



Ugly Duck 2012 - 2025 : How to Accidentally Become an Anti/Institution in the London Cultural Landscape

This book captures the journey of Ugly Duck, a unique creative space in London that emerged in 2012 and evolved organically into a platform for radical, underrepresented, and experimental voices in the arts. Through a rich tapestry of imagery, stories, and interviews, we celebrate the spirit that drives cultural innovation at the margins.

More than a retrospective, it is an invitation to rethink traditional cultural frameworks, offering an intimate glimpse into the challenges and triumphs of creating inclusive, dynamic, and meaningful cultural spaces. Organised into thematic chapters, we explore radical approaches to performance, technology, ecology, anti-racism, and more.

This publication is central to our community-driven archival initiative in 2025, generating a mixed media archive at the Bishopsgate Institute. The project concludes with a week long exhibition accompanied by performances and talks marking the impact of Ugly Duck.

Join us in making this book a reality.



Your support will make a huge difference to our publication.

We have fundraised £28,000 from Arts Council England to cover the essentials of book production. Your funding would empower us to transform this archival document into a work of art by commissioning graphic design, illustrations, photoshoots, and creative writing pieces.

Pick the stone that fits your capacity to support our project.



Tier 1 → Limestone: The Foundation of Change.

A steady, essential rock symbolizing strong support.

Charity/Non-Profit, £350:

- Funds one day of graphic design work to create impactful visuals.

Commercial, £650:

- Covers one day of graphic design + one day of editorial work to refine our message.



Tier 2 → Quartz: Resilient & Creative

A powerful crystal symbolising adaptability and innovation.

Charity/Non-Profit, £700:

- Funds one day of graphic design work to create impactful visuals.
+ Two commissioned creative writers.

Commercial, £1,000:

- Funds one day of graphic design work to create impactful visuals.
+ Two commissioned creative writers and an illustrator.



Tier 3 → Jade: Strong & Influential

A precious stone symbolizing strength, prosperity, and impact.

Charity/Non-Profit, £1,000:

- One day of graphic design
+ Two commissioned creative writers and an illustrator.

Commercial, £1,500:

- Covers two creative writers + two photoshoots + one illustrator.



Tier 4 → Obsidian: Bold & Transformative

A rare volcanic glass symbolizing cutting-edge impact and deep commitment.

Charity/Non-Profit, £1,500:

- Two commissioned creative writers
+ Two commissioned photoshoots and an illustrator.

Commercial, £2,000:

- Supports hardback book production with a cloth cover
+ one creative writer + one illustrator.



Tier 1 → Limestone

£350 (Charity/Non-Profit) £650 (Commercial)

- Name and logo in the book
- Name and logo on the website and press release
- 1 dedicated social media post about your support and your organisation designed by our team (Newsletter, Instagram, and Facebook - reaching 20,000 people)
- 2 invitations for the launch
- 2 copies of the book



Tier 2 → Quartz

£700 (Charity/Non-Profit) £1,000 (Commercial)

- Profile, name, and logo in the book
- Name and logo on the website and press release
- 2 dedicated social media posts about your support and your organisation designed by our team (Newsletter, Instagram, and Facebook - reaching 20,000 people)
- 5 invitations for the launch
- 5 copies of the book



Tier 3 → Jade

£1,000 (Charity/Non-Profit) £1,500 (Commercial)

- Half-page profile, name, and logo in the book
- Name and logo on the website and press release
- 3 dedicated social media posts about your support and your organisation designed by our team (Newsletter, Instagram, and Facebook - reaching 20,000 people)
- 7 invitations for the launch
- 7 copies of the book



Tier 4 → Obsidian

£1,500 (Charity/Non-Profit) £2,000 (Commercial)

- Full-page profile, name, and logo in the book
- Name and logo on the website and press release
- 5 dedicated social media posts about your support and your organisation designed by our team (Newsletter, Instagram, and Facebook - reaching 20,000 people)
- 10 invitations for the launch
- 10 copies of the book

