

Project Ability × LUSH: Inclusive, Artist-Led Design



How learning disabled artists and artists with experience of mental ill-health collaborate with a global brand

Summary

Since 2022, Project Ability and LUSH have collaborated on creative projects that place learning disabled artists and artists with experience of mental ill-health at the heart of commercial design.

This partnership has delivered:

- Internationally licensed designs for LUSH products
- Public engagement through exhibitions, pop-ups, and workshops
- Paid commissions and career-building opportunities for artists

Through these projects, the collaboration demonstrates how ethical, artist-led partnerships between charities and commercial organisations can deliver meaningful impact for artists, companies, and communities alike.

About Project Ability

Project Ability is a Glasgow-based disability and mental health arts charity supporting artists who face barriers to accessing the visual art world.

- Around 180 participants attend our core visual art workshops each year
- We offer professional opportunities, career-building, and creative development
- We create partnerships beyond the arts sector to showcase artists' work and reach wider audiences

About LUSH

LUSH is a global cosmetics company committed to ethical and inclusive design.

- Inclusivity is central to LUSH's design process
- LUSH actively seeks diverse creative voices to inform its products
- The company provides opportunities for ethical collaboration with artists, making a positive social impact while supporting their brand values

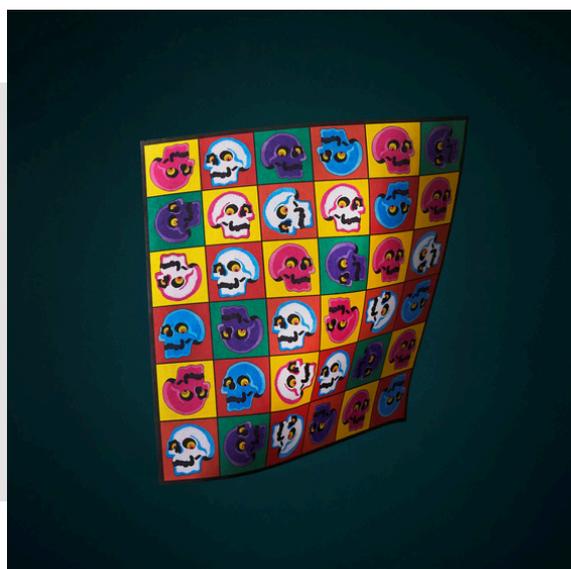
Coco: Skullywood Halloween Design (2025)

ReConnect artist Coco had her Skullywood design selected for LUSH's Halloween collection.

- The bold, pop-art inspired pattern wrapped LUSH bath bombs
- Coco's design reached international audiences, demonstrating the far-reaching impact of Project Ability's creative programmes

"We're thrilled to share this news. Coco's design is a perfect example of the creativity nurtured in our ReConnect studio, now reaching far and wide."

- Project Ability



"When I found out that Lush wanted to use my design for their Halloween collection, it felt so surreal. I am eternally grateful that I was given this opportunity to collaborate with them through Project Ability. It has been an exciting experience and all this anticipation and hard work was worth it." – Coco, ReConnect Artist

Pop-Up & Portrait Drawing (October 2023)

In October 2023, Project Ability collaborated with LUSH Glasgow's retail team to host a pop-up shop and portrait drawing session.

- Customers could meet the artists and see the creative process in action
- The event provided a unique insight into Project Ability's work and reached a wider audience during the busy lead-up to Christmas



'I Can't Help It, I Like Art' Exhibition (November 2023)

LUSH hired Project Ability's gallery space for a one-week exhibition celebrating the Knot Wraps and the artists behind them. Visitors enjoyed a free screen printing workshop on the final day. The exhibition highlighted the talent of learning disabled and artists with experience of mental ill-health, building awareness and engagement with new audiences.



Knot Wrap Design Project (Cameron Morgan, 2023)

In early 2023, LUSH approached Project Ability again, this time for a Christmas-themed knot wrap. Aspire artist Cameron Morgan's badger design, My Name is Digger, was selected and launched online and in stores in October 2023.



"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, Aspire Artist

Knot Wrap Design Project (Linda Tulloch, 2022)

In late 2022, LUSH invited Project Ability artists to submit designs for their year-round Knot Wrap collection, a sustainable packaging alternative sold internationally. Linda Tulloch's Hearts and Swirls was selected for licensing and went on to be sold globally.



"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, Aspire Artist

Why It Works

This partnership succeeds because:

- Shared values: inclusivity, creativity, equality
- Genuine artist-led design with recognition and licensing
- Long-term, trust-based relationships between charity and commercial partner
- Clear communication and aligned goals

Outcomes & Impact

For Artists:

- Paid commissions and licensing fees
- International exposure and professional recognition
- Opportunities to engage with the public

For LUSH:

- Access to authentic, diverse creative voices
- Strengthened inclusive design practice
- Products that carry social impact and brand value

For Audiences & Community:

- Engagement with artwork created by learning disabled artists and artists with experience of mental ill-health
- Hands-on experiences through workshops and pop-ups
- Broader understanding of inclusive creative practice

LUSH Testimonial

“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.”

- Emma Caswell, Gift Design Lead, LUSH

How to Collaborate

Project Ability offers fully accessible gallery and event spaces in Glasgow and welcomes partnerships with organisations seeking meaningful, ethical collaboration with artists.

- Hire our gallery for exhibitions, workshops, or product launches
- Explore collaborative design opportunities with our talented artists
- Join us in creating projects that deliver impact for artists, businesses, and communities

Get in Touch

We'd love to hear from you, get in touch at info@project-ability.co.uk