

# Valentina Orrù (she/her)

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## **WORK EXPERIENCES**

January 2024 – present, **PhD Researcher, UWE, Bristol, UK**

My PhD project 'Artists as economic players' has been awarded a studentship by the College of Arts, Technology and Environment at UWE (University of West of England), Bristol, UK.

September 2023 – present, **Hourly Paid Lecturer, Kingston University, London, UK**

- Lecturing on the MA course in Museum and Gallery Studies.
- Supervising MA students on their final project.
- Supporting second year students from the BA course in Creative and Cultural Industries.
- Ensuring a safe and inclusive learning environment; adapting my teaching and communication style to the needs of students.

January 2020 – present, **Evaluation Consultant, Freelance**

Recent projects include:

- Evaluator of the *Heritage Project*: A National Lottery Heritage funded project at Headway East London; working with brain injury survivors and members of local communities around London. <https://headwayeastlondon.org/blog/our-heritage-project/>
- Evaluator for *Seeing Differently: Learning together*: a co-created learning project at Autograph, London supported by Art Fund and Art UK. Devising and implementing a collaborative evaluation approach.
- Evaluator for *Sensing Soil*: an artistic research garden project at Goldsmiths University - funded by NERC (Natural Environment Research Council) and in collaboration with artist Harun Morrison and the Lewisham Refugees and Migrants Network.
- Evaluator for *What Do We Become* artist development programme for early career visual artists at the Barbican Centre <https://www.barbican.org.uk/join-support/young-barbican/what-do-we-become>.
- Evaluator for *Urban Voices*: a creative programme working with 14-16 year olds in Pupil Referral Unit schools in London. Funded by BBC Children in Need and Action for Bow.
- Evaluator for the ACE-funded bursary programme for visual artists, *SPACE Artist Awards*. Devised the Theory of Change, evaluation framework and methods; Produced a report - available here: <https://bit.ly/3sbFcd4>

May 2022 – May 2023, **Planning and Evaluation Officer, Barbican Centre, London, UK**

- Developed and implemented monitoring and evaluation processes and methodologies for the Creative Collaboration department.
- Led on reporting cycles; collecting, analysing and presenting data and insights at different levels within the organisation; advocating for research-led decision-making processes and programming.
- Researching and implementing creative and participatory research and evaluation methods.
- Evaluating flagship learning programmes working with schools, teachers, artists, families and young people.

Feb 2017 – April 2022, **London Creative Network: Programme Manager, SPACE, London, UK**

- Project managed London Creative Network (LCN), a £3.8m ERDF (European Regional Development Fund) - funded professional development programme for visual artists, photographers and craft makers in London.
- Raised £1m additional ERDF funding for programme extension.
- Forecasting, monitoring outputs and expenditure; reporting to funder and ensuring that the programme delivered its core KPIs and follows stakeholders' shared requirements and objectives properly.
- Maintained excellent working relationship with a consortium of 4 delivery partners – set up programme management tools and shared monitoring systems.
- Led on programme impact evaluation in collaboration with BOP Consulting.

Aug 2017 – Aug 2019, **SPACE Toolkit: Programme Manager, 37 Queen St, Colchester, UK**

- Devised, fundraised for and project managed a successful business professional development programme for creative small businesses, recent graduates, entrepreneurs and digital start-ups, funded by Colchester City Council and Essex County Council.
- Produced and managed 18 events, panel discussions and workshops attracting over 500 participants.
- Designed and carried the evaluation of the programme and ensured it met stakeholders' objectives.
- Established excellent relationships with local authorities, the local creative community and other stakeholders.

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## **EDUCATION**

Sep 2011 – Sep 2012, **MA in Arts Management. Policy and Practice**, The University of Manchester

Sep 2007 – Oct 2010, **BSc in Economics and Management of Arts. Culture and Communication**, Luigi Bocconi University, Milan

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## **WRITINGS/PUBLICATIONS**

- Orrù V. (2023). 'In denial'. Artists in the UK creative economy: A focus on artist-led businesses. In Virani, E. T. (Ed.). *Global Creative Ecosystems: A critical understanding of sustainable creative and cultural production*. Palgrave Macmillan.
  - Mackney M. & Orrù V. (2022). Liberating the "frustrated evaluator". In *Disrupt Toolkit*. Guildhall School of Music and Drama.
  - Virani E. T. & Orrù V. (2021). *Business resilience and visual art: New directions for research in business-oriented practice for visual artists*. SPACE. <https://bit.ly/3srby3F>
  - Orrù V. (21 October 2019). The 'artist business' as a model for professional development. *Arts Management Network*. <https://bit.ly/3BZQ9lq>
  - Orrù V. (2019). Artists as Entrepreneurs. In Dyer, S. (Ed.), *Pivotal Moments*. SPACE.
  - Orrù V. (2019). Do you speak marketing?. In *Circuit: Test, Risk, Change*. Tate and Paul Hamlyn Foundation.
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## **ADDITIONAL SKILLS**

### **Languages**

- English: Proficient in Verbal and Written communications
- Italian: Native speaker

### **IT**

- Proficient user of all MS Office software, including Outlook and Excel for data analysis and monitoring.
- Excellent working knowledge of data collection tools such as Survey Monkey and Forms.
- Good working knowledge of SPSS.
- Excellent working knowledge of project management systems such as Trello, Gantt and Basecamp.

### **Trainings**

- NCFE CACHE Level 2 Certificate in Understanding Children and Young People's Mental Health, Havering College of Further & Higher Education, September 2020.
- Measuring Social Impact, The School for Social Entrepreneurs, March 2019.
- Dyslexia Awareness, Positive Dyslexia, February 2019.
- Communicating Impact, NEF Consulting, May 2017.

### **Others**

- I am the founder and editor of The Name of the Next Song - [www.tnotns.com](http://www.tnotns.com), an international platform for artists and researchers with a focus on the social, material and political conditions that inform cultural production in contemporary times. The platform features dialogues, writings and visuals, welcoming contributions from many different voices and perspectives.
  - I am a mentor at Arts Emergency, a charity that seeks opportunities in the Arts and Humanities sector for underrepresented young people aged 16-26.
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References available on request.