

The Fonds Régional d'Art de Bretagne will host a Matsuyama exhibition next Spring. Each group of 3 students is invited to prepare a one-page project and a 10-minute outreach workshop focused on a specific painting by Matsuyama. The aim of the workshop is to help visitors understand the social significance of art through Matsuyama's work, particularly in the context of conceptual art. You will work together to create an engaging, interactive experience for the visitors. Each group member should contribute to every stage of the preparation and presentation, ensuring that the presentation is a cohesive and collaborative effort.

Project Structure

1. Choose a Specific Matsuyama Painting

Select one of Matsuyama's paintings to focus on. Consider the themes and concepts the artwork addresses, and think about how it reflects or critiques social issues. Choose a piece that will allow for meaningful interaction with the visitors and facilitate discussions about the social function of art.

- **Names of the 3 mediators.**
- **Title of the Work:** Clearly state the title of the artwork you will focus on.
- **Theme and Social Message:** Briefly describe the key themes of the painting and how it communicates a social message.
- **Target Audience:** Who will be the focus of your outreach? Think about whether your audience will be children, families, young adults, art students, or general gallery visitors.
- **Workshop Objective:** What do you want participants to take away from the workshop? How will the painting help them understand the role of art in society?
- **Activity Outline:** Provide a brief description of the interactive activities you will use to engage the visitors. This could include hands-on activities, discussions, quizzes, games, or reflections on the painting's social significance.

3. Prepare the 10-Minute Outreach Workshop

The goal of the outreach workshop is to engage visitors with Matsuyama's work and help them understand the social function of conceptual art. During the workshop, you will:

- **Introduce the Painting:** Present the chosen painting to the class (who will role-play as gallery visitors) and explain its key themes and social messages.
- **Lead the Activity:** Design an activity where participants can explore the artwork's meaning. This could involve interpreting elements of the painting, discussing its social implications, or even creating their own responses to the artwork.
- **Facilitate Interaction:** Encourage the "visitors" (classmates) to share their thoughts and reflections. Guide the conversation so that participants feel comfortable engaging with the artwork and with each other.
- **Wrap-Up:** Conclude with a short discussion, inviting visitors to reflect on the social role of art as demonstrated by the painting and workshop activity.

Presentation Tips

Unlike dividing the presentation into distinct sections, all members of the group should collaborate in each stage of the presentation. Everyone should contribute to the introduction, activity facilitation, and wrap-up. Practice together so that your roles are well-coordinated, and the transition between different activities and speakers is smooth.

- **Engage the Audience:** Make the workshop interactive. Ask questions, encourage participation, and make sure the visitors (your classmates) feel included in the experience.
- **Clear Communication:** Be clear in your explanations and ensure that everyone in your group speaks in a way that is easy to understand for your audience.
- **Use Visuals:** If possible, include images or projections of Matsuyama's painting to support your explanations and make the artwork more accessible.
- **Work Together:** Ensure that everyone in the group takes part in presenting and interacting with the audience. You may want to plan a practice session to work out how each member will speak and contribute to the activity.