



The **World Reimagined**

**Becoming a host city
BRIGHTON & HOVE**

The World Reimagined is a ground-breaking, mass participation art education project to transform how we understand the Transatlantic Slave Trade and its impact on all of us, so we can make racial justice a reality for all.

With trails live from Aug-Oct 2022, The World Reimagined will:

- see 100+ large Globe sculptures across 7-8 cities across the UK;
- actively engage 1 million+ visitors with the trails;
- secure the participation of 250+ schools, meaningfully engaging 25,000+ students in The World Reimagined learning programme, including the delivery of a leadership in teaching programme to teachers from each school; and
- raise awareness of The World Reimagined with more than 15 million people across the UK and many more across the world.

We are delighted to invite Brighton & Hove to be a Host City of The World Reimagined. In this pack, we describe what being a Host City looks like and it is shared with the intent that we develop the full shape of the partnership together with you, to ensure that is deeply connected to communities. Ultimately, to deliver the impact that we hope to have in Brighton & hove, it needs to be built with the people of the city. We're building on incredible foundations and we hope it will have real power and resonance, especially alongside all of the work you already have underway.

We hope Brighton & Hove will join us with your deep, authentic commitment to helping our society come together in dialogue and reimagine the world that we can create.

Content

The Vision of The World Reimagined	3
Journey of Discovery	4-6
Our Programmes	7-9
Artistic	7
Community	8
Learning	8
Becoming a Host City	10
Who We Are	13



The time is now: A historic moment for racial justice

It has been said that one can tell a great deal about a people, about a nation, by what it deems important enough to remember – and what it chooses to forget.

For too long, the history of the Transatlantic Slave Trade has been untold, unheard, mistaught or misrepresented. In the UK, we celebrate with pride the Trade's abolition - but the people who were enslaved and their descendants; Britain's role in the Trade's creation; and the Trade's devastating legacy are usually missing from how history is told. This is not 'Black History', this is all of our history.

We are living in a key moment for racial justice and it calls on us to courageously face our shared history with honesty, empathy and grace so we can create a new future in which all can say: I am seen. That is the mission of The World Reimagined.

What it is - an unprecedented national art & education project

The World Reimagined will see trails of large globe sculptures in cities across the UK in the summer of 2022, created by artists to bring to life the impact of the Transatlantic Slave Trade. The first globe design for The World Reimagined will be conceived by our Founding Artist Yinka Shonibare CBE.

The trails will be the centre of a broader education and engagement programme, with hundreds of schools, community groups, sporting and cultural institutions across the country.

The World Reimagined is a vibrant project that will inspire and instil pride in what it means to be black and British and help us all better understand what it means to be British.

“

There is one world and one human race. It means that we are “our brother's keeper”. We are responsible for one another and we must be interested and ready to learn from one another.

The World Reimagined seeks to educate one another about the journeys we have been on and how we come to be in the places we are. It invites us to come on a journey. A journey where 'my story becomes your story, and your story, my story.'

With both our stories we will reimagine a world where there is mutual respect and dignity.

RT REV ROSE HUDSON-WILKIN BISHOP OF DOVER
PATRON



THE JOURNEY OF DISCOVERY

Our Journey of Discovery is our narrative framework - 9 themes that give us the opportunity to reimagine our past, present and future. Working with experts and institutions across the world, we are building a collection of stories, images and artefacts that vividly bring to life our shared history. Our Journey of Discovery is the foundation of all that we do.

1. Mother Africa

Mother Africa explores the richness and reality of Africa before the Transatlantic Slave Trade; the impact of the Slave Trade and Empire on Africa; and considers and celebrates the present and future of Africa.

True Mother Africa: The richness of Africa before the 1500s - its science, education, art & agriculture.

The Faces of Slavery: The differences and similarities between European and African slavery.

Enslaving Africa: How the Transatlantic Slave Trade transformed the politics, economy and spiritual practices of Africa over centuries.

African Renaissance: From independence to ground-breaking innovation, this is the story of African achievement, renewal and future possibility.

Icons: The people who have shaped Africa over the centuries.

2. The Reality of Being Enslaved

The Reality of Being Enslaved is about making real the experience of those people who were enslaved, from their capture and voyage to lives enslaved in different contexts, places and generations.

Capture: The different ways capture was possible, from violence and tribal wars, to trade agreements.

Confinement: Life in the castles and the experience of awaiting transportation.

Voyage: Make real what the journey for enslaved Africans was like.

Life Enslaved: The hierarchies, abuses and roles on Brazilian, Caribbean and American plantations.

Systematic Terror: How human trafficking operated, from the physical to the psychological and the way this developed over time.

3. Stolen Legacy: Rebirth of a Nation

Stolen legacy: The Rebirth of a Nation brings to life how Britain was transformed as a result of the Transatlantic Slave Trade and the free labour of the enslaved. It explores the legacy of the Transatlantic Slave Trade on building the financial and trading power of Britain; on strengthening the Church and the might of universities; and on establishing dynastic influence and power

Foundations in Slavery: Follow the money to understand how wealth was built and remains within the UK as a result of the Transatlantic Slave Trade.

Compensation of Political Power: The money ex-slave owners received bought influence and power that changed British politics forever.

Upon this Church: The Church sat at the heart of the Transatlantic Slave Trade and was one of its key beneficiaries.

[Dis]inheritance: The Transatlantic Slave Trade created two divergent paths; one of increasing generational wealth and the other a deepening inability to own assets.

THE JOURNEY OF DISCOVERY

Our Journey of Discovery is our narrative framework - 9 themes that give us the opportunity to reimagine our past, present and future. Working with experts and institutions across the world, we are building a collection of stories, images and artefacts that vividly bring to life our shared history. Our Journey of Discovery is the foundation of all that we do.

4. Abolition & Emancipation

Abolition & emancipation shares the story of the Campaign for Abolition, its key events, heroes and allies. However, it also lays bare the full, messy motivations and process of abolition, which were not as pure as often represented.

Heroes & Allies: Learn about key abolitionists and their campaign methods, from art and testimony to protest and boycott.

Walk to Freedom: Bringing to life key moments in the journey to freedom; from the Haitian Revolution to emancipation and apprenticeships.

Messy Motivations: Understand the variety of reasons for ending the Transatlantic Slave Trade, from profits to ethics and fear.

Rebellions & Uprisings: Learn about how the uprisings and revolts added pressure to end the enslavement of Africans.

Freed in Name Only: Many enslaved people became apprentices which meant they were free in title but enslaved by circumstance.

5. A Complex Triangle

A Complex Triangle explores the impact on destination countries; their relationship with the 'Mother Country'; key historical events in the relationship such as the Windrush; and the legacy of the Transatlantic Slave Trade on the UK's role and reputation in the world.

Britain's Rush to Profit: The Transatlantic Slave Trade extracted valuable resources from Africa with lasting consequences for its economies.

Mother Country - Visions vs. Reality: Having been called upon to help rebuild the UK post World War 2, the Windrush generation have experienced the harsh realities of that invitation.

Your Country Needs You: The courage and sacrifice of African and Caribbean soldiers in World War 1 and World War 2.

Complex Legacies: Britain left an enduring mark on the countries of its empire, with complicated consequences for their rule of law, education & healthcare.

To Honour or for Liberty: Tension exists within communities between respect for British institutions and a wish for independence.

6. Echoes in the Present

Echoes in the Present focuses on how the Transatlantic Slave Trade has present day negative consequences: systemic inequalities and injustice; entrenched racism and prejudices; and generational echoes with traumatic physical, behavioural, psychological and material consequences.

Echoes Across Time: The deep impacts of plantation life are still experienced today, with physical, behavioural and psychological consequences.

Justice Postponed: Black people have been and are targeted by a system that doesn't deliver the justice it promises.

First, Do No Harm: The failings of the healthcare system have caused many Black communities to be distrustful of it.

Lost Innocence & Potential: Black children have often been let down by the education system and their needs ignored.

THE JOURNEY OF DISCOVERY

Our Journey of Discovery is our narrative framework - 9 themes that give us the opportunity to reimagine our past, present and future. Working with experts and institutions across the world, we are building a collection of stories, images and artefacts that vividly bring to life our shared history. Our Journey of Discovery is the foundation of all that we do.

7. Still We Rise

Still We Rise recognises and honours the enslaved and their descendants who resisted, who succeeded, and who broke new ground. It will share the well-known and celebrated, and shed light on untold legacies and events.

Resistance: People refused to deny their humanity and, against the odds, resisted.

Courage of Our Ideals: Black people in the UK and beyond have led the way for social change to create a better society for all.

Soaring High: Black innovators of thought, sport, music, science and business, from Nobel prize winners to gold medallists.

Authority of Women: Celebrating the power of Black women across Africa, the Caribbean and the UK.

From Roots to Fruit: The transformational work of Black activists and grassroots organisations to uplift communities and create social change.

8. Expanding Soul

Expanding Soul celebrates the spirit and culture that, even in the face of incredible physical suffering, has endured, stayed vibrant and found expression across the world in music, art, food and every form.

Griot to Grime: The history of Black music and its contribution to British identity.

Carnival Culture to Cricket: The ways celebration, sport and leisure have been used to challenge the status quo.

A Taste of Home: How identities linked by food and flavour have been shaped by our collective histories.

The World We See: The widespread influence of Black artists on our creative canons, from the lost wax techniques of Benin, to the global reach of cubism.

Through Texture to Textiles: African and Caribbean influences on British fashion, from hairstyling to fabric and clothes design.

9. Reimagine the Future

Reimagine the Future gives us free rein to imagine the society we can create when we have a full understanding of our shared history; the place the UK can hold in the world when it acknowledges its past; and who we can be as people when we give full dignity to all.

OUR PROGRAMME

The Artistic Programme

The World Reimagined, at its core, is built on our belief in the transformative power of art: to inspire, to move and to open our imagination to new possibilities. And so, the artists who create designs for the Globe sculptures in response to the themes of the Journey of Discovery are essential in creating the invitation to the public to join this conversation.

The World Reimagined Open Call Jury

- **Lady Ashley Adjaye**
Artistic Director, The World Reimagined
- **Renée Mussai**
Senior Curator, Autograph
- **Chris Ofili CBE**
Artist
- **Professor Matthew Smith**
Director, UCL's Centre for the Study of the Legacies of British Slavery
- **Zoé Whitley**
Director, Chisenhale Gallery

About the trails

Each trail will consist of 10 Globe sculptures:

- one for each of the 9 themes of the Journey of Discovery; and
- a tenth Globe designed by an artist in collaboration with community groups local to the trail, ensuring the trail is steeped in place and community.

Most of the trails will be a 60-90 minute walking tours so that visitors are literally taken on a Journey of Discovery.

About the Globe Sculpture

The Globe sculpture is fibreglass, with a 1.4m diameter Globe and a total height of 1.7m, including the base. When in situ, it will also have a further base to ensure it is safely and securely anchored.

Founding Artist Yinka Shonibare CBE designed the base sculpture as a Globe for a number of reasons:

- to root the sculpture in the geographic dimension of the Transatlantic Slave Trade;
- to speak to the world-changing nature of the Transatlantic Slave Trade; and
- to create the most open possible canvas for other artists to bring their own vision to The World Reimagined.

Founding Artist Yinka Shonibare CBE

Confirmed Feature Artists Kimathi Donkor - Nicola Green - Lakwena Maciver - Zac Ové - Lina Viktor

Engaging artists

We will engage artists in a number of ways:

- **Invited feature artists;**
- **Commission unique collaborations between artists and icons;**
- **Commission unique collaborations between artists and communities;**
- **Open Call for emerging and undiscovered artists:**
More than 80 Globes will be created through the Open Call and through this artistic programme, we will create opportunities for artists who are often underserved and under-represented. The final designs will be commissioned through a Jury-led selection process.

Together, the Artistic Programme will create a body of work that – through their inspiration and narrative power – will bring diverse new audiences on a vivid journey of discovery.



OUR PROGRAMME

The Community Programme

It is vital that The World Reimagined is and feels of the communities in which it takes place, deeply connected both to the people and organisations who have done such meaningful work on racial justice – and those communities who might not have taken part in these conversations before.

We are working to make it possible to have a community coordinator – locally recruited – in each of our host cities, to make sure the local community is deeply woven into the fabric of The World Reimagined in a number of ways:

- **A Community Globe:** For the tenth Globe on each trail, we will commission an artist to work with local communities to create a Globe that will be deeply connected to place.
- **Bring Local Stories into The World Reimagined:** Local stories, people and histories are a key part of people's experience of The World Reimagined.
- **Co-create Spaces for Meaningful Conversations:** Working with community groups, our community coordinators will bring together conversations in safe spaces to explore racial justice in depth.
- **Inspired by programme:** We will support and invite local organisations of all sizes to develop 'Inspired by' events and activities connected to the Journey of Discovery themes. We will showcase and highlight the activities and events put forward for Aug-Oct 2022 to build audiences and support for the organisations doing this work.

The Learning Programme

Schools and colleges will also join in, adopting and designing their own smaller Globe sculpture (1.3m in total height) as part of an educational programme that will introduce students to a holistic understanding of the Transatlantic Slave Trade.

We are creating education resources in partnership with historians, educationalists, activists and child psychologists so they speak to students' mindsets and attitudes, leading them towards compassion, empathy and creative expression.

As well as providing resources for each of the themes of our Journey of Discovery, we will deliver online teacher training that will empower teachers with the skills to deliver these resources, such as building safe spaces and understanding power and privilege.

Schools will have two education offers open to them – (i) free access to the resources; and (ii) the opportunity to access the resources; receive additional teacher training and design a Globe that will feature in The World Reimagined, for a small fee. Globes designed by schools will be hosted in local communities for the campaign before being returned to the school as an ongoing legacy.

PARTICIPATING CO-CREATORS

Inua Ellams **Mona Chalabi** **Baroness Floella Benjamin**
Charlotte Mensah **Keisha Thompson** **Lanre Bakare**
Professor Kehinde Andrews **Museum of London**
English Heritage

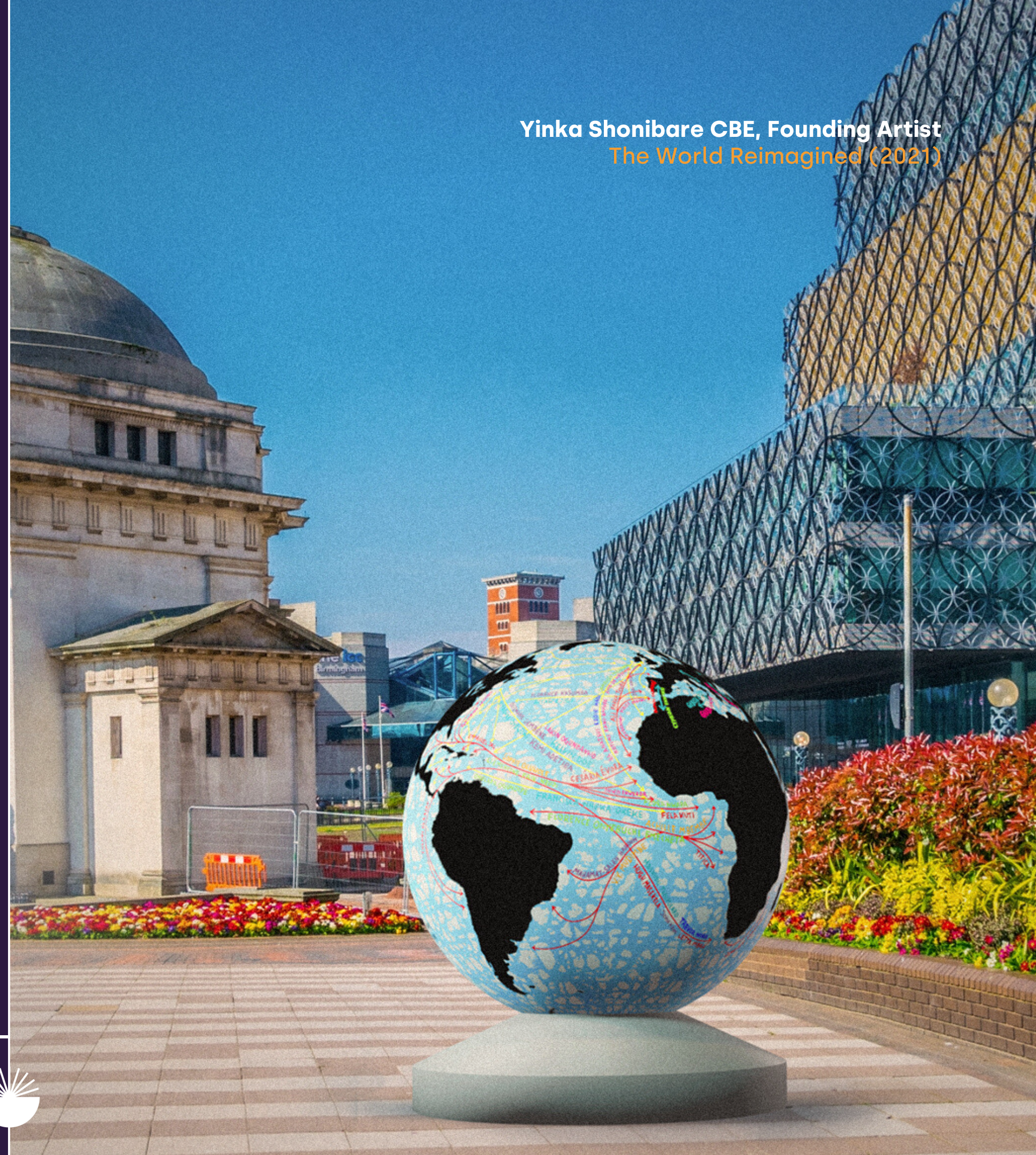


A legacy for racial justice

After The World Reimagined trails leave our host cities, The World Reimagined will auction a large number of the sculptures to raise money to:

- support our community co-ordinators to continue their work for an additional year;
- make it possible for our Learning Programme to continue to be freely available; and
- create a grant-making programme for racial justice projects and organisations across the UK.

Yinka Shonibare CBE, Founding Artist
The World Reimagined (2021)



BRIGHTON & HOVE: BECOMING A HOST CITY

We would be delighted to bring The World Reimagined to Brighton & Hove. This involves the full programme:

- A trail of 10 large Globes to be hosted in the city from the 13 August - 16 October 2022, with
 - an artistic programme that engages the city's artistic community;
 - a community programme that engages community organisations across the city to deliver activity during the time the trails are live;
 - a collaborative launch event;
- The World Reimagined Learning Programme, which will offer schools across the city region the opportunity to deliver experiential and creative programmes to their students, including the creation of their own Globes.
- A tailored digital platform that enables visitors (i) to engage with the main trail, as well as the school Globes that are hosted in local community settings; (ii) explore the history of the Journey of Discovery, including those of local relevance; and (iii) to connect with events and organisations that are connected to the cause of racial equity and the mission of The World Reimagined.

As proven by previous trails following a similar public engagement models, The World Reimagined will deliver significant economic and visitor impact for Brighton & Hove. Building on this, we believe that in delivering The World Reimagined in close partnership with Brighton & Hove City Council and the people of Brighton & Hove, we can create a moment of real meaning and power for your community and the future of Brighton & Hove.

Here we set out what the different dimensions may look like, as well as the investment required; where you may be able to offer practical support; and some of the recognition benefits.

A trail of 10 large globes, one for each theme, with another 1 specific to that city.

- We work with you to place the sculpture trail in a prominent position, which combines accessibility with visitor benefit & historical interest.
- **Practical Support:**
 - As well as contributing to where the Globes may be placed, we would also appreciate support on securing any planning permission required (and if it is, to make it free if possible).
 - To engage your service providers to potentially provide support for the installation, deinstallation and maintenance of sculptures.

Artistic Programme:

- Connection with artist networks: We would like to work with the council to engage established artist networks; art schools and others to ensure the opportunity to participate in the Open Call is broadly shared.
- Community Globe: To work with you to identify an approach for bringing together communities who may work with a local artist to create the 10th Globe that speaks to place.
- **Practical Support:**
 - To help us source a pro bono space for artists to create the Globes and store the Globes before and after the trails are live.

Digital Platform:

The trail will be connected into our digital platform, with specific trail maps to Brighton that can also highlight local places of significance and relevance; local sponsor activations; connections to a curated set of community organisations working on racial equity and the relevant history; and local events that are aligned with The World Reimagined.

- **Practical Support:**
 - In connecting us with the right organisations (across the other streams), you will enable us to ensure that this is powerfully relevant to Brighton.



BRIGHTON & HOVE: BECOMING A HOST CITY

The Learning Programme will be open to schools across the region:

- Two offers for both primary and secondary schools:
- A free programme accessible to all schools, with online teacher training.
- A programme that includes a £850(+vat) fee for schools to create their own smaller Globe sculptures at the end of the programme. These sculptures will be hosted in indoor settings in the local community during the campaign. This paid-for programme includes participation for each school in one full day live teacher training programme in Brighton & Hove.
- **Practical Support**
 - To support communication around The World Reimagined to schools to drive registration.
 - To support the identification of potential locations for school sculptures across Brighton & Hove.
 - To support us in sourcing a venue for the live in-person training.

The Community Programme:

We will create moments and opportunities for community organisations and leaders to connect with The World Reimagined; to help us shape what we honour and highlight; and to organise their own events during the trail period that we can use the digital platform to highlight. We are currently working to secure funding to support Community Coordinators who have established relationships in the city to convene these spaces and bring people together.

- **Practical Support:**
 - We would like to work with you to identify the groups and communities we should engage, as well as any practical support (such as venues to convene) that you may be able to provide.

THE FINANCES REQUIRED TO MAKE THIS POSSIBLE

In order to bring The World Reimagined to Brighton & Hove, we need to realise a £120,000 (+VAT) of income. We believe that across our complete offer, this offers excellent value for money (and actually less than the cost of the programme for the city), as Brighton will benefit from the investments of our national level funding.

We ask our City Partners to make the following commitment:

Direct: £50,000 +VAT (payable over two financial years), with one payment to be made in Q3 2021, and another in Q1 2022.

Underwriting: Our intention is to work with host cities to secure £70,000 in sponsorship from corporates across the city. To ensure risk management and partnership, host cities are to underwrite £35,000 (50%) of the base sponsorship for the city, which will be offset upon securing the full £70,000 in sponsorship.

CITY PARTNER RECOGNITION

Brand presence:

- Logo to be present on all sculpture plaques within the city.
- City-related above the line marketing exposure - logo to be present on all marketing and advertising collateral (digital and print), including all large sculpture plaques and city/gateway dressing related to the city.

First priority VIP Tickets to The World Reimagined events across the UK, where appropriate and available.

Presence in The World Reimagined national media activity:

- Brighton will of course be a key feature, alongside our other partner cities, in our national media and communication narrative. We will work with the City Council and local partners to ensure there are opportunities to create bespoke 'feature' national media moments.



Sept 2021	Host City Agreements Completed
Oct 2021	Host City Announcements, leading to <ul style="list-style-type: none">• Sponsor Engagement• Open Call Artist Engagement• Schools invited to participate
31 Dec 2021	Artistic Open Call Closes
28 Feb 2022	Learning Programme Registration Closes
Apr-Jul 2022	Artists & Schools create Globes
Aug-Oct 2022	The World Reimagined Trails are live
Nov-Dec 2022	Globes auctioned for racial justice grant-making programme

Timeline

Who We Are

The World Reimagined has been in development since 2019 by a growing family of people. We approach our task with humility, conscious of the responsibility of doing justice to the history and all of the lives it represents.

We hope to work with the many people and organisations who have done and are doing powerful work for racial justice, building on their expertise, experience and perspective.

The World Reimagined will be a platform that serves to honour, celebrate and share that work in a new way and will work with a development methodology that prioritises open, respectful collaboration.

The World Reimagined is a company limited by guarantee (#12501914) and a registered charity (#1195223).

Our Patrons

Lord Michael Hastings CBE

Chancellor, Regent's University

Rt Rev Rose Hudson-Wilkin

Bishop of Dover

Our Board

Fiona Compton

Know Your Caribbean

Toni Fola-Alade

University of Cambridge

Michelle Gayle (Chair)

Co-Founder

Ruth Ibegbuna

Founder, Rekindle School & The Reclaim Project

Gillian Joseph

Presenter, Sky News

Lee Lawrence

Chair, Cherry Groce Foundation

Dennis Marcus

Co-Founder

Dean Ricketts

Founder, Watchmen Agency

Artistic Director

Lady Ashley Shaw-Scott Adjaye

Advisors to the Board

Jeff Boardman

Founder, Bureau Agency

Sarah Greaves

Independent Consultant

Gordon Hagan

Commercials Agent, WME

Dej Mahoney

Director, All Our Business

Our Ambassadors

Annette Anthony

Investor and philanthropist

Baroness Floella Benjamin

House of Lords

Franklin Boateng

Founder, King of Trainers

Leroy Logan MBE

Activist, Author & Speaker

Joseph Marcell

Board, Shakespeare's Globe

Lord Jonathan Oates

House of Lords

HE Tembi Tambo

South African High Commissioner to the UK

Jamael Westman

Hamilton: An American Musical

Baroness Lola Young

House of Lords





The
**World
Reimagined**

If you would like to partner with
The World Reimagined or have nay
questions, please contact us at
hello@theworldreimagined.org



**Thank
you**