
CONTEMPORARY

ART

ACADEMY

PERSONAL DEVELOPMENT PLAN

Artist: Rachelle Allen-Sherwood

Prepared by: Zavier Ellis & Mathew Gibson

Date: February 2026

INTRODUCTION

This Personal Development Plan has been developed to support Rachelle Allen-Sherwood during a period of personal transition and artistic recalibration. Rachelle is an experienced artist who is seeking stability, momentum, and renewed confidence in her studio work and professional direction. The plan is designed to respond sensitively to her current circumstances while focusing on reactivating her practice, deepening theoretical engagement, and rebuilding trust-based professional support.

CONTEXT

Rachelle's current practice is shaped by unstable living conditions and limited access to studio space. She is temporarily based in a boarding house in Kentish Town, working at a domestic scale from a coffee table, which restricts materials, mess, and consistency. Despite this, she continues to make work whenever possible, maintaining a long-term project centred on wrapping, folding, and architectural interventions—an enquiry she has been developing for over two and a half years.

Alongside this, Rachelle works and exhibits with a collective that operates thematically, most recently responding to Orwell's *Down and Out in Paris and London*. Her work draws on both Western and Asian cultural references, with increasing interest in theoretical frameworks—particularly Deleuze's concept of *The Fold*—as a way to connect material practice with critical thought.

AMBITION

Short-Term

- Re-establish momentum and flow in studio practice.
- Focus on making work consistently, even at a reduced scale.
- Translate larger wrapping and architectural ideas into drawings, paper works, and collages.
- Build confidence through supportive, trust-based feedback.

Medium-Term

- Secure more stable living conditions and access to a dedicated studio space.
- Develop a cohesive body of work suitable for a solo exhibition.
- Strengthen theoretical grounding and confidence in discussing the work publicly.
- Begin re-engaging with writing, blogging, and reflective practice.

Long-Term

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- Sustain a professional life as an artist through residencies, exhibitions, and collaborative opportunities.
 - Exhibit work internationally, particularly in Japan and Vienna, where there are strong personal and cultural connections.
 - Operate with greater confidence and autonomy within the art world.

SUCCESS LOOKS LIKE

Success for Rachelle is defined by being actively engaged in her practice—making work regularly, participating in exhibitions, residencies, and discussions, and feeling intellectually and creatively stimulated. It also includes a sense of stability and trust: having people she can share work with honestly, and feeling supported rather than isolated while navigating the art world.

CHALLENGES

- Ongoing instability around housing and finances, limiting time, space, and energy for practice.
- Lack of a reliable studio environment.
- Low confidence when navigating the art world and presenting herself publicly.
- Absence of a trusted professional network where vulnerability and uncertainty can be shared.
- Physical setbacks, including a recent hand injury, affecting continuity of work.

NEEDS

- Support in rebuilding a regular creative process and studio rhythm.
- Encouragement and accountability to help overcome inertia and self-doubt.
- Critical and theoretical guidance, particularly around Deleuze and material-led thinking.
- Mentorship aligned with her sensibility and working methods, with a strong preference for working with Sam.
- Advice on funding, residencies, and sustainable ways to progress given current constraints.

CAPACITY

Rachelle has flexibility in her schedule and is available Monday to Saturday. While there are no fixed deadlines, she sees 2026 as a key year for growth and development. Financial capacity is limited but not closed; she is willing to allocate funds carefully toward professional development that offers genuine support and momentum.

WHAT WOULD MAKE THIS EXPERIENCE VALUABLE

This experience would be most valuable if it helps to “open the dam”—releasing creative blockage and allowing work to move forward again. Feeling supported, encouraged, and believed in is central, alongside practical and intellectual input that helps Rachelle regain confidence and direction. Progress, however incremental, will be a key measure of success.

PROPOSED SCHEDULE

MONTH 1 (FEB)

Sam Jackson (Artist)

- Artist crit
- Together decide on tasks/research for the follow-up session

MONTH 2 (MAR)

Sam Jackson (Artist)

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- Follow-up artist crit
 - Together decide on tasks/research for the follow-up session

MONTH 3 (APR)

Sam Jackson (Artist)

- Follow-up artist crit
- Together decide on ongoing tasks/research

MONTH 4 (MAY)

Richard Dyer (Art Critic, Artist)

- Analyse critical context of mentee's practice
- Mentor to advise on research & furtherment of contextual awareness
- Together decide on ongoing tasks/research/discussion topics

MONTH 5 (JUN)

Liane Lang (Artist)

- Artist crit
- Together decide on tasks/research for the follow-up session

MONTH 6 (JUL)

Liane Lang (Artist)

- Follow-up artist crit
- Together decide on tasks/research for the follow-up session

MONTH 7 (AUG)

Liane Lang (Artist)

- Follow-up artist crit
- Together decide on ongoing tasks/research

MONTH 8 (SEP)

Sarah Kent (Art Critic, Curator, Artist)

- Analyse critical context of mentee's practice
- Mentor to advise on research & furtherment of contextual awareness
- Together decide on ongoing tasks/research/discussion topics

MONTH 9 (OCT)

Zavier Ellis (Co-founder)

- Review

CONCLUSION

Rachelle Allen-Sherwood has a rich, thoughtful practice that is currently constrained by circumstance rather than lack of ambition or ability. This plan is intended to provide structure, support, and intellectual companionship during a period of rebuilding. With the right mentorship and pace, Rachelle is well placed to reconnect with her practice, expand her confidence, and move toward a more stable and fulfilling professional life as an artist.

Investment Summary:

- 1-hour 1-2-1 mentoring sessions - £95 each (Fees are paid in monthly instalments starting two months ahead of the planned start date, or immediately if the programme begins sooner)
 - Start Date: February 2026
 - Session Frequency: Monthly
 - Optional supplementary 1-2-1 mentoring sessions - £95 each
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- Optional course add-ons - £95-£295
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