

## Impact case study (REF3)

<b>Institution:</b> University of Chester		
<b>Unit of Assessment:</b> 32 Art and Design		
<b>Title of case study:</b> <i>The Marie Duval Archive</i> ( <a href="http://www.marieduval.org">www.marieduval.org</a> )		
<b>Period when the underpinning research was undertaken:</b> 2014 - 2016		
<b>Details of staff conducting the underpinning research from the submitting unit:</b>		
<b>Name(s):</b> Simon Grennan	<b>Role(s) (e.g. job title):</b> Dr, Leading Research Fellow	<b>Period(s) employed by submitting HEI:</b> 2012 – ongoing
<b>Period when the claimed impact occurred:</b> from 2016		
<b>Is this case study continued from a case study submitted in 2014?</b> N		

**1. Summary of the impact** (indicative maximum 100 words)

*The Marie Duval Archive* is a new online image database of the work of Victorian cartoonist and performer Marie Duval.

Prior to the research, the history of the comic strip had overlooked, ignored or erased the contributions of women artists, including Duval.

For project partner libraries, *The Archive* and outputs provide public access to unseen material. For non-academic readers and writers, audiences and exhibition visitors, the shared history of 19thc visual culture was changed to encompass working women undertaking successful careers as visual journalists and commercial artists.

**2. Underpinning research** (indicative maximum 500 words)

The research was undertaken at the University of Chester between 2014-16, by Principal Investigator Dr Simon Grennan (Leading Research Fellow) and co-investigators Dr Roger Sabin (Professor of Popular Culture, Central Saint Martins) and Dr Julian Waite (Senior Lecturer, Performing Arts, University of Chester). Dr Grennan undertook sixty per cent of the research, which was funded by a competitive AHRC UK Early Career Grant.

The history of nineteenth-century English comic strips remains under-written, compared with the histories of early European and American comics. Internationally, scholars have been bedeviled by disagreements about the formal definition of early comics. This has contributed to the neglect of other approaches aiming to analyse the contexts and personnel of early English comics production, and the behaviour of nineteenth-century comics readers in the Victorian multi-media leisure industries, particularly across lines of class, gender and profession.

Marie Duval (1847–1890) was a London cartoonist and stage performer. She drew in cheap periodicals and albums, illustrated novels and created a children's book. Duval was unusual, as a woman periodicals artist, in a business dominated by men. Further, unlike the handful of other women periodicals artists, she had no arts training. Instead, she imported aspects of her stage experience onto the page, as a source for her slapstick style, pioneering many now-established comic strip techniques. She drew the daily lives of her readers, who were also the audiences for her stage performances.

Prior to this research, Duval's work had not been the subject of comprehensive analysis, apart from a single 1983 journal article. Consequently, there had been no attempt to approach Duval's unique activity as a draughtswoman and performer in the male environment of periodical publishing. No comparative analysis of nineteenth-century performance and Duval's drawings had been made, nor analysis of the range of impacts upon readers of different narrative drawing styles in humour periodicals in this period of new media cross-fertilisation.

The research comprised a survey of her published work, with partners Guildhall Library, British Library (City of London), and 3 private collections. Estimates placed Duval's work in the low hundreds, however the research discovered 1,500 works. This survey substantiated the creation of an open access online image database *The Marie Duval Archive* [1]. The database was used to undertake analysis of Duval's corpus and to populate the research outputs, comprising a general audience book [2], a public exhibition touring to London, Berlin, New York and Chester [3], an academic book [4], a public lecture tour [5], contributions to a general audience anthology

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of British women cartoonists [6], plus a chapter in an edited academic book on comics archives, six peer-reviewed conference papers and international media commentary.

Research findings underpinning impact comprised (for Library partners) identification and publication of unseen archive material; for non-academic readers and exhibition visitors, location of Duval's work in a public canon of Victorian cartoonists, plus demonstration of the significance of gender and class for an analysis of Victorian periodical publishing and establishment of the significance of new gender roles in 19<sup>th</sup> century leisure industries.

**3. References to the research** (indicative maximum of six references)**[1] Online Image Database**

[www.marieduval.org](http://www.marieduval.org)

**[2] General Audience Publication**

Grennan, S, Roger Sabin & Julian Waite (2018). *Marie Duval*. London, United Kingdom: Myriad (ISBN 9780995590090). <http://myriadeditions.com/books/marie-duval>

**[3] Exhibition Tour to London, Berlin, New York and Chester**

The Guildhall Library, London (2016/17)

<https://twitter.com/GuildhallLib/status/807256123954839552>

<https://artsandculture.google.com/exhibit/marie-duval-s-cartoons-city-of-london-corporation/dAli0p7YNmuvLQ?hl=en>

Illustrative Festival, Berlin (2017)

<https://www.illustrative.de/award/blog/marie-duval-laughter-first-age-leisure-exhibition-illustrative/>

The Society of Illustrators, New York (2019/20)

<https://www.societyillustrators.org>

Contemporary Art Space Chester (2020/21)

<https://www.cascgallery.co.uk/copy-of-andrea-hilditch-2>

**[4] Public Lecture Tour to Nine Festivals**

Grennan, S. *Marie Duval and the Mountaineering Bustle*. Kendal Mountain Festival 17/11/19.

Sabin, R. *Marie Duval* British Museum, London 13/06/19

Grennan, S. *Enduring Power of Comic Strips* Storyhouse, Chester 16/04/19

Grennan, S. and Nicola Streeten *Quizzical Glance* Chester Literature Festival 22/11/18

Grennan, S. *Marie Duval* Gladfest, Haywarden 08/09/18

Grennan, S. *Marie Duval* Hexham Literature Festival 01/05/18

Grennan, S. *Marie Duval* Penzance Literature Festival 05/07/18

Grennan, S. and Roger Sabin *Marie Duval* House of Illustration, London 18/03/16.

<http://www.houseofillustration.org.uk/whats-on/current-future-events/comix-creatrix-100-women-making-comics>

**[5] Academic Publication**

Grennan, S, Roger Sabin & Julian Waite (2020). *Marie Duval: Maverick Victorian Cartoonist*. Manchester: Manchester University Press

**6. Chapter in a General Audience Publication**

Grennan, S. (2018) "Marie Duval: A Victorian Cartoonist" in Streeten, N. and C Tate *The Inking Woman* London: Myriad, pp. 12-13

**4. Details of the impact** (indicative maximum 750 words)

A. Libraries (Guildhall Library, British Library, City of London and 3 private collections) decided to make use of their holdings in a publicly accessible way, through *The Archive* [1], enhancing cultural

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heritage preservation and interpretation, adapting to changing cultural values and challenging conventional wisdom among stakeholders.

B. Non-academic publishers Myriad Editions, Atlas Obscura, The Beat and Illustration Magazine decided to publish the research, enhancing cultural heritage preservation and interpretation and providing new ways of thinking that influence creative practices. Sales of *Marie Duval* and *The Inking Woman* (Myriad Editions 2018), have reached 1,650 (July 2020). A typical comment from critic John Freeman: “A superb study...combining fascinating insight with honesty and appraisal, we’re treated to an extraordinary journey into the world of late Victorian humour... positively glorious.”

C. Academic publishers Manchester University Press and Palgrave decided to publish the research, enhancing cultural heritage preservation and interpretation, and challenging conventional wisdom among stakeholders. Pre-orders of the Manchester University Press publication had reached 164 in July 2020.

D. Non-academic exhibiting Institutions (Guildhall Library, Illustrative Festival Berlin, Society of Illustrators New York and Contemporary Art Space Chester) decide to present the public touring exhibition, enhancing cultural heritage preservation and interpretation, stimulating cultural tourism and enhancing the quality of tourist experiences. Visitors to the exhibition at Illustrative Festival Berlin numbered 4,200 between 14 – 27 October 2016. The opening event was attended by 500 people. Visitors to the exhibition at Guildhall Library Gallery, London numbered 1,630 between 09 January – 17 March 2017 and the opening event was attended by 110 people. Visitors to the public touring exhibition at The Society of Illustrators, New York numbered 8,456 between 10 January – 14 March. The opening event was attended by 240 people

E. Non-academic authors reading the research decided to write publicly about Duval’s work, enhancing cultural understanding and shaping public attitudes and values. The *Archive* occasioned a major extension of the scope of a new history of nineteenth-century comics by David Kunzle (2020). Author Jessica Campbell commented in 2020 “I found myself wishing someone would write a book about her, and then I found *The Archive* and books. [They] have truly been invaluable tools in writing about Duval’s work.”

F. Visitors to the touring exhibitions changed their opinions. At Berlin, typical comments included “I never knew that women were drawing in the papers in the 1870s” and “The influence of Busch and burlesque is really clear.” At Guildhall typical comments included “A pioneer of the art of comics – I’d never heard of her,” and “The drawing style is extraordinary.” At New York, typical comments included “I felt I was exactly the target audience... I wasn’t aware of Duval.”

G. Nine UK Literature Festivals decided to include ‘guest speaker’ presentations on the research in their festival programmes, enhancing cultural understanding and shaping public attitudes and values. Public comments included: “My understanding of the history of comics has been transformed by seeing Duval’s work.”

## **5. Sources to corroborate the impact** (indicative maximum of 10 references)

**A.** <https://www.marieduval.org/acknowledgements>

**B.** Grennan, S, Roger Sabin & Julian Waite (2018). *Marie Duval*. London, United Kingdom: Myriad. <http://myriadeditions.com/books/marie-duval>

**C.** Grennan, S, Roger Sabin & Julian Waite (2019). *Marie Duval: maverick Victorian cartoonist*. Manchester: Manchester University Press. <https://manchesteruniversitypress.co.uk/9781526133564/>

Grennan, S. ( “*The Marie Duval Archive: Memory and the Development of the Comic Strip Canon*” in Crucifix, B. and M. Aahmed (Eds.) *Comics Memory: Archives and Styles*. New York: Palgrave, pp. 251-8. <https://www.palgrave.com/gp/book/9783319917450>

D. The Guildhall Library, London (2016/17)

<https://twitter.com/GuildhallLib/status/807256123954839552>

<https://artsandculture.google.com/exhibit/marie-duval-s-cartoons-city-of-london-corporation/dAli0p7YNmuvLQ?hl=en>

Illustrative Festival, Berlin (2017)

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The Society of Illustrators, New York (2019/20)

<https://www.societyillustrators.org>

Contemporary Art Space Chester (2020/21)

<https://www.cascgallery.co.uk/copy-of-andrea-hilditch-2>

E. Kunzle, D (2020) *Rebirth of the English Comic Strip 1847-1870* Jackson: Universities of Mississippi Press. <https://www.upress.state.ms.us/Books/R/Rebirth-of-the-English-Comic-Strip>

Correspondence regarding a 2021 publication about Duval's work.

F. Feedback noted by staff at Illustrative Festival Berlin.

Feedback noted by staff at Guildhall Library

Feedback noted by staff at The Society of Illustrators.

G. Kendal Mountaineering Festival

<https://www.readkong.com/page/kendal-mountain-festival-2019-programme-9843197>

British Museum, London 13/06/19

<https://myriadeditions.com/event/lunchtime-lecture-by-roger-sabin-at-the-british-museum/>

Storyhouse, Chester 16/04/19

<https://www.storyhouse.com/event/lectures-comic-strips>

Chester Literature Festival 22/11/18

<https://myriadeditions.com/event/nicola-streeten-and-simon-grennan-at-chester-literature-festival/>

Gladfest, Haywarden 08/09/18

<https://soundcloud.com/gladstones-library/gladfest-2018-simon-grennan-marie-duval-rediscovered>

Hexham Literature Festival 01/05/18

<https://myriadeditions.com/event/simon-grennan-at-hexham-book-festival/>

Penzance Literature Festival 05/07/18

<https://www.pzlitfest.co.uk/event/marie-duval-rediscovering-a-maverick-victorian-cartoonist/>

House of Illustration, London 18/03/16.

<http://www.houseofillustration.org.uk/whats-on/current-future-events/comix-creatrix-100-women-making-comics>

Feedback noted by staff at Hexham Literature Festival