

Development and Support in the Arts

Programme:
Abandon Normal Devices

Region:
North West

Date:
April 2011



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Project Manager, Abandon Normal Devices, North West

Abandon Normal Devices is the North West’s festival of new cinema and digital culture, put together by three leading cultural institutions and funded by Legacy Trust UK. Volunteers, like Florence Dent, have helped contribute to the festival’s success and gained valuable experience from their participation.

Florence, aged 22, started on the festival in 2009 as a volunteer for the inaugural launch in Liverpool. She enjoyed working on the festival so much that she then applied to become a project intern for the Manchester festival in 2010. Over this time Florence gained a wealth of experience and showed real potential as an emerging young producer. Her ability to multi-task, project manage and support production meant that after the festival, she was recruited as the Communications Assistant at Cornerhouse, Manchester’s prestigious arts and film centre, on a part-time paid basis.

The networks and support the festival was able to expose to a young enthusiastic volunteer proved to be instrumental in shaping this young producer of the future. Her involvement and experience with AND led to paid employment, but her confidence has increased dramatically as she goes on to work as a freelance project manager on exciting projects, with multiple partners including Blast Theory and Full Circle Arts.

Abandon Normal Devices has been funded by Legacy Trust UK, an independent charity set up to build a lasting cultural and sporting legacy from the 2012 Olympic Games and forms part of WE PLAY, the Northwest cultural legacy project led by the Arts Council Northwest on behalf of new regional partnerships.