

Monday 8 August 2016

Birmingham's Ort Gallery secures £100,000 investment

Arts Council England is investing £100,000 in Ort Gallery to support its work creating visual art by and for Birmingham's diverse artists and communities.

The money comes from the Arts Council's Elevate fund which is aimed at strengthening the resilience of art organisations making a significant contribution to the Creative Case for Diversity.

Peter Knott, Area Director, Arts Council England said: "It's essential that England's arts and cultural landscape reflects the diversity of society and our Elevate funding is an important part of making this happen. Ort Gallery's innovative and inclusive approach is vital to Birmingham's rich and vibrant arts ecology and we look forward to seeing how our investment helps the gallery strengthen its business and grow its audiences."

Ort Gallery in Balsall Heath is an artist-led company presenting exhibitions by artists from diverse backgrounds that address social injustice and promote community cohesion.

The Arts Council's £100,000 investment will support the gallery to develop its business plans to manage and produce larger projects, helping to build its long-term sustainability.

By increasing its community outreach and volunteer programme, and setting up a membership scheme, the gallery will attract new audiences and offer professional development to emerging talent.

Josephine Reichert, Director, Ort Gallery said: "Ort Gallery is proud to be a recipient of the Elevate fund. We are a small artist-led organisation based within a deprived neighbourhood and working with and for its community.

"The grant allows us to expand our valuable work by offering opportunities to those who need them the most. Working with artists from diverse ethnic backgrounds allows our target audiences to take ownership of the work and to be represented in the arts industry.

"We are committed to lead by example and show larger organisations that a diverse programme will reach more first time gallery goers ensuring the organisation provides entertainment to all people in our society. Our ambition in our programme and business plan is to create real social change at grassroots level."

Ort Gallery is one of seven organisations in the Midlands to receive a share of £953,000 from the Arts Council's Elevate Fund.

Through the Elevate Fund, Arts Council England is investing a total of £5.3 million in 40 organisations across England. The full list of successful applicants can be found [here](#).

Arts Council England champions, develops and invests in artistic and cultural experiences that enrich people's lives. We support a range of activities across the arts, museums and libraries – from theatre to digital art, reading to dance, music to literature, and crafts to collections. Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2015 and 2018, we plan to invest £1.1 billion of public money from government and an estimated £700 million from the National Lottery to help create these experiences for as many people as possible across the country. www.artscouncil.org.uk