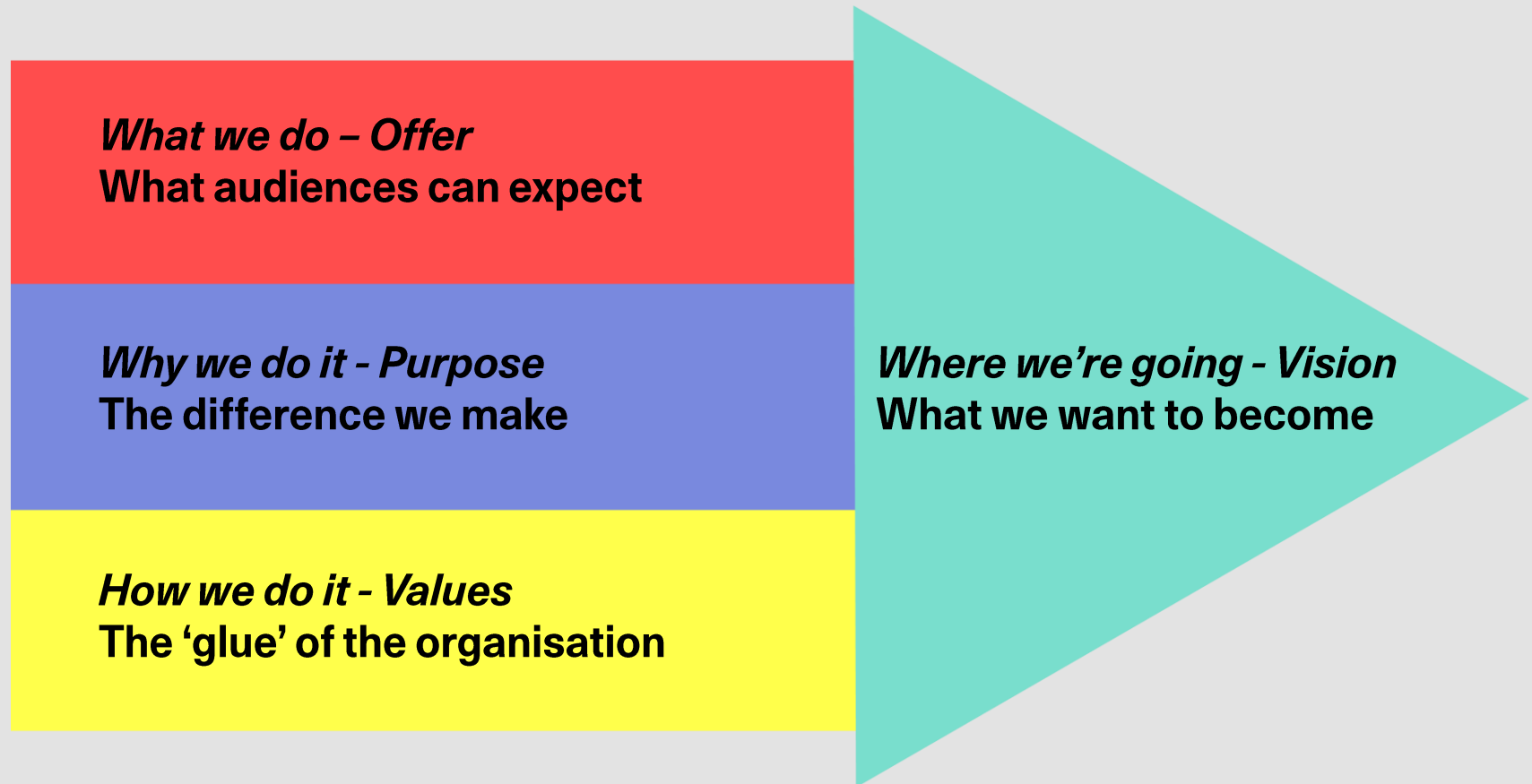


Nottingham Contemporary

Our Purpose, Offer, Vision & Values

Brand Strategy



Vision:

Where art connects

**We connect people across our city and around the world,
nurturing and shaping the future of art and ideas.**

Offer:

Inspiring experiences and encounters

We host and produce ambitious exhibitions and vibrant events that challenge and surprise.

Purpose:

A home for collaboration

Everything we do is collaborative. We believe art can be a prism for better understanding the world and each other.

Values

Open (Collaborative & Inclusive)

We respect different voices, actively engage in debate and welcome critical feedback.

Values

Brave (Experimental)

We're not afraid to take risks or take a stand.

Values

Hopeful (Playful)

We're serious about what we do, but we don't take ourselves too seriously. We create spaces for experiences that delight, challenge and inspire.

Values

Resourceful (Caring)

We're committed to our economic and environmental sustainability, for the wellbeing of our people, our communities and the planet.

Brand Strategy

