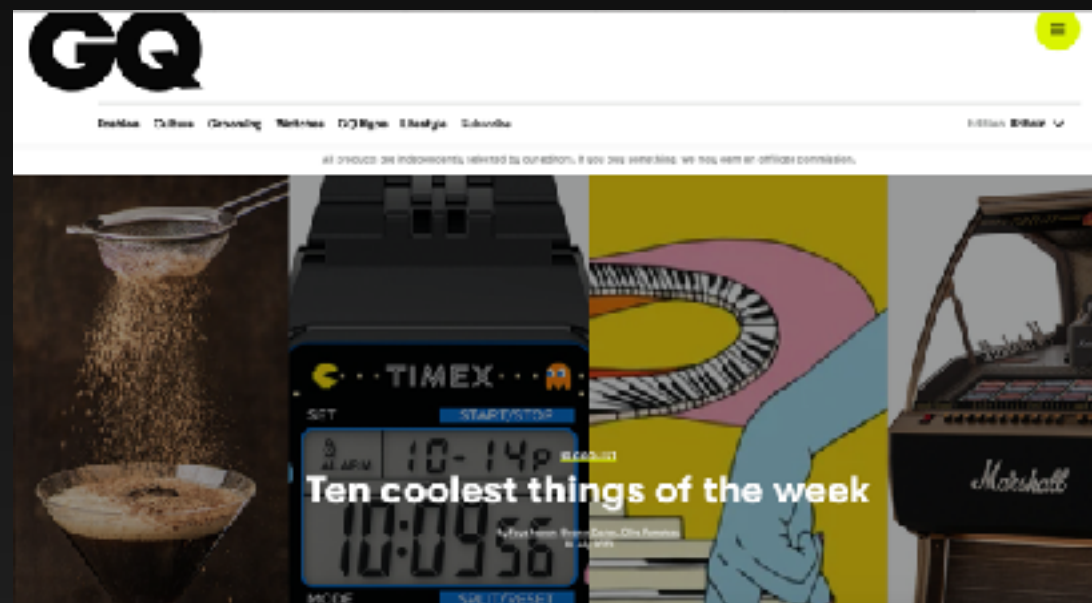
Increase in Friends of Hospital Rooms (£8.50 per month regular donation)

Press coverage

Online, print and social media



The Art Newspaper, 14 May 2020



British GQ 'Ten coolest things of the week' June 2020

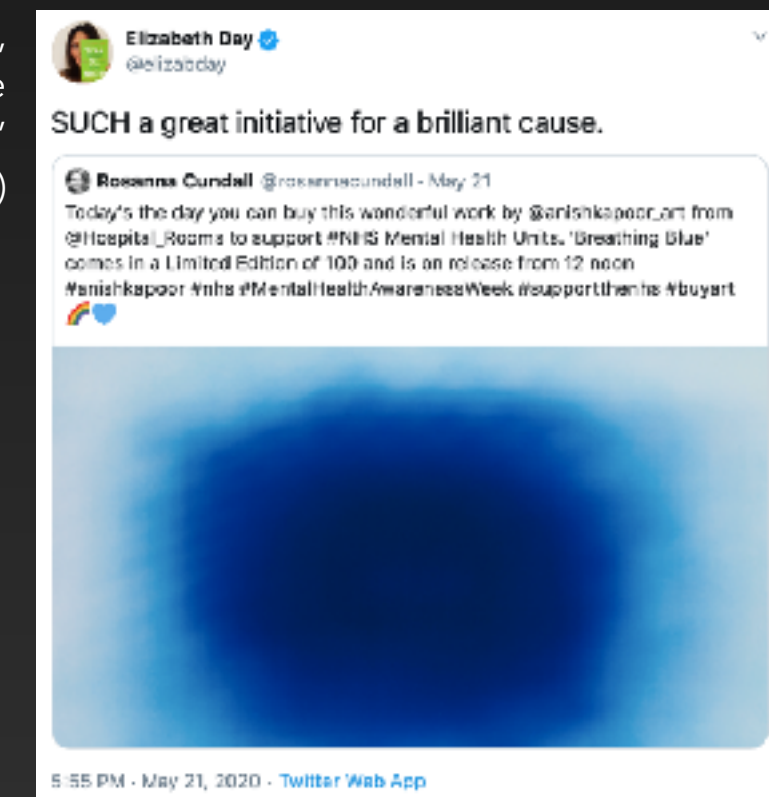


FT Weekend, May 2020

Tweet by Christie's Inc. (123.8k followers)



Tweet by Elizabeth Day, bestselling author and host of the podcast 'How To Fail' (56k followers)



Tweet by Art Night (5.6k followers)



The inspiration

2020Solidarity

Not long after the Covid-19 crisis erupted in Britain and plunged the country into lockdown, we became aware of the 2020Solidarity initiative that had been launched by the Between Bridges foundation. 2020Solidarity is a project aimed at helping cultural and music venues, community projects, independent spaces and publications that are existentially threatened by the current crisis.

Between Bridges does not sell these posters, instead we organise, print and distribute them to organisations in need free of charge. The posters can then be included in many different crowdfunding and other campaigns.

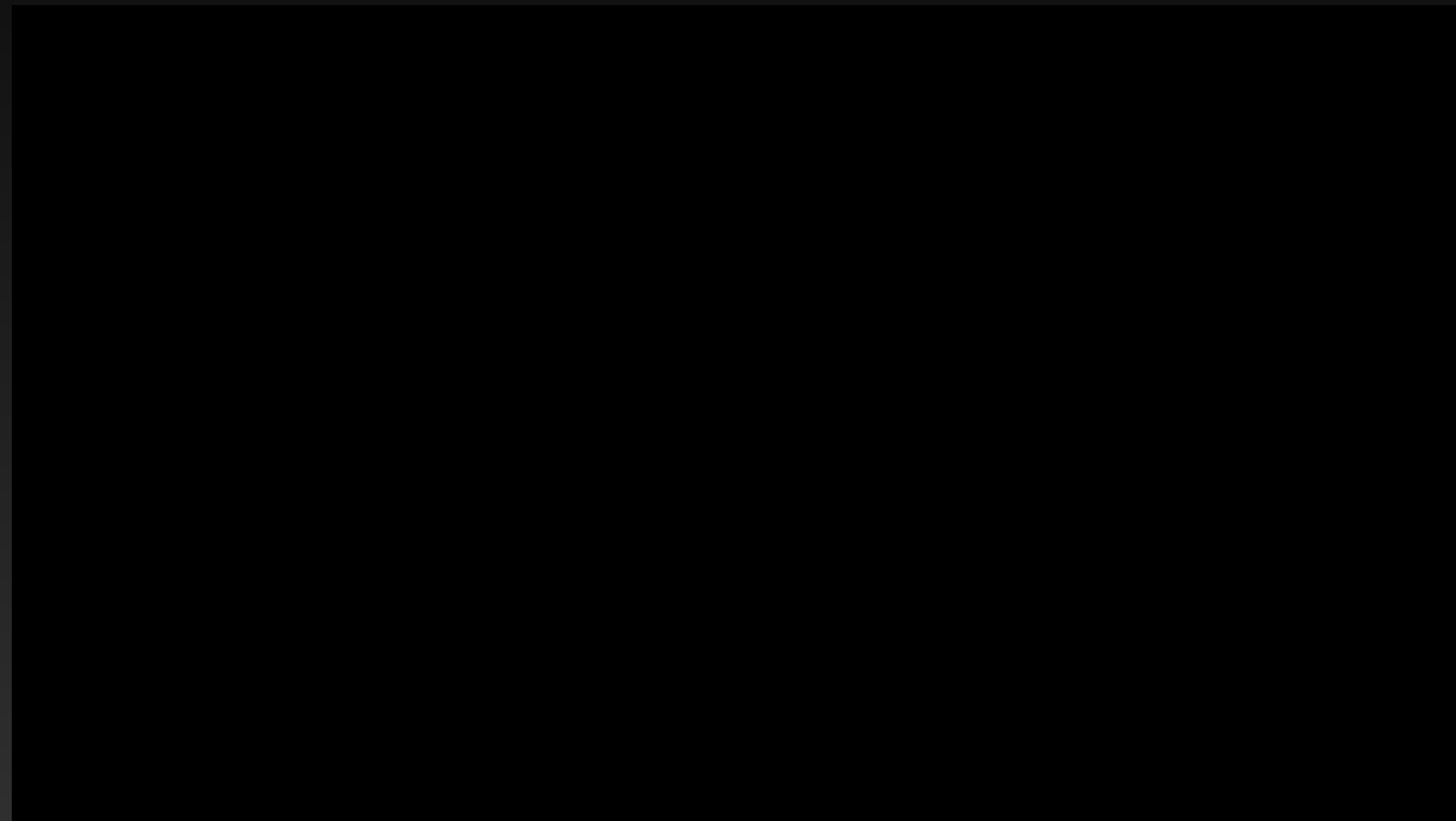
As a reward for a £50 donation to Arts organisations individuals were rewarded with a poster designed by a number of leading artists including: Marlene Dumas, Glenn Ligon and Andreas Gursky.

We offered these posters for sale on our website and received an incredible number of orders in a six-week period. This demonstrated the appeal of a limited-edition artwork for an entry-level price point.



Hospital Rooms Digital Art School

Tutorial videos



This additional funding has allowed us to produce 10-minute tutorial videos and share them with units and the general public on YouTube.

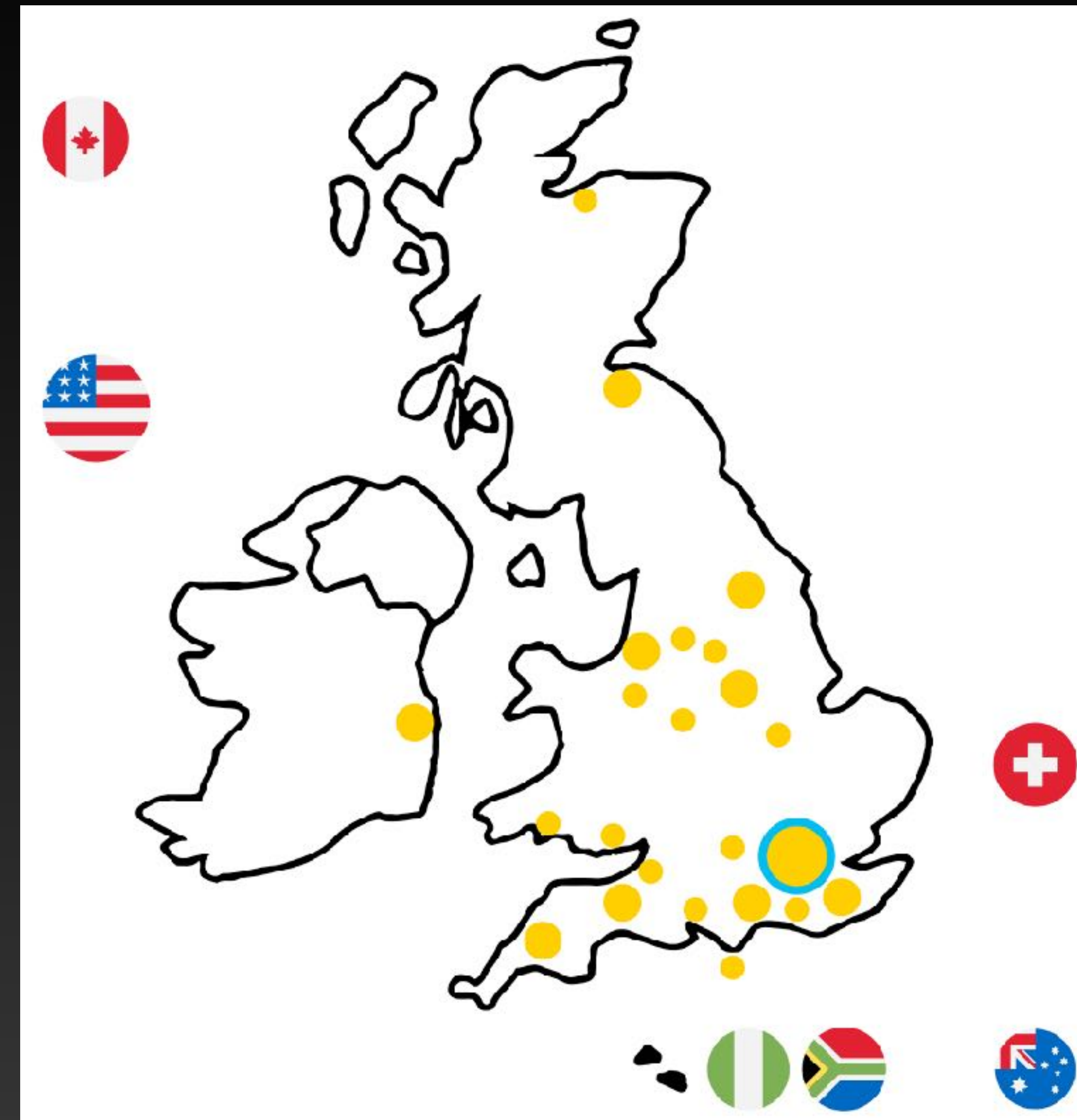
Our digital reach

UK and International

- More than 50 mental health services across the UK have taken part so far from cities including: Bristol, Birmingham, Leicester, Nottingham, Plymouth and Southampton.
- Services are from across the age and needs spectrum: Mother and Baby, Adult Forensic, Mental Health Rehabilitation, PICU (Psychiatric Intensive Care Units) and Deaf inpatient.
- Workshops are also attended by the general public, many of whom have discovered Hospital Rooms through Eventbrite event search and social media.



Service users taking part remotely in a Digital Art School workshop



Reach of the first three Digital Art School sessions

**"Great to have access to these workshops
online as I am so ill I often can't leave the
house."**

Feedback from Mark Titchner workshop

"Great that we get to watch the whole recording afterwards as I am in a lot of pain and couldn't take part today"

Feedback from Sara Berman workshop