

LUX
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LUX MISSION AND VALUES STATEMENT

To support and promote artists' working with the moving image

Advocacy

- Highlight, celebrate and raise awareness of the richness of artists' moving image work in the UK and abroad.
- Celebrate and promote the value of diversity in UK moving image and visual arts culture.
- Influence and educate decision-makers in the importance and value of artists' moving image work.
- Celebrate and promote a UK-wide artists' moving image culture.
- Educate and inspire artists of the future, and promote the expressive potential of moving image media.
- Sustain and develop new audiences for artists' moving image work.
- Promote fair pay for artists.
- Promote critical and vocational study of artists' moving image work in education.
- Raise and maintain the visibility of artists' moving image work across media including new media forms.
- Promote sustainability and environmental consciousness.

Access

- Maintain, protect and develop the heritage of UK artists' moving image work for future generations.
- Enable UK-wide public access to the rich history of artists' moving image production.
- Support, platform and disseminate discourse around artists' moving image work.
- Provide UK-wide access to professional knowledge and networks.
- Provide access to the community of artists working with the moving image in the UK.
- Promote and provide international access to UK artists and works.

Support

- Enable the public to experience high-quality artists' moving image works.
- Provide opportunities for artists through commissioning projects and residencies.
- Support emergent and aspirant artists engaged with the moving image to develop skills, knowledge and networks.
- Support emergent and aspirant curators to engage with and access artists' moving image work.
- Provide specialist technical and conceptual support to individuals and organisations who wish to work with artists and show artists' moving image work.
- Enable artists to earn income from their work and develop a sustainable practice.

VALUES

LUX's values are inspired by its co-operative roots and the unique qualities of the medium we work with, which demand networked communities for its production and dissemination. Our core values can thus be summarised as:

- Self-help. Supporting and empowering our users to develop skills and knowledge to develop a sustainable sector.
- Self-responsibility. We seek to empower our users to contribute to the culture they want
- Democracy. All of our users are treated as equals and we seek to hold the artists' voice at the centre of the organisation.
- Equality. We believe everyone has a right to the culture we represent
- Equity. We are committed to fairness in all of our work, we recognise difference and will make accommodations to ensure equal access.
- Solidarity. We support the needs of the many over the interests of the few.
- Furthermore, LUX believes in the values of honesty, openness, social responsibility and caring for others in all of its activities.