

Anarchy Between the Lines

May – September 2014



LIBRARY
HSILIRB



Introduction

When you think of British comics, do you think of the *Beano*, the *Dandy* and *Viz* magazine? Well think again. *Batman*, *Ironman*, *Judge Dredd* and the *Fantastic Four* – the resurgence in popularity and dominance on the big screen of many American comic heroes are often written and drawn – by British artists.

UK comic book writers are some of the best known in the world, and they have led the way in reclassifying the form as literature internationally. Film adaptations and advances in production technologies have recently injected new life into the genre. Over the same period, there has been growing academic interest in the medium as a subject for critical analysis and exploration.

Anarchy Between the Lines: the Tradition of Sedition in British Comic Books aims to encourage visitors to think differently about the genre and its place within the literary and artistic canon.

Through the use of video demonstrations of comic production and illustration, graphic projections and film screenings, filmed interviews and online and tablet comics, the exhibition will chart the social and cultural history of the genre from its past and on to its future.

The exhibition will touch on pioneering work from comics ‘pre-history’ including William Hogarth, Thomas Rowlandson, James Gillray, George Cruikshank, political broadsheets and 19th century magazines such as *Punch*, *The Graphic*, and Ally Sloper’s *Half-Holiday*, then focus on the vitality of the present-day, including both unique British titles such as *The Beano*, *Eagle*, *Action* and *2000 AD*, as well as the distinctly British takes on counterculture, punk and dissidence, and on the American superhero genre in titles like *Watchmen*, *Batman* and *X-Men*, establishing the UK’s rightful place as both an early innovator of comics as well as an ongoing leader in the field.

The exhibition will be complimented by a programme of workshops, master classes and performances allowing the public access to creators, encouraging them through storyboarding interactives to create their own work.

Hardcore comic fans and exhibition-goers alike will find something to amuse, fascinate and obsess over. *Anarchy between the lines* opens May 2014 for a four month run to the autumn.



The partnership opportunity

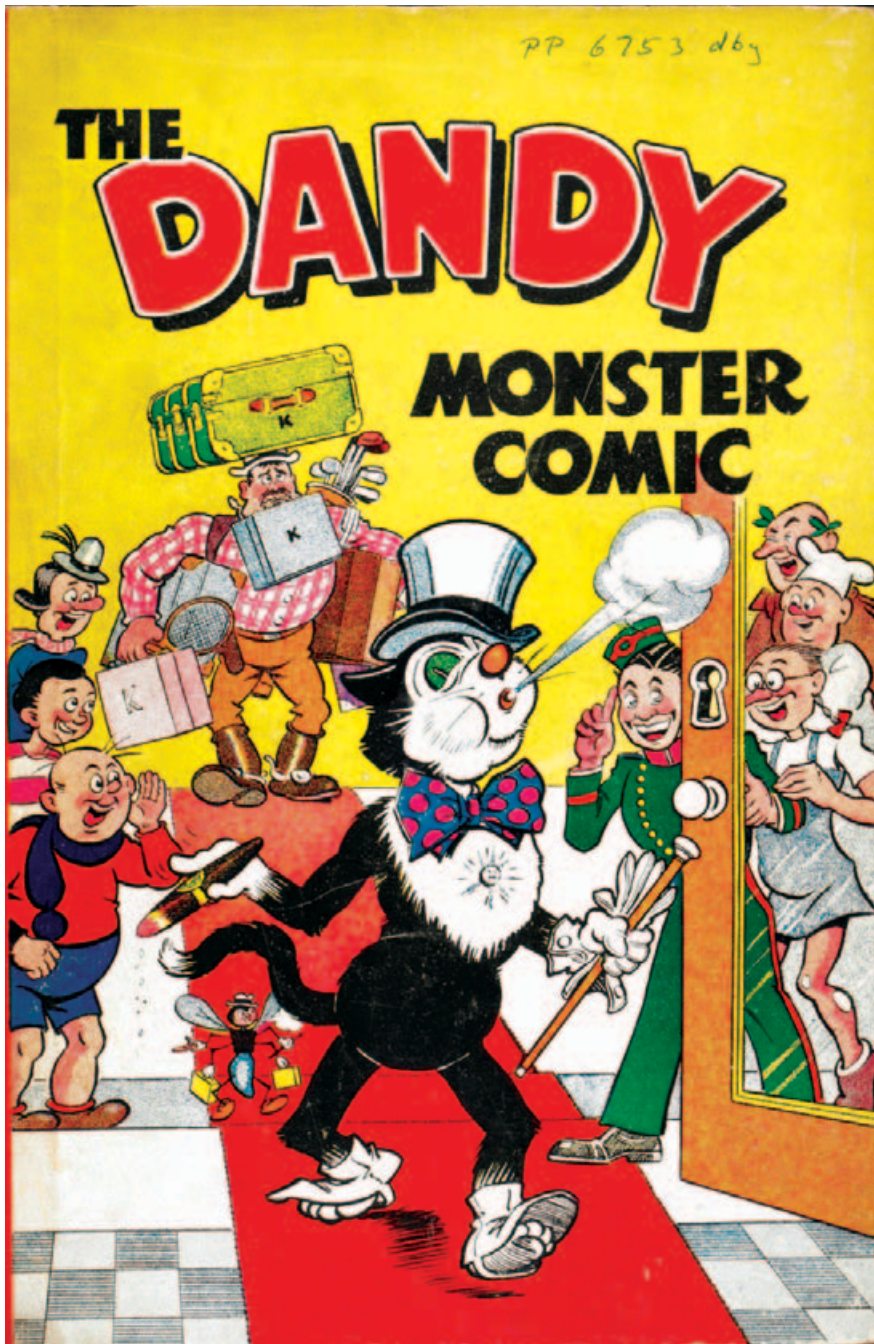
The exhibition will offer the opportunity to see a rich variety of rarely displayed material from the British Library's vast collections, including manuscripts and printed items such as periodicals, newspapers, books and pamphlets.

Support of the *Anarchy Between the Lines* learning and communities programme would enable you to raise awareness of your existing CSR programmes and charitable work.

The British Library works with people of all ages and abilities and has worked with a wide range of organisations – from youth clubs and nursing homes to disability groups and many more. The Library's extensive resources, education and outreach programmes would provide development and engagement opportunities for your staff. A number of sponsorship options are available for discussion ranging from sponsorship of the exhibition design and build, to the on-site learning programme and events programmes.

Examples of benefits, dependent upon level of partnership interest:

- Full naming rights
- Branding on all printed and electronic materials
- Onsite branding at the entrance to the exhibition gallery, on banners visible to Eurostar travellers leaving St Pancras International station, and on banners and posters along Euston Road
- Inclusion in the exhibition book and its accompanying events programme
- Employee benefits to include staff development workshops related to exhibition themes
- VIP private event for up to 250 guests
- Small bespoke VIP private exhibition tours and curated 'show-and-tells' from the Library's extensive collections
- Inclusion of corporate details and key messages in press release and media activity as part of co-developed PR push at key points during the campaign
- 200 complimentary tickets to the Library exhibition
- Learning sessions tailored to suit your staff training and development objectives.



The Exhibition

The gallery space itself will be fully utilised to immerse visitors in the furnace of creativity that are British comics. Artist, filmmaker and sculptor Dave McKean has been invited as exhibition art director to feed into the use of the space so that the experience is an immersive one for our visitors.

The nuts and bolts of the creation of comics will be laid bare, from annotated scripts to sketchbooks, alongside rare comic books, digital comics and moving image material. The use of old and new material will highlight the ongoing legacy of British comic books. The exhibition aims to reach a broad range of people in a dynamic way, directly communicating with the public along a variety of themes.

Mirth and Mayhem

The comic format has repeatedly lent itself to exploring the boundaries of acceptability around violence. We will place this in its historical context of violent and sensationalist popular literature, and look at public moral outrage against violent and erotic comics, the campaigns led against them, and attempts at regulation, including the Harmful Publications Act of 1955.

Clash of the classes

Portrayal of class stereotypes – upper and lower – both seriously and humorously, with examples of satirical magazines, newspaper comic strips, underground comics and graphic novels.

Politics

How comics have been used to expose hypocrisy and corruption among politicians, big business and the ruling classes. We examine how the comic strip format has been adopted by some political/ pressure groups as a means of communicating with their target audiences.

Sex and Sexualities

Questioning the conventional – examples of historical engravings, adult comics, comic strips in newspapers and adult magazines, graphic novels, and original artwork.



The Exhibition

Utopias and Dystopias

We'll show how comics have been used to explore contemporary issues by re-setting them in a fictional future world. How Britain's mid-20th century faith in a technological and scientific future was reflected in comics, how technology can save the world, and the variety of possible futures – good and bad.

Breakdowns: the Outer Reaches of the Mind

Drugs and their effects portrayed – through dream and nightmarish states. There will be visual representations of madness and Magic journeys – the portrayal of occult systems of thought.

Cross-pollination

Here we will show the influence of comics on other media, whether through adaptation or inspiration, including comic books adapted to the big screen, musical scoring of comic books, British actors portraying American super heroes and writers adapting novels to the comic book form. We will display original artwork, scores, scripts, sound and film.

Superhero with a thousand faces

Here we look at the British impact on key US superhero properties (Batman RIP, Batgirl crippled, Dr Xavier from X-Men walks), and how British creators took on the American super hero paradigm and reinterpreted it.

Brave New World – or Infinite Canvasses (Digital comics)

New experimental forms and how comics are at the forefront in using the latest digital technology to create and distribute new material.

There will be a programme of events that will include performances, film screenings, and a series of talks from writers and collectors supporting the exhibition. We will host workshops and master classes, providing networking opportunities for up-and-coming authors and artists. A late event which will see comics activities take over the whole of the British Library Entrance Hall, including a public studio space for cartoonists to work in public and interact with visitors.



A Selection of Star Objects

Items for display may include:

- *The Beano*. Long running children's comic (1938-); strips focused on class include 'Lord Snooty and His Pals', 'Billy Bunter' and 'The Swots and the Blots'.
- *The Scourge*. Satirical magazine (1811-15), containing topical satirical prints by George Cruikshank.
- Oz. The 'Schoolkids' issue no. 28 (May 1970) that was the subject of the obscenity trial.
- *The Rainbow*. Issue 1 of the first British comic produced specifically for children (1914)
- Issue 1 from one the contenders for first British comic, e.g. *Funny Folks* (1874-) or Ally Sloper's *Half-Holiday* (1884-)
- An early British graphic novel, e.g. *When the Wind Blows*, by Raymond Briggs (1982)
- Issue 1 from one of the early comics printed in colour, e.g. *The Coloured Comic* (1898-1906) or in full colour gravure, e.g. *Mickey Mouse Weekly* (1936-)
- One of the first underground comics, e.g. *Cyclops* (1970) Issue 1 from one of the first celebrity titles, e.g. Dan Leno's *Comic Journal* (1898-99)
- *Mickey Mouse Annual* 1931. First Disney book published anywhere for retail (US 'Mickey Mouse Book' was a promotional give-away). All drawing are by the British artist Wilfred Haughton.
- Action comic: scandal and censorship. Controversial violent comic *Action* (1976-77), which newsagents refused to stock.
- 'Tank Girl' by Jamie Hewlett. Comic strip that originally appeared in the adult comic *Deadline* (1988-95).
- 'Fat Slags' in *Viz*. Comic strip in an irreverent adult comic; grotesque young women obsessed with casual sex (1979-).

The people we reach: Students in formal learning

Recognising that the learners of today are the researchers of tomorrow, the Library's learning programme reaches students in formal learning at all ages and their teachers. Through our regional partners within the public library network we also engage young adults not necessarily in formal education who are seeking to learn in more unstructured ways.

We focus on developing skills for learning, especially those in research, critical thinking, visual, verbal and information literacy and creativity. We also specialise in offering free CPD conferences and events for teachers.

We offer support to key subjects such as English Literature, Literature, History, Art and Design, Citizenship and Religious Education and we are increasing support for science, social science and business. We promote lifelong learning through an inclusive programme geared towards learners of all ages and abilities.

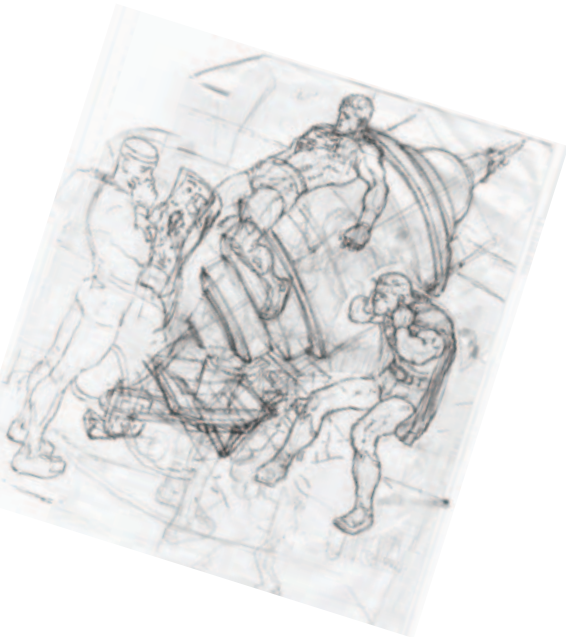
Onsite

Our onsite learning programme includes a range of free workshops ranging from those which develop creative thinking amongst primary and nursery school age children through to secondary and Further Education groups to Higher Education and adult groups. We offer a lively programme of family activities and events during school holidays. 20,000 young learners and 3,000 teachers, adult learners and family groups take part in our onsite learning programme each year.

Digital

Our digital learning programme at www.bl.uk/learning has won plaudits and major awards, notably for Timelines: sources from History which won both the Nominet and Museum Heritage Award in 2010. The site contains growing resources to complement the school curriculum. 1.3 million individuals benefited from the bl.uk/learning website this year.

We are developing a new generation of online teaching and learning tools for English Literature and Language study, in an exciting new project called English Online. It will become a the definitive online destination for the international study and exploration of literature in English.



The people we reach: Our exhibition visitors



94% of our audience is ABC1
44% aged between 35 and 50
30% are under 35 years of age
27% are over 60

30% are from London
28% from elsewhere within the UK
24% of visitors come from overseas
17% from the South East

The Library's visitors have grown by 36% over the past 10 years and continue to grow with 49% first time visits during 2010.

95% rate their experience of the exhibitions programme as either excellent or good.



We have characterised the British Library's adult exhibition visitors into six different groups, designed to capture their essential motivation.

Inspiration-Seekers

This group looks for inspiration wherever they go – they are willing to try new things, take risks and be experimental. They're creative, culturally active and highly engaged in the arts. They are most likely to have a vocational involvement in the arts/creative sector and they are younger than many of the other segments. 24% are under 35 years of age.

Knowledge-Seekers

This group seeks intellectual stimulation and development for personal rather than academic reasons. They are lifelong learners and this is what drives their cultural engagement. They include an above average proportion of older visitors. 21% are aged 65+.

Information-Driven

This group is highly intellectually motivated and learning is a constant endeavour in their life. They primarily see the British Library as a research resource and visit the exhibition programme as a supplement to that.

Traditional Exhibition-goers

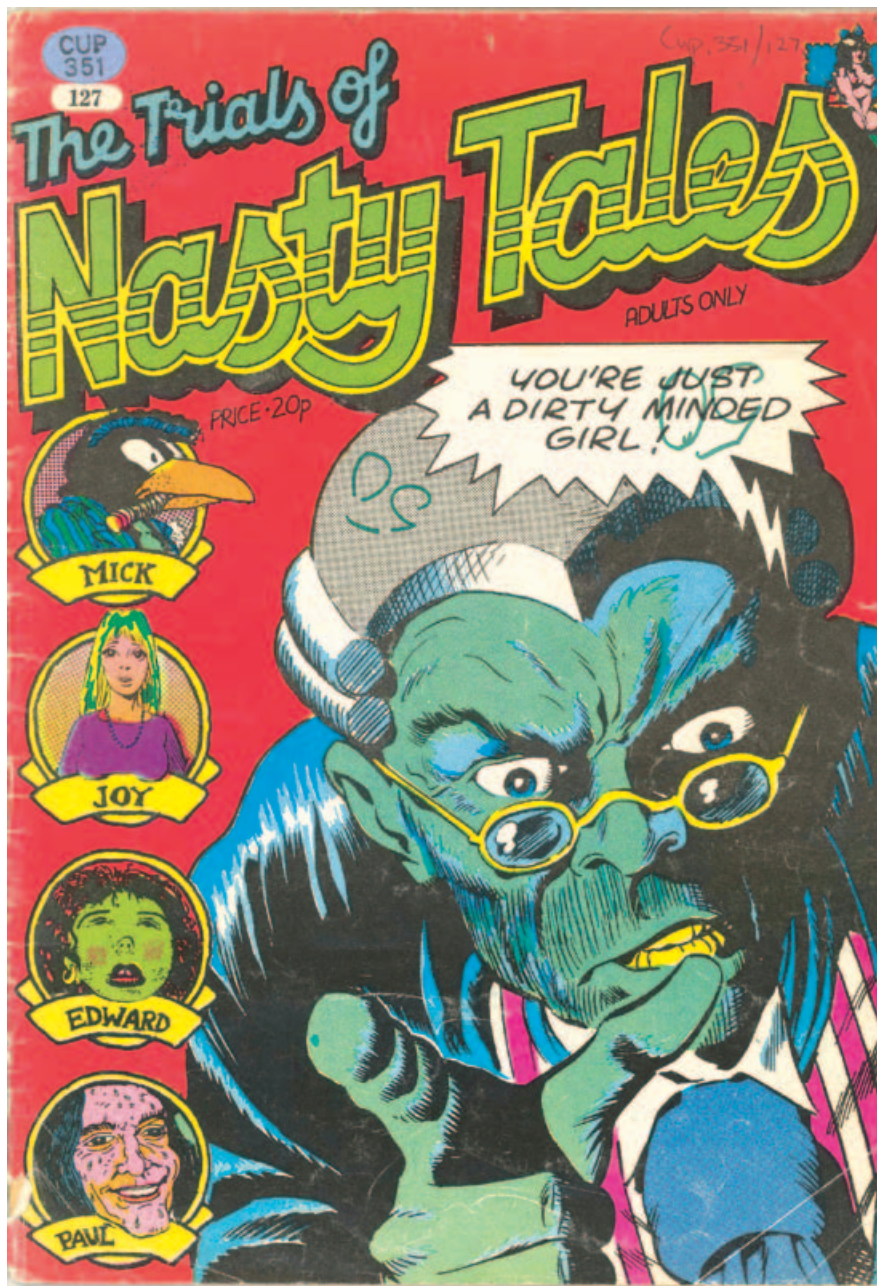
This group wants not only knowledge from their visit but an emotional, even spiritual, experience, a chance to see awe-inspiring things. They are cultural dabblers and visit a whole range of venues across London but they return to the British Library because they are convinced of the range of possibilities its exhibition programme offers.

British Library Loyal

This group is highly aware of what the British Library offers them and needs little persuasion to participate in the exhibitions programme.

Social Spacers

This group uses the British Library in an informal and social way and they 'drop in' on our exhibitions from time to time. The physical environment and the building's spaces form an important part of the visit experience.



The Marketing and Outreach Campaign

The British Library is planning a comprehensive multi-channel marketing campaign that is strategically constructed to make sure public awareness is continually refreshed throughout the exhibition.

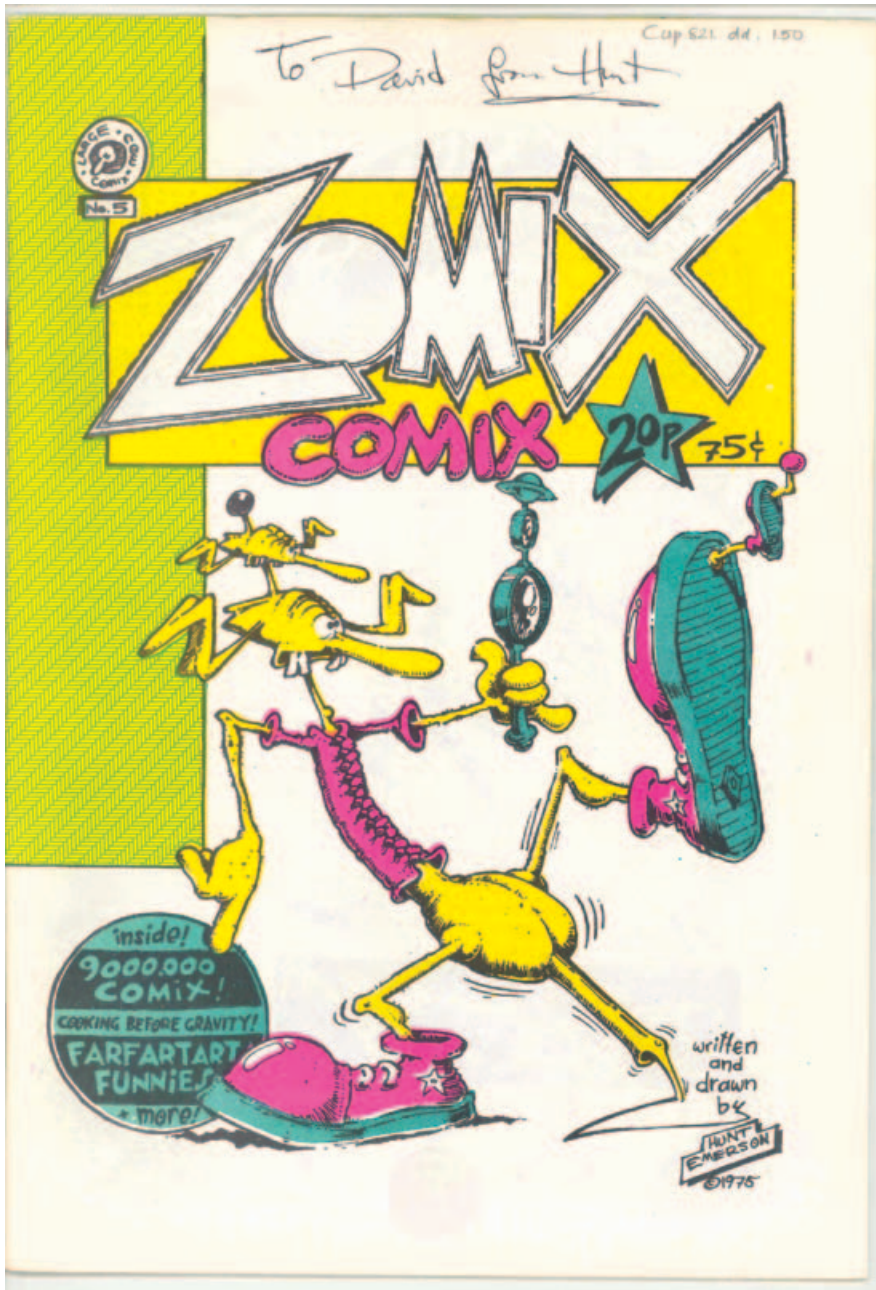
- A high profile communications programme, targeting national press, arts broadcasts, print and digital media in a wide range of consumer and specialist magazines, including London-based correspondents of foreign media
- Multi-channel direct marketing through e-newsletters, event booklets and direct mail. We have approximately 200,000 subscribers to our e-newsletters, and send approximately 2.5 million e-communications per year
- Press advertising in national and local newspapers
- Advertising on the Underground across the London network
- Online advertising with external sites such as Times Online along with extensive coverage on www.bl.uk which has over 9 million unique users per year
- Direct marketing to schools, Higher Education and Further Education institutions across UK

The Library's Learning and Outreach team works with schools and local community groups, helping to break down barriers to engagement with our collections.

Workshops, events and e-learning resources will be developed in relation to the exhibition's key themes. Innovation in engineering and technology, waste management, the rise of philanthropy, education, social welfare and good citizenship will be explored. Workshops and events can be tailored to fulfil your company's objectives.

The British Library is keen to work with partners to enable them to message their existing CSR and education programmes, utilising the Library's resources and networks.

Our public programme receives high-profile visibility on our on-site billboard outside St Pancras International station and on our posters and banner sites along Euston Road. Our award-winning programme presents two major temporary exhibitions each year alongside promotion of the Library's permanent exhibition of treasures from its collections. In 2010/2011 812,000 visitors attended exhibitions and events, and over 10 million people watched the BBC's season of TV documentaries about maps providing valuable publicity for our *Magnificent Maps* exhibition.



Partnership options for discussion

Option 1: Events programme

Cost: £35,000 + VAT

- Accreditation Online
- Accreditation in marketing materials
- Accreditation on main donor board in the Library's Entrance Hall

Option 2: Learning programme Workshops

Cost: £25,000 + VAT

- Accreditation in gallery
- Accreditation in marketing materials to schools/teachers print and online
- Accreditation in all learning programme materials
- Accreditation on main donor board in the Library's Entrance Hall

Option 3: Loans to exhibition

Cost: £40,000 + VAT

- Accreditation at entrance to gallery and all marketing materials, print and online
- Accreditation on main donor board in the Library's Entrance Hall
- 1 x Show and Tell for 30 stakeholders in the British Library Boardroom with expert curators*

Option 4: Exhibition interactive displays

Cost: To be agreed

Working in collaboration with our exhibition team on the design and implementation of interactive display solutions we would look to agree a benefits package based on a combination of financial and in-kind support.

Option 5: Exhibition Design and Build – Headline sponsorship

Cost: £100,000 + VAT

- Full naming rights
- Co-developed PR push at key points
- Corporate message in all press and media releases
- Accreditation and message in the Exhibition Book
- Accreditation at entrance to gallery and all marketing materials, print and online
- Accreditation on main donor board in the Library's Entrance Hall
- 200 complimentary tickets for your own use
- Inclusion of staff in tailored learning workshops
- 1x private reception in Entrance Hall for up to 300 guests
- 1 x Show and Tell for up to 30 stakeholders in the British Library Boardroom with expert curators*
- 2 days' complimentary use of the British Library Conference Centre*

*excluding catering to be negotiated according to your requirements



Get in touch

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