

Valentina Orrù (she/her)

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WORK EXPERIENCES

Jan 2024 – present, **PhD Researcher (part-time), College of Arts, Technology and Environment, University of West of England (UWE), Bristol**

- Recipient of a studentship and fully funded PhD by the College of Arts, Technology and Environment at UWE.
- My project "Artists as economic players" (working title) investigates socially engaged artistic practices in London, delving into the relationship between art, policy, and the economy to explore notions of economic value.
- Carrying out qualitative interviews; analysing data through the Constructivist Grounded Theory (CGT).

Jan 2020 – present, **Evaluation Consultant, Freelance**. Recent projects include:

- Evaluation Consultant at [Sarabande Foundation](#), supporting on the evaluation of *Sarabande High Road*, a project/new site funded by the National Lottery Heritage Enterprise Fund in Tottenham, London.
- Co-evaluator of [Creative Sidley](#) with Henry Mulhall, a project run by the De La Warr Pavilion for young people in Sidley, funded by Esmée Fairbairn Foundation.
- Evaluator for a [National Lottery Heritage Fund project](#) at Headway East London, working with people affected by brain injury and disabilities, and 5 local partners.
- Evaluator of [Seeing Differently: Learning Together Through Photographs](#), a co-created learning project at Autograph, London; supported by Art Fund and Art UK. Worked with primary and secondary schools and a co-development group involving teachers and artists.
- Evaluator for [Urban Voices](#), an ongoing 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 to read [here](#).

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, including [Teacher Lab](#), [Barbican Box](#), [Associate Schools](#) and [Barbican Young Poets](#).

Feb 2017 – April 2022, **London Creative Network (LCN): 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; collaborated with an illustrator and the Marketing and Comms Manager to communicate the impact of the programme to different stakeholders.

Mar 2016 – Jan 2017, **Circuit: Programme and Communications Assistant, Tate, St Ives, UK**

- Assisted in developing and delivering a new learning programme for young people aged 15-25. Funded by Paul Hamlyn Foundation, Circuit was run in partnership with local and national youth and arts organisations.
- I facilitated the development and actioning of a marketing plan to promote SWITCH, an art festival in St Ives for and by young people, working alongside Tate Collective.
- Developed a range of creative and participatory evaluation methods; wrote reports for funders on a quarterly basis, presented findings to the wider team.

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

TALKS/CONFERENCES/LECTURES

- Since September 2023, I have been lecturing at Kingston University on the [MA in Museum and Gallery Studies](#) and [BA in Creative and Cultural Industries](#).
- Panelist at the conference [Mind the Gap: Designing Residencies for Everyone](#), ACME, Sep 2023.
- Speaker at the event [Reshaping evaluation for participatory arts](#), School of Advanced Study / University of London and Chickenshed theatre, June 2023.
- Co-chair of the event [Liberating the 'frustrated evaluator': co-creating evaluation methods](#), as part of [ResearchWorks](#), Guildhall School of Music & Drama, January 2023.

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.
- Orrù, V. (2022). [10 Years of Artist Support at SPACE report](#). SPACE.
- Virani, E. T. & Orrù, V. (2021). [Business resilience and visual art: New directions for research in business-oriented practice for visual artists](#). SPACE. Report available [here](#).
- Orrù V. (21 October 2019). The 'artist business' as a model for professional development. [Arts Management Network](#). Available [here](#).
- 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.

ADDITIONAL SKILLS

Languages

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

IT

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

Other activities

- Since Sep 2024 I have been co-leading an **Art and Economics Reading Group** with Henry Mulhall, organising monthly reading sessions involving artists, arts professionals and post-graduate students.
- I am the **founder and editor of [The Name of the Next Song](#)**, an international platform for artists and researchers featuring interviews and essays with a focus on the social, material and political conditions that inform cultural production in contemporary times.
- 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.
