

CALL FOR ARTISTS 2020



Our audience...

We appeal to a broad cross-section of ages, with something for everyone. In 2019 56% of our bookers were aged 35 - 59 and 33% were between 16 - 34 years. 18% are couples and 33% come in family groups of 3 and 4.

Our target groups are:

- Families with children from 2 to 14 years.
- Couples aged 25 - 39 living within an hour's drive time of the venue.
- Couples who are looking for an evening winter experience which is different from the usual ice skating / fun fair offer, and are intrigued by the aesthetic element of the lighting but also want a fun evening out.
- Older couples aged 45 plus without children - typically they will know the venue and are interested to see it illuminated at night as this is a different experience.

Event background

Alongside Sony Music, Culture Creative have just completed their seventh successful year of illuminated trails in the UK and USA, with record-breaking audiences. The trails are illuminated, after-dark, approximately a mile-long and take place in winter, in the grounds of heritage and landscape venues.

A steady flow of visitors is managed by timed entry slots. Typically the trail takes approximately 1hr 30+mins to walk plus additional dwell time. The trail routes work in a one-way circular route, with catering and retail hubs; mainly at the entrance near the box office, but also placed along the trail.

The work included in the trail will be a mix of new and existing work by international and local artists, and a colour treatment of the landscape. It will also include sound, smell and interactivity to appeal to all the senses, enhanced by seasonal food and beverage offerings along the route.

Who is involved?

2013 saw illuminated trails start at Royal Botanic Gardens Kew in London. Since then they have expanded to Blenheim Palace, Royal Botanic Gardens Edinburgh and Chicago Botanic Gardens among others. The trails are presented in partnership with the venues and leading entertainment promoter Sony Music, and produced and delivered by outdoor event specialist, Culture Creative. Zoe Bottrell, Managing Director of Culture Creative oversees the creative content on each trail and the technical production is managed by Director and Head of Production, Ian Bone.

Culture Creative's role is to manage the artists and companies involved in the delivery and production of the trail. Culture Creative also manage the technical-side of the trail during the show-run, from power to lighting and sound. Zoe and Ian lead the Culture Creative team, which will include a Chicago based associate team, who will be part of the management team at the venue which also includes colleagues from the events, horticulture and estates teams. The Culture Creative team are responsible for artist liaison and management pre, during and post show.





Event objectives...

- The event must have a sense of place - it must reflect the location and its landscape
- A "must-see" highlight of the winter calendar and offers a authentic seasonal experience
- Growing attendance numbers
- Delighted and engaged visitors who want to come back next year, and who recommend the event to their friends
- Perceived as a fresh offering - different to previous years - i.e. give good reason to come back and see what the new offering is and build loyalty
- A thematic approach that is followed through with retail, catering and other commercial opportunities
- A content-rich platform for PR and digital activity to channel great stories and promote the event to a wide range of audiences
- Visitors feel they have connected with the spirit of the event and have shared a magical experience
- The event has created a seamless journey, with a continuous thread, showing the venue in a new light
- The content has a mix of visual, audio, immersive and interactive elements

Overview...

Thematics...

We envisage that the key themes will provide the inspiration for much of the trail content. Trees in the venue's collection will be lit alongside other built infrastructure. We believe the key themes below leave scope for content that fits the uniqueness of the venues, give an appropriate feel, and fit the event objectives.

Key themes to consider in the look, feel and visual representation of work include:

- * Fun
- * High contrast color in the landscape
- * Immersive
- * Interactive
- * High multiple/covering large spaces
- * Breath-taking
- * Compleitive
- * Symbolistic

What are we looking for?

Lightscape is looking to commission four works as part of this curated trail, that will be embedded in the stories, narrative and history of the gardens. The works will represent the special areas of the gardens and the people that have worked in them. The work can look back at the garden's historical perspective or can use stories from the past to inspire a work that looks at the garden's future - or the wider work of the garden.

The event although informative, embedded in the gardens both physically and figuratively, must be light-hearted and accessible in presentation.

Budget - The commission budget for each of these works is circa \$5,000 - \$15,000 for fees and work creation. The event will support the technical installation of the works but the costs for the works creation must be developed by the Artist.





Call for content...

The event is curated and its production managed by Culture Creative - some elements will be stand alone and others will be developed as a collaboration between artists, drawn together independently and presented as a package or suggested collaboration by the creative producers, i.e. you do not have to know about lighting, just know what you would want to achieve. We are also always on the look out for new talent, we research extensively so, in some cases we will contact artists directly.

This content call therefore will be a two stage process. First, we ask for an initial proposal that includes preliminary ideas, thinking and a general cost estimate. If selected to progress to the next phase, we will request a more detailed proposal that includes everything from construction methods and budget breakdowns to renderings showing the installation in the site.

The map (available on our website) <https://www.culturecreative.co.uk/artists-call> gives an indicative route considered at the site, but is subject to final confirmation and content development. Here, you will find the locations for potential new commissions as well as areas that have already been identified for existing content.

All work must have an excellent daytime aesthetic, it is important that daytime visitor attractions maintain their quality of daytime visit, and a significant night-time impact that changes it for the paying night-time audience.

Artistic content can include:

- Large Scale sculptures
- High number small scale sculptures
- Lanterns
- Interactive work
- Immersive work
- Performance space
- Lighting design for specific landscape spaces
- Lasers
- Water installations

Contact details...

Culture Creative

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Process of creating Lightscape content

Mid Jan - Mid Feb - - Artists call for submissions

INITIAL PROPOSALS MUST BE RECEIVED BY CLOSE OF BUSINESS FRIDAY, FEBRUARY 14, 2020

Artist Meetings - February 20-26, 2020

Stage 2 Proposals Due: March 26, 2020

Route Finalized + Commissions Awarded: April 16, 2020

All Artists Contracted: April 30, 2020

May - October: Production period & installation management plans developed, content managed

Installation on Site: November, 2020

Show Run: mid-November - early-January

De-rig on site: early-January 2021

Submitting Proposals for Lightscape 2020

Please submit the following information as part of your stage one proposal - all documents must be received as a PDF and uploaded via our website <https://www.culturecreative.co.uk/artists-call>

Information	Initial Proposal - no more than 4 sides of A4 with at least 1 visual reference	Second Phase Proposal (if you are chosen to progress)
Description of your proposed installation	<p>Response to the key themes and venue, description of the installation, its relevance, size, materials</p> <p>Description of the installation during the day and its night-time impact</p>	<p>Detailed proposals of installation and any collaborations and how they will work</p> <p>Visual representations, previous work or sketches</p> <p>What interactivity may be possible with the work?</p> <p>What collaborations, if any, are involved in your proposal or would you like to consider to enhance your work with other artists from another genre (to be assisted by the creative producer in stage 2)</p> <p>Any thoughts on how commercial benefits can be linked to the installation whether directly or indirectly</p>
Location of your work	<p>Any specific location or locations at venues you would like to have considered for your work</p> <p>Please indicate on a map the on site location for your work in mind</p>	<p>Rendering/photographs of the work in the site's location</p> <p>Methodology of the rigging or construction required for the installation</p> <p>Visitor management risk assessments and method statements</p>
Production of the work	<p>Production of work in general terms, acknowledgement of the challenges you feel this work will have in this landscape</p>	<p>Installation methodologies that would need to be considered for the work, full drawings and method statements relating to engineering drawings, loadings, wind calculations where relevant</p> <p>Considerations for the work being outside in winter weather for an approx 2 month period, assurances that the work will be fit for purpose</p> <p>Ongoing management of the work - daily management, maintenance and operation of the works over 30+ show nights - what will be required</p> <p>Show run management plans</p> <p>Power requirements</p> <p>Detailed production schedules</p>
Budget	<p>Fees</p> <p>Preliminary estimate of key installation costs</p>	<p>Detailed budgets - full breakdown of costs for all commission parts</p> <p>R&D, site visits and pre-production</p> <p>Production and installation</p> <p>Show run costs, maintenance (if any)</p> <p>Post production and de-installation</p>
Company/Individuals details	<p>Name and full contact details</p> <p>Business type and status, incl. tax status</p> <p>Two references of previous work</p>	