

# SOMETHING GOOD

*is happening here*



Award-winning  
participatory public sculpture

ANNA MASTERS

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## A dedicated space for gift-giving

Something Good is a project about kindness and nurturing connections within the community. Launched in London in 2021, Something Good is a participatory sculptural intervention which provides a dedicated space for gift-giving and sharing between strangers, friends, businesses and passers-by.



*An open pair of hands emerge from a wall. Do they hold a gift for you, or are they waiting to accept a gift to pass on?*

Research demonstrates that when people receive an unexpected gift or act of kindness, that the effect of this gift can touch many more people than the original recipient; that initial recipient will likely pass on the gift through their subsequent interactions with other people. They might give a physical gift, they might make a cup of tea for their colleague, or they might call that friend that they haven't spoken to in just too long. And the recipient of that new gift can pass on that kindness to someone else. They might hold a door for someone, or compliment a stranger. One small intervention can have ripples throughout a community of people.

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Something Good acts as a prompt for people to engage with these acts of kindness and gift-giving. By soliciting a number of initial gifts, a dialogue is opened between people who might not otherwise interact. People are brought together in a context not of individual interest, but of mutual benefit. We are reminded of the kindness of strangers, the potential of community and the connections that exist all around us.

Something Good is now available on loan to events, festivals, public interventions and public galleries internationally.

Thank you! I walk that route twice a week and that day  
“ stopped to sit for a minute. I love the serendipity of  
finding it that day, as I had been having a difficult week.  
It's a lovely project.

Hannah, London participant

*What impact could we have if Something Good happened everywhere? What connections are built when people are given a dedicated space to act with generosity? Can we build community through positive interactions with strangers? And what happens to our outlook on the world when our communities are shaped by generosity, hope and kindness?*

## About the artist

Anna Masters is a mixed media and installation artist, working in both commercial and public sectors. Her practice examines the transformational qualities of time, context and actions upon the value systems and symbolism that are embedded in the objects around us. Her works focus on how participation and aesthetics can enhance or delineate experiences of public and private spaces. Masters has an established artistic practice and is represented internationally by Galeries Bartoux.

Alongside her studio practice, Masters has extensive experience in arts and project management following her work with Arts Council England. She graduated from Staffordshire University with a first-class honours degree in Fine Art, and achieved masters degrees in both Arts Policy and Management from Birkbeck, University of London, and Public Art and Performance from London Metropolitan University.

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## Frequently Asked Questions

- 1. Where can Something Good be exhibited?**

Something Good is a weather-proof sculpture suitable for both indoor and outdoor installation. We offer two types of installation fittings, making it suitable for most locations with a flat surface to connect to. Installation guidance is provided with your rental, and can be sent in advance of any rental if you would like to check suitability for your location.
  - 2. How long can we loan Something Good for?**

Loans are currently offered on a flexible basis on short or long term loans. We would recommend a minimum rental of two months in order to get the most of the intervention.
  - 3. Will the gift-giving system get abused?**

Something Good is designed as an anonymous, non-judgemental gift-giving project. There may be participants who take more than one gift and never return anything. Though this does not align with the guidance on participation, it is not a problem. It is hoped that whoever the gifts reach, they feel the benefit of another's generosity. It may be that they need to feel that generosity more than others.
  - 4. Does Something Good need to be supervised?**

No, Something Good does not need to be supervised or managed, though you can prompt interactions if appropriate to your event or venue.
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- 5. What if no gifts are placed on the hands?**

It is recommended that promotional materials are sent out to solicit engagement in advance of Something Good going live. You will receive templates for engaging business sponsors and patrons as part of your Something Good rental to make this as effortless as possible. It is up to you how you wish to manage the gifts - you may wish to collect some in advance and to spread the gift-giving throughout the hire period. Once the project is established, the community takes ownership of gift-giving.
  - 6. What kinds of gifts should be placed on the hands?**

We don't prescribe what gifts should be left on Something Good, however ideal gifts include stationary, cosmetics, drawings, a favourite book, non-perishable food items, crafts or notes.
  - 7. How big is Something Good?**

The sculpture measures approximately 15x15x20cm. The sculpture is accompanied by a plaque measuring 15x10cm.
  - 8. What next?**

If you'd like to loan Something Good, please contact [anna@annamasters.com](mailto:anna@annamasters.com) with your preferred dates and we will try to accommodate your request.
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