



“CHAIN REACTION” is an ambitious project showcasing the collaborative spirit of 14 artists from around the world. A dynamic art installation in the global art scene, each piece is a reaction to the one before.

- *an International Online Art Collective collaboration*

Chain Reaction: Short Summary Project Plan

May 2024

1. What is Chain Reaction?

Chain Reaction is a multimedia art installation of 100 artworks. From a single piece, each square sparked the next, creating a chain reaction of artworks accompanied by videos, narrative, a magazine and an online exhibition which highlight the evolution of this unique collaborative endeavour.

2. What Inspired the project?

Chain Reaction reflects the Collective's own Mission Statement:

- *“We are International Online Art Collective: We are a diverse group of artists from around the world who value the power of art to inspire, provoke and heal. In some ways, our group has been about four things: art, connection, expression and the wellbeing of humankind... We are artists from around the globe with a grand vision of virtual and in-person exhibitions...We are honoured that our artwork has been commissioned by people and businesses and that we are in galleries, museums and private residences”*

Chain Reaction both deepens and intensifies this statement. From the depths of the pandemic with its challenges and isolation, the project was born out of the human need to connect with one another and with the world. This unique collaboration brought individuals together to grow and develop as artists and forge lasting friendships.

3. What are IOAC's goals for Chain Reaction?

We are delighted to have already achieved our earlier goals from the inception of the project -

- creating a cohesive multimedia art installation
- mounting a series of travelling physical exhibitions
- publishing a magazine available in print and online
- securing funding to allow the project to be exhibited at its first international show

Going forward, we aim to:

- cement our members further together, and expand visibility through galleries, museums, collectors, sponsors and foundations
- push even further beyond our individual comfort zones working collectively to inspire personal and artistic growth
- develop creative, interactive events at each exhibition venue which draw the community members in, engaging them in the project and connecting them with their own creativity; making art more widely accessible.

4. Summary

Chain Reaction is IOAC's most ambitious project to date. Through this collective effort, we are realising our goals and broadening our artistic horizons, leading each other into areas we had only dreamed of. Inspiring the communities we visit with our workshops and live painting events we are bridging divides and transcending boundaries. The language of art is universal.