

MASTERPLAN

'Jersey - one of the world's leading finance centres'

A visual exploration of corporate culture, financial services and governance

Masterplan is a collaborative research project between Photographer Martin Toft and Gareth Syvret at [Archisle: The Jersey Contemporary Photography Program](#), hosted by the Société Jersiaise (Jersey Society) Photographic Archive exploring contemporary Jersey corporate culture, the finance industry, business community and governance. The huge importance of the finance sector to the post war economic trajectory of the Island of Jersey is an area in which Photographic Archives until now remain deficient. Although the Société Jersiaise Photographic Archive contains rich documentary of Jersey and St Helier's landscape, social and business histories in the nineteenth and early twentieth centuries major post war developments in landscape, infrastructure and society are not represented in a coherent visual narrative. *Masterplan* is a five year project (2016-2020) using contemporary photography, film and archival research to tell the story of Jersey's economic growth and development in the twentieth and twenty-first centuries.

Jersey Archive holds at least fifteen architectural masterplans for Jersey's development since the document produced in 1976 by Norman Foster & Associates. In the intervening period Jersey's built environment has been subject to huge (relative) change and expansion. The town of St Helier (Jersey's capital), in particular, has continued to increase in area as a result of multiple land reclamation schemes. On one such area of reclaimed land, construction of a new [Jersey International Finance Centre](#) began in 2015.

In the twenty-first century, Jersey's position as a finance centre has led to its inclusion in international photographic researches and publications, notably The Heavens Annual Report, by Paolo Woods & Gabriele Galimberti (2015), a global photographic project about 'tax havens' and 'offshore finance'. Though important as points of reference, such wide ranging bodies of work can suffer from limited local – in Jersey's case insular – context and analysis owing to the time constraints facing visiting photographers and researchers. As a Jersey based project, *Masterplan* takes an 'inside out' approach to visual and archival research on the island's finance sector and contextualises the industry's relationship with broader local and international communities.

An article in The Guardian newspaper on 8th December 2015 claimed that 'Jersey bet its future on finance but since 2007 it has fallen on hard times and is heading for bankruptcy.' Shared over 8500 times on social media and attracting over 1100 comments on www.theguardian.com, including 10,000 hits in Jersey alone, the article has met with mixed opinions. At Jersey Finance Limited's 2015 Annual Review on Thursday 28 January 2016, Jersey's Chief Minister, Senator Ian Gorst bemoaned the 'lack of understanding of financial services' (Jersey Evening Post) both locally among the islands population and internationally within the corridors of the European Union. This view was echoed by John Harris, Director General of the Jersey Financial Services Commission who pointed to 'some traces of anti-offshore sentiment' (Jersey Evening Post) and asked, 'how the political battle could be won?' Jersey Finance's Chief Executive, Geoff Cook said Jersey is 'a conduit for business...but that work is needed' to counter anti-offshore feelings (Jersey Evening Post). It is within this economic and political climate of a lack of understanding of offshore financial centres that the *Masterplan* project is conceived.

Masterplan is a continuum of [Atlantus](#) - a major creative research project exploring historical and contemporary cultural links between Jersey and New Jersey, USA. Prompted in part by the 350th anniversary, in 2014, of the naming of the state of New Jersey by Jerseyman, Sir George Carteret, the Atlantus project explores the relationship between two lands, separated by the Atlantic Ocean but sharing a name. The project has produced a multi-functioning [art newspaper/pop-up exhibition](#). Atlantus has been widely exhibited in Jersey, Europe and is scheduled for US distribution in the spring of 2016. Atlantus has received great attention internationally at festivals, photo book fairs and featured on [Best Photobooks of 2015](#).

The Archisle Project has been established to extend the traditions of photographic practice and collecting at the Société Jersiaise which stretch back over 140 years. Much of this historic archive is naturally concerned with a traditional economy based upon the maritime, agriculture and tourism industries that were prevalent in Jersey up until the mid-twentieth century. Jersey's late twentieth and twenty-first century economic activities are under-represented in visual archives, cultural collections and narratives. *Masterplan* seeks to add to the archive to address these historical blanks, working with relevant partners and communities to produce an incisive creative record of these times.

Masterplan is developed in collaboration with design partners [Kummer & Herrman](#) towards multiple outcomes: exhibitions, publications and a digital/web-based platform. Regular updates on our project blog and social media networks record and document the work as it develops, providing points of access for local and international audiences and contributors.

Research Questions:

- How are Jersey's finance sector and business community represented visually and textually in historical and contemporary archives?
- What is the public perception of Jersey corporate culture, the finance industry and related governance locally and internationally?
- Are the finance industry and corporate sector under-represented in the story of Jersey's Heritage and if so why?
- When museums and archives come to explain Jersey's late twentieth and twenty-first century history and development will the necessary visual and textual resources exist and be accessible?
- What factors, both material and conceptual, underpin economic growth and prosperity? Can it be documented and photographed?
- What do financial transactions from start to finish look like? How do they work? Who is involved? Where do they take place? What are their political, cultural and social impacts? Can they be visualized or conceptualised?

Methodology:

- Visual, textual and oral documentary of Jersey's financial services sector, business community, corporate culture and governance.
- Production of lens-based works through the use of photography, video and sound.
- Conduct research and interviews to investigate the social, political and cultural impacts and context of C20 & C21 economic development on the Jersey Community.
- Document the development of the Esplanade Quarter and Jersey's International Finance Centre during 2016-2020 within the context of the wider urban topography of the Waterfront and St Helier.
- Production of thematic series of photographs: portraits of subjects drawn from broad demographic, professional and economic backgrounds connected with the finance sector, construction and service industries, adjacent residential areas and communities, including office employees, business leaders, local residents, construction workers etc.
- Archival, historical, social and business research drawing upon multi-disciplinary knowledge and expertise in history, architectural history, archaeology, natural history, ecology, environmental science, business, economics etc. working with relevant organisations and companies in the cultural and corporate sectors.

Project outcomes: *Masterplan* will be developed in collaboration with our award winning design partner, [Kummer & Herrman](#) (based in Utrecht) on a number of multiple outcomes, such as:

- Interim and final publications: annual theme-based zines and high quality Photo Book
- Interim and major Photography/Lens-based touring exhibition in Jersey, UK, Europe, USA, and Asia.
- Web based platform, project blog, social media integration, and online visual material resources engaging relevant stories about of the island's financial services sector and the development of the Esplanade Quarter.
- Deposit of a photographic archive in the Archisle Contemporary Photography Collection at the Société Jersiaise Photographic Archive.
- Improved cultural cohesion, community identity and awareness through linkage of *Masterplan* with the broader strategic aims of the Société Jersiaise, Jersey Heritage and the States of Jersey 2015-2020 through outward curatorial practices, participation and internationalism.

Project space: Establish a gallery/studio/educational space to facilitate *Masterplan* project production and outreach. A new centre of excellence for contemporary lens-based art in the Channel Islands and a home for [Archisle: The Jersey Contemporary Photography Programme](#).

- Host Archisle: The Jersey Photography Programme. Since its launch in 2011 Archisle has succeeded in its aim to promote contemporary photography through an ongoing programme of exhibitions, education and commissions. Archisle has delivered over twenty exhibitions and multiple screenings, projections and events, workshopped over 1000 participants and created a collection of contemporary photography of international standing for future public enjoyment.
- Develop a Project space and Photography Academy that will act as a creative hub and collaborative environment; facilitating an educational programme, actively seeking to develop new audiences, participation and inclusion through diverse events and participatory programmes, exhibitions, workshops, seminars, symposia and screenings etc.
- The Archisle project connects photographic archives, contemporary practice and experiences of island cultures and geographies through the development of a space for creative discourse between Jersey and international practitioners. The programme are committed to supporting artists in the community, innovating professional development opportunities for artists and strengthening the contribution to the creative industries as a whole can make to a diverse economy, cultural exchange and diplomacy.

Artistic Direction

- *Masterplan* is not conceived as a commercial assignment and it will be produced under independent artistic direction

Funding:

- *Masterplan* will run over a five year period of with clearly defined and scalable outcomes.
- Public / private financial structure; we are seeking funding from project partners and investors within the Finance Industry.
- Key cultural and educational benefits of the *Masterplan* project translate to excellent investment/ sponsorship opportunities for corporate/finance sectors.
- Detailed schedule of benefits and brand inclusion for investors supplied with contract and carefully managed, consulted and communicated throughout duration of the project.

About Archisle:

Archisle : The Jersey Contemporary Photography Programme, hosted by the Société Jersiaise aims to promote contemporary photography through an ongoing programme of exhibitions, education and commissions. The *Archisle* project connects photographic archives, contemporary practice and experiences of island cultures and geographies through the development of a space for creative discourse between Jersey and international practitioners. The *Archisle* Project promotes original creative photography and critical inquiry to inspire Jersey artists to engage with and contribute to the archive in the present so that it can communicate to the future. We are committed to supporting artists in the community, innovating professional development opportunities for artists and strengthening the contribution the creative industries as a whole can make to a diverse economy, cultural exchange and diplomacy.

About Martin Toft:

Martin Toft is a Photographer and Educator who works on commissions and long-term independent and collaborative projects. He was born in Aarhus, Denmark in 1970. He completed his MA in Fine Art at University of Portsmouth in 2000 and moved to Jersey in 2004 to take up his current post of Teacher of Photography at Hautlieu School. His practice combines documentary and fine art approach to explore social, anthropological and cultural themes, often immersing himself in communities for months or years in order to understand the language, traditions and heritage of his subjects. His work is underpinned by historical, conceptual and interdisciplinary discourse using lens-based media such as photography, video, sound and text.

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About Gareth Syvret:

Gareth Syvret is Photographic Archivist at the Société Jersiaise, St Helier, Jersey and Project Leader for *Archisle*: The Jersey Contemporary Photography Programme. He researches photographic history in island cultures and curates photography exhibitions that connect contemporary practice with photographic archives.

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About Kummer & Herrman:

Kummer & Herrman is an internationally acclaimed creative design office in Utrecht, founded in 1998 by Arthur Herrman and Jeroen Kummer. With a core-team of six and in collaboration with a wide network of specialists, they develop and design photo books, exhibitions, online documentaries, campaigns and visual identities for both Dutch and international clients. Their most notable collaboration is [the Sochi Project](#) together with photographer Rob Hornstra and writer/film-maker Arnold van Bruggen. They have won many international design awards for their innovative ways in communicating stories across many platforms.

Video:

[Atlantus Film](#)

[Atlantus Newspaper](#)

Online archives:

[Masterplan Gallery](#)

[Atlantus Gallery](#)

[Atlantus Project Blog](#)

[Atlantus Limited Prints](#)

[Atlantus Webshop](#)

[Atlantus Facebook page](#)

www.archisle.org.je

www.societe-jersiaise.org

www.martintoft.com

www.kummer-herrman.nl