



**PROJECT
ABILITY**

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LUSH

Case Study

About Project Ability:

With 180 participants attending Project Ability's core visual art workshops throughout the year, the disability and mental health arts charity is always looking for new relationships and connections in the wider community to showcase the abundance of inspiring artwork that is created within the workshops. Project Ability helps those facing barriers to the visual art world to reach their full potential and they aim to offer participants exciting and career building opportunities that they may individually struggle to access.

Inclusivity within art and design is at the heart of LUSH's design process, and so it made them the perfect corporate partner to provide international selling opportunities for the artists, as well as essential exposure for the work of the charity. Lush and Project Ability have now been successfully collaborating on projects since 2022 and have built a lasting relationship with inclusivity, creativity and equality at it's core.

A quote from Emma Caswell, Gift Design Lead at LUSH:

"At LUSH we are passionate about art and design, this includes the people who create it. We understand how important it is to have a breadth of design from a variety of voices and from as many backgrounds as possible. We have been working with Project Ability for a couple of years now, and it's always so inspiring to see the fabulous work created by all of the artists. We thoroughly enjoyed collaborating on the 'I can't help it, I like art' exhibition in November 2023, and getting to showcase the Knot Wrap designs by Cameron Morgan & Linda Tulloch. We understand that it is a real privilege to be able to work in this way and one in which we are so pleased to be able to create opportunities for as a commercial business."

Knot Wrap Design Project

In late 2022, LUSH first reached out to Project Ability with a brief to create a design to be featured in their year-round knot wrap collection. Knot wraps are LUSH's signature sustainable packaging alternative and are sold internationally both in stores and online.

Project Ability director, Elisabeth Gibson, shared the brief, which was based around the theme 'imagination', to all participants that were attending at the time. At the end of the block of workshops a selection of artworks was sent to LUSH for consideration. The LUSH team initially selected two designs to go through their sampling stages, after deliberation one design by ReConnect artist Linda Tulloch titled 'Hearts and Swirls' was chosen to be licensed and sold internationally across their stores and online.

In early 2023, LUSH re-approached Project Ability as they had spotted a Project Ability artwork that they wanted to sample for their Christmas 2023 knot wrap collection. It was a painting of a badger by Aspire artist Cameron Morgan. The design was successfully chosen to be licensed and launched online and in stores in October 2023.

'Hearts and Swirls' by Linda Tulloch



'When I paint hearts it's to show my love for people and to make them feel loved. The world can be a dark place and I like to think that my brightly coloured paintings bring a little bit of brightness.'

~ Linda Tulloch

'My Name is Digger' by Cameron Morgan



'I enjoy watching nature programmes so I'm always inspired to draw animals. After seeing a really nice picture of a badger I thought it would make a lovely design for a knot wrap. I wanted to make something a bit different and I thought a badger was a good subject as they only come out at night, which I like. I like that they are shy creatures.'

~ Cameron Morgan

Pop up and portrait drawing at Glasgow Flagship store



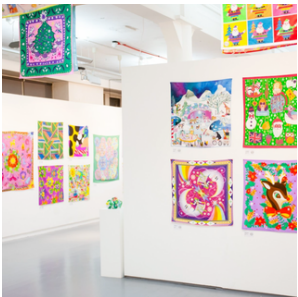
In October 2023, the LUSH head office introduced Project Ability to the local Glasgow retail team. Project Ability was invited to set up a pop-up shop and host a portrait drawing session for the LUSH customers. This was an exciting opportunity for the charity to reach a wider audience on a busy Saturday afternoon in the lead-up to Christmas as well as offer the LUSH customers a unique experience and insight into the work that Project Ability carries out.



'I can't help it, I like art' exhibition



In November 2023, LUSH hired Project Ability's gallery space for a 1-week exhibition '*I can't help it, I like art*', ahead of the grand opening of the new LUSH Glasgow Flagship store.



The exhibition celebrated Knot Wraps and the talented designers and artists who created them. LUSH and Project Ability also teamed up to offer a free screen printing workshop on the last day of the exhibition.

The Project Ability x LUSH partnership has been a inspiring example of how third sector and corporate organisations can work together establishing business opportunities and creative solutions.

Project Ability offers a fully accessible gallery and event space in the city centre of Glasgow and welcomes enquiries for hire from external organisations.