

Caroline Beavon

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Artist Statement / Bio

An early-career digital artist and storyteller exploring identity, visibility, and marginalisation through immersive, web-based narrative experiences. With roots in data journalism and infographic design, my current work focuses on scrollytelling installations that guide audiences through layered emotional landscapes - often without them realising they're being taught, shifted, or moved. Alongside my artistic practice, I work as a creative freelancer specialising in visual storytelling, data design, and narrative structure. This background informs my artistic approach, particularly in scrollytelling and interactive work.

Selected Projects

- Glitch (2025) - Immersive scrollytelling installation
Explores six emotional phases of marginalisation. Commissioned for public display with interactive light and sound integration.
 - Scrollbook (2024) - Immersive scrollytelling
A living, scrollable sketchbook that blends visual experimentation with personal reflection. Built as an exploratory space to test narrative form and flow.
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Exhibitions

- Still, I am Because You Are, Mid Street Lab, Brighton, 29th July – 10 Aug 2025 (group show)
 - The Leonora Banquet, The Regency Town House, Brighton Fringe June 2025 (group show)
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Education

MA Online Journalism, Birmingham City University (2009–2011)
Specialism: Data storytelling, interactive music journalism

Skills

- Narrative structure & content design
- Interactive & immersive storytelling
- Visual storytelling & motion graphics
- Public engagement via digital media
- Research & audience interpretation
- Workshop facilitation & training