

Friday 25 February 2022

Headlines:

COVID rules for school. Government switcherooing to get the economy up again is one thing. We still have COVID in school, albeit in small numbers. To keep it in the single digits, we will remain as we are: masked in common spaces, ask people to stay home if infected (as with other infections), and keep going with sanitizers. We will ask parents to Lateral Flow Test before coming to events, but clearly that is a matter for you, and as stocks run out will become impractical. Anything you can do to help us remain in low figures would be great.

My pod cast on 'What are schools for'. I had a rotten cold.

<https://open.spotify.com/episode/5MaUVBQDAR8cdyjwjREG8Z?si=3Ap4V8rfTQKXndJS89wsCg>

Dear Everyone

We're back up and running.

Monetizing our attention is the big deal these days. It was with this whizz bang notion in mind that I looked at the children in their art class this week and wondered, 'how can we monetize this attention of children while they embroider?'

Of course, I didn't think that at all, but somebody out there would.

NFTs (Oh, come on, you've heard of Non-Fungible Tokens, get with it, people!) is the big thing in the art world these days. One striking example is the Bored Ape Yacht Club, where membership alone costs \$242,000 at the time of writing. I don't know whether this is extreme cynicism at the edge of human ennui, or a really exciting new avenue for art.

Wired magazine ran an article about NFTs, blockchain's damage to the environment and celebrity hysteria around NFTs and 'art'. <https://www.wired.com/story/celebrity-nfts/>

I am baffled.

One of the questions for me is that if there is this much money swilling around in the casual disregard among the over wealthy such that a handful of people are buying irrelevant cartoons of apes (and I think this is also the point of the gimmick), then something is badly wrong in our world. It is not trivial amounts of money. It's millions and millions, with the allure to get even richer. In the west coast lingo, like, you know, money that could save lives, you know what I'm saying?

But who cares what I think? As Robert Shrimpsley pointed out in the *FT Magazine*, once you're over 50, your world view is no longer relevant. All that modern tech business we rail against...pah, move over grandad.

But then I walk into the art room and watch children completely immersed in embroidering animals of their own design. Embroidery is big news in the contemporary art world and, I would wager, more meaningful as a deep expression of ourselves, in both the making and the exploring of something beautiful, than a digital cartoon image whose ownership is enshrined in an NFT.

Any minute now I'm going to write something like 'hell in a handcart'.

Damon Albarn got there early...

https://www.youtube.com/watch?v=IV_xRb0x9aw

Best wishes

Simon

The Broderers' Exhibition: The Art of Embroidery

22 – 27 February, 2022

Bankside Gallery, 48 Hopton St, London SE1 9JH

Free Admission – No Booking Required

Opening hours:

Tue 22 – Sat 26 Feb 2022 | 11:00-18:00

Sun 27 Feb 2022 | 11:00-17:00

The Broderers' Exhibition: The Art of Embroidery is an open-submission art exhibition, organised by the Worshipful Company of Broderers; one of the ancient Livery Companies of the City of London. It was formed to regulate the standard of embroidery, a major City trade in the Middle Ages.

The exhibition will showcase embroidery both as fine art in the modern sense, and also reflect the centuries of heritage which form the current craft of embroidery today.

Embroidery is a precise skill and is, of course, very much in tune with the idea of 'living slowly'. The exhibition will reflect the ideals of heritage, excellent precision and fine art all coming together in one place, and provide artists with a platform to gain exposure, display and sell their artwork and connect with art lovers.

Exhibitors range from established artists to emerging artists. All pieces are original and available for sale.

<https://broderers-exhibition.co.uk/>