

Ultimate Holding Company Aims & Objectives:

Aims

We aim to effect fundamental social change¹ through the creation of new art. We aim to carry out our activity in a way that sustains the organisation, and in a manner that meets our ethical and environmental criteria.

Values

- To work in a democratic, transparent and accountable way.
- To affirm that all art and design is political².
- To use creative intervention as the defining principle of the organisation and its activity.
- To seek to operate outside established political consensus.
- To seek to establish equal relationships on the basis of collaboration.

Objectives

- To apply artists' methods (as defined as non-hierarchical, collaborative and employing the highest standards of good creative practice and thinking) to all our work.
- To continually develop our creative practice.
- To develop the application of artists' interventions leading to the creation of new scenarios for social change.
- To effectively compile and appropriately disseminate documentation on all Ultimate Holding Company projects so that others might achieve similar aims.
- To assist in the development of our stakeholder³ communities and remain accountable to them.
- To invest locally in social capital⁴ and the building of reciprocal relationships.

Definitions

1 Social Change

Any change in social relations that causes a change in a society or transformation of its social structure. Social change refers to acts of advocacy for the cause of changing society in a positive way.

2 Political

"All art is political in that it either upholds or challenges the status quo". *Susan Sarandon*. The process and method of gaining or maintaining support for public or common action. Although it is generally applied to governments, politics is also observed in all human group interactions including corporate, academic, and religious.

3 Stakeholders

People with a vested interest in project outcomes. All individuals and/or groups who are affected by, or can affect, a given operation. Stakeholders can be individuals, interest groups, organisations.

4 Social capital

The process and conditions of social networking among people and organisations that lead to accomplishing a goal of mutual social benefit, usually characterized by trust, cooperation, involvement in the community, and sharing.