



### Lightscape audience...

The event will appeal to a broad cross-section of ages, with something for everyone. 56% of our audiences are age 35 – 59 and 33% are between 16 & 34. 18% come as couples and 33% come in family groups of three and four.

Our target groups:

- Families with children where the whole family can have a special and connected experience together.
- Couples aged 25 – 39 who are looking for an evening winter experience which is different from the usual 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 will know the Gardens and are interested to see it illuminated at night as this is a different experience.
- Potential audiences who don't normally visit the Gardens but are interested in and intrigued by the event.

**CULTURE  
CREATIVE**

### Event Background

Alongside Sony Music Entertainment, Culture Creative has just completed their seventh successful year of illuminated trails in the UK and USA, with record-breaking audience numbers. The events are illuminated after-dark 1.5km long trails through visitor attraction winter landscapes. This is a visual arts attraction led by light but also encompasses sound, smell and interactivity to stimulate all the senses, enhanced by seasonal food and beverage offerings along the route.

We are delighted to be working with Sony Music Entertainment Australia in partnering with Royal Botanic Gardens Victoria (RBGV) in the presentation of Lightscape, for the first time in Australia, in winter 2020.

A steady flow of visitors is managed by timed entry slots. Typically the trail takes approx 1hr 30+mins to walk plus additional dwell time. The trail routes work in a one-way circular route, with catering and retail hubs; in Melbourne these will mostly be at the main entrance near the Visitor Centre, but also placed along the trail.

The work included on the trail will be a mixture of work by existing international artists, treatment of the landscape and new work by local artists. The content will be developed through interpreting the Gardens' stories, highlighting the following narratives; Science at RBGV: Research, National Herbarium of Victoria and State Botanical Collection; Indigenous culture, science and heritage; Biodiversity; Living Collections; Fungi; Trees; Water; Ornamental Lake; Fauna (birds, eels); History of the site; Climate Change.

#### Care for the site

The trail designers, Culture Creative, will work extensively with RBGV staff to ensure the Gardens is cared for and protected and have been appointed on the strength of their experience of working in environmentally sensitive ways in heritage and landscape settings. Culture Creative and RBGV are working with Heritage Victoria in the development, routing and installation of the project to ensure it is respectful of and in keeping with the Gardens' heritage values.

### Who is involved?

2013 saw illuminated trails start at Royal Botanic Gardens Kew, since then they have expanded to Blenheim Palace, Royal Botanic Gardens Edinburgh and Chicago Botanic Gardens amongst others. The events are produced and delivered by outdoor event specialist, Culture Creative where the Creative Producer is Zoe Bottrell, Managing Director of Culture Creative and the shows are technically overseen by Director and Head of Production, Ian Bone.

*Culture Creative lead the partnership in the creation of the trail, artists and companies involved in the delivery of the trail and the production of the trail. Culture Creative also manage the technicalities of the trail through the show run from power to lighting and sound. Zoe and Ian lead the Culture Creative team, which will include an Australian based associate team, and sit within the management team at the venues alongside colleagues from the programming, horticulture and infrastructure teams. The Culture Creative team will be artists' liaison through the entire process of the show.*

**Royal Botanic Gardens Victoria acknowledges the Traditional Custodians of the land on which the Gardens are situated and pay their respects to their Elders past, present and future.**



Bedgebury Pinetum - © Culture Creative

## 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 which offers an authentic seasonal experience
- Growing attendance numbers for the venue
- Delighted and engaged visitors who want to come back next year, and who recommend the event to their friends
- Perceived as a fresh offering - a new way to experience the Gardens each year - i.e. give good reason to come back and see what the new offering is and build loyalty
- A thematic/connection 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 place and have shared in a unique experience
- The event has created a seamless journey, with a continuous thread, showing the venue in a new light...
- The content has a mixture of visual, audio, immersive and interactive elements

## Event brief - overview...

### Thematics

The event will have a 'thread' that links the whole experience together, from first contact through marketing to leaving the site.

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

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

- \* Playfulness
- \* High contrast colour in the landscape
- \* Immersive
- \* Interactive
- \* High number of small units covering large spaces
- \* Breath taking
- \* Contemplative
- \* Symbolistic

### What are we looking for?

Culture Creative is looking to commission up to three 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 at the Gardens from an historical perspective or can use stories from the past to inspire a work that looks at the Gardens' future - or the wider work of the organisation. In particular, we are interested in works or concepts by Aboriginal and Torres Strait Islander artists that reflect Aboriginal culture and heritage and the significance of the site of Melbourne Gardens for Aboriginal Victorians both today and in the 60,000 plus years pre-colonisation.

The event although informative, is embedded in the Gardens both physically and figuratively and must be artistically accessible in presentation. For more background information on RGBV, its heritage, its conservation work and its collections please follow this link to the Culture Creative website <https://www.culturecreative.co.uk/artists-call>

**Budget** - The commission budget for each of these works is up to \$15,000 (excluding GST) including fees and creation of the work - the event team will support certain technical installation elements of these works but those costs must be developed by the creator, and will need to be agreed in advance not assumed. The \$2,000 (excluding GST) R&D fee offered at stage two of the selection process is determined as part of this fee, and is offered to shortlisted proposals only.

Although this budget is indicative for the 2020 show, we are interested to hear about commissions that may exceed that budget as for the right work we may always be able to make an exception, and if not for 2020 a subsequent year.



RBG Edinburgh - © Culture Creative

### Artistic content can include but is not limited to:

- Large scale sculptures
- High number small scale sculptures
- Lanterns
- Interactive work
- Immersive work
- Lighting design commission for specific landscape spaces
- Lasers
- Water Fountains

### Contact details...

#### Culture Creative

Zoe Bottrell, Managing Director & Creative Director

E: [zoe@culturecreative.co.uk](mailto:zoe@culturecreative.co.uk)

Ian Bone, Director & Head of Production

E: [ian@culturecreative.co.uk](mailto:ian@culturecreative.co.uk)

Jacqui Leigh, Senior Producer - Content

E: [jacqui@culturecreative.co.uk](mailto:jacqui@culturecreative.co.uk)

#### General contact details

Tel: 01665 798007

E: [info@culturecreative.co.uk](mailto:info@culturecreative.co.uk)

### Call for content...

The event is curated and 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 Directors, 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 will contact artists directly in some cases.

The content call therefore is a two stage process - seeking initial ideas and costings, responding to the key themes and the wider venue location and landscape, followed by more detail, possible collaborations and curation, as part of the wider offer following an initial assessment phase.

The map available on the website gives an indicative route considered at the site, this is subject to final confirmation and content development. Some areas have already been identified by type of content, this is after a number of years of understanding audience movement through venues and other logistical issues relating to delivering the events. The map also shows the general location for these commissions and other areas of note.

All work must have an excellent daytime aesthetic, it is important the installations do not detract from the daytime experience, and have a significant night-time impact that changes it for the ticketed audience.

### Process of creating Lightscape content

- Mid Dec - Mid Jan - Identification of existing work and developing new work & call for new ideas through the network
- **INITIAL SUBMISSIONS MUST BE RECEIVED BY CLOSE OF BUSINESS FRIDAY 31 JANUARY 2020 - see detail on following pages**
- First assessment of proposals - by 10 Feb 2020
- w/c 10 Feb shortlisted artists to be available for interview with Creative Director
- Proposals identified for phase 2 contacted by 17 Feb 2020
- Phase 2 detailed proposals to be received, collaborations & detailed costings by 6 Mar 2020
- Commission decisions determined 13 Mar 2020
- Mid March - Final draft route complete after clarification from commissions and contracting commences
- March - May - Production period & installation management plans developed, content managed
- 1 - 18 June 2020 - Installation on site
- From 19 June - 19 July public show nights - Show run
- 20 - 26 July 2020 - De-rig on site

## Submitting proposals for Lightscape 2020

### Phase 1

Please submit the following information for part one of this two stage process - all documents must be received as a PDF.

The first phase is to give the producers a good feel for your concept or work, an understanding of how it fits into the narrative of the space and helps us tell the stories of the Gardens'. It is to give us an overview of what, where, how and how much in very top line terms.

You don't need to be a lighting designer or work in light - you need to be able to help tell the Gardens' stories through visual or audible interpretation. We may help you in the development of that work, suggest a collaboration or pair you with another great idea - so don't be held back if this is not a medium you have worked in before - tell us your idea and we will work with you to bring it to life.

To gather more information and background on the Royal Botanical Gardens Victoria, see the Culture Creative website <https://www.culturecreative.co.uk/artists-call>

**Closing date Friday 31 January**

**Shortlisted proposals informed by 10 February**

Information	FIRST PHASE - no more than two sides of A4 with 1 visual reference
Your concept & your work	Response to the key themes and Royal Botanic Gardens Victoria, describing your concept, its relevance, size, description of work during the day and its night time impact and materials of work
Location of the work	Any specific location or locations at RBGV you would like to have considered for your concept or work? Please indicate on a map on site location for your work in mind
Production of the work	Production of work in general terms, acknowledgement of any challenges you feel this work will have in this landscape
Budget	Fees Creation of the work and key installation costs
Company/Individuals details	Name and full contact details Business type and status, incl tax status Two referees of previous work of this scale

For additional information see the Culture Creative website <https://www.culturecreative.co.uk/artists-call>

- Background information about the Gardens
- Potential route map and areas of interest
- Examples of work and other events

Questions and queries to be sent to: [lightscape@culturecreative.co.uk](mailto:lightscape@culturecreative.co.uk)

Submissions to be sent to [lightscape@culturecreative.co.uk](mailto:lightscape@culturecreative.co.uk) or can be uploaded via the form on the website link as above.



## Submitting proposals for Lightscape 2020

### Phase 2 - for shortlisted proposals only, by invitation

Please submit the following information for part two of this two stage process - all documents must be received as a PDF

The second phase will provide all the detail and costings necessary for the commission to be implemented. A \$2,000 (ex GST) R&D fee will be paid (\$1,000 on acceptance and \$1,000 on completion) to complete this work. The questions outlined below may be added to by the producers subject to your initial proposal, to ensure that the response covers all aspects required by the event and the Gardens. Once completed the submission may be subject to further clarifications by the producers or the Gardens before final commissioning at no further costs/fees.

**w/c 10 Feb shortlisted artists to be available for interview by Creative Director**

**Phase 2 proposals identified and contacted by 17 Feb 2020**

**Phase 2 detailed proposals, collaborations & detailed costings by 6 Mar 2020**

**Commission decisions 13 Mar 2020**

Information	SECOND PHASE - if you are chosen to progress this will include a \$2,000 (ex GST) fee for your R&D work
Your concept & your work	<p>Detailed proposals of work 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 other genres (to be assisted by the Creative Director during stage 2)</p> <p>Any thoughts on how commercial benefits can be linked to the installation whether directly or indirectly</p>
Location of the work	<p>Photographs of the works preferred proposed location</p> <p>Methodology of the rigging required for the work</p> <p>Visitor management risk assessments and method statements</p>
Production of the work	<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 two 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 23+ show nights - what will be required</p> <p>Show run management plans</p> <p>Power requirements</p> <p>Detailed production schedules</p>
Budget	<p>Detailed budgets - full breakdown of costs for all commission parts</p> <p>Artists fees, R&amp;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>