

## FESTIVAL MAKERS AWARDS SCHEME – ARTIST’S BRIEF (1.9.11)

### 1. Introduction

The Festival Makers project is a unique audience and professional development programme for contemporary craft that will enable emerging and mid-career designer-makers to work with young people and families in North Hampshire to create inspiring artworks for World Party in the Park, Basingstoke’s new outdoor world arts festival for families to celebrate the Cultural Olympiad and launch its new annual Festival.

The Festival Makers award scheme has already made four awards and will provide a further two designer-makers in 2012 with an artist’s residency in a Hampshire school/community and the opportunity to create an artwork or temporary intervention inspired by one or more world cultures. Each selected designer maker will receive a cash award of £4,500 to work with a school/ community to create and install the work. Each awardee will also receive considerable support in kind from The Making throughout the duration of the project.

The scheme aims to encourage makers to explore new approaches to their practice and to create innovative, large-scale public artworks or processional pieces. The final artworks could include installation, performance, sound and other innovative and experimental work as well as traditional craft media, and could be temporary or ephemeral in nature.

The Making is partnered in this project by Central Saint Martins College of Art and Design. The programme is supported by the National Lottery through Arts Council England. They will form an integral part of Basingstoke’s celebration of the Cultural Olympiad and its World Party in the park on 30 June 2012. They may also be displayed at other local festivals and venues.

Reports from our earlier Festival Makers can be seen at [http://www.themaking.org.uk/Content/our\\_programme/FestivalMakers/festival\\_makers.html](http://www.themaking.org.uk/Content/our_programme/FestivalMakers/festival_makers.html).

**The deadline for applications is 31 October 2011.**

### 2. Award Objectives

The awards scheme aims to:

- support the making of groundbreaking, culturally diverse art.
- enable designer-makers to explore new approaches to their practice and to create large scale public artworks.
- provide designer-makers with practical support, mentoring and the experience of running workshops, collaborative practice, curating and producing a public art commission.
- give designer makers the opportunity to collaborate with artists from different disciplines and different world cultures
- celebrate and promote a greater understanding of the artistry and skills of diverse cultures and
- encourage participation in the visual arts by non-attenders from local communities and by ethnic minority groups in particular.

### 3. Criteria for consideration

These residencies are aimed at emerging or mid-career designer-makers. Other visual artists are not excluded but they must show evidence of a high standard of technical and production skills.

The residencies will take place in North Hampshire schools or communities.

The project should develop the artist's practice. Whatever the medium used, contemporary craft practice should be at the core of the project, a combination of technical mastery of materials, aesthetic sensibility and design skills.

The selected artists must engage local residents (children, young people and families) in the creative process and encourage their ownership of the project and an interest in making and contemporary craft.

The outcome should be a large scale work that reflects one or more world cultures and that will enhance and provide a focal point for Basingstoke's World Party in the park or another event in Basingstoke's new Festival to be launched in 2012.

The project steering committee will include Simon Fraser, Director of Central St Martins MA Design Course (Ceramics, Jewellery or Furniture), Margaret Benton, Director of The Making and Jenny Bethell, Business and Events Manager at The Making. The selected artists will report to The Making's director and provide regular progress reports. The Making staff will be available to provide advice on all aspects of the project.

#### 4. The Award Scheme –Finance

The successful applicants will each receive the following:

##### 4.1 £4,500 cash award

This award is inclusive of all costs including artist's fee, materials, expenses, installation costs at one location and VAT (if payable).

The £4,500 award will be released in 3 stages:

**Stage One:** on return of signed letter of acceptance and agreement of terms of award: £1,500 (one third of fee)

**Stage Two:** on successful completion of the design drawing for approval, artwork or preparatory work and completion of school/community residency £1,500. (one third of fee). The awardee will be required to invoice The Making with a summary of number of days worked and the project costs incurred.

**Stage Three:** on installation, or on completion on site of artwork at world arts festival selected by The Making, and submission of project report. £1,500(one third of fee)

4.2 If appropriate, an additional £800 is available to commission an artist from another world culture/ discipline to collaborate on the project.

##### 4.3 Additional work

Should the artists be invited by The Making to carry out additional work (for example, at other related festivals), they will be paid a daily rate of £200 artist's fee plus material costs up to £100 and travel and subsistence up to £50.

## 4.4 Support in kind

Each artist will be given mentoring and support in kind from The Making in all aspects of community arts practice and project management, assistance with installation of artwork, and PR support. An arts educator will be funded to assist each artist during all school/community contact days.

4.5 A profile of the awardee and details of his/her project will feature on The Making's website.

## 5. Project schedule

### 2011

Deadline for makers' applications/ submission of interest	31 October 2011
Shortlisted candidates notified by	14 November 2011
Deadline for final proposals from shortlisted candidates	25 November 2011 tbc
Shortlisted candidates interviewed	1 December 2011 tbc
Selected candidates notified by	9 December 2011 tbc

### 2012

The 2 selected candidates:

- carry out school residencies February- June 2012(exact dates t.b.c.)
- display work June-July 2012(exact dates t.b.c.)

## 6. Delivery

### 6.1 Induction/Concept Development

- Each selected artist will be allocated to a school in North Hampshire. S/he will be paired with an arts educator who will provide classroom support.
- The selected artists will visit their host school/community with the Making's arts educator for a briefing on the event/venue, and for a project discussion with relevant staff, representatives from local community and potential participants.
- Each selected artists will refine his/her proposal and produce the final proposal, budget, project management and marketing plan for approval by The Making.

### 6.2 Creation of artwork/participatory education programme

- Subject to approval of the proposal by The Making and venue, each selected artist will run between 2 -5 days of pre-event workshops with school-children and/or community and fabricate a celebratory artwork/intervention that will be a stand-alone installation or form the centrepiece of World Party in the park. The artist should engage workshop participants in the creation of ideas for the project. The amount of involvement of the participants in the creation of the artwork is up to the artist and the degree of skill required: however, s/he must provide a minimum of two days of workshops at the venue and encourage the participants to feel a sense of ownership in the project. S/he should also provide at least one public workshop on the day of the event.

- The schools/communities selected for the residencies will be chosen by The Making in consultation with local authority partners.
- If appropriate, £800 can be made available for the artist to employ a professional performer or a high quality amateur group to collaborate on the project. The performers can be deployed to give workshops to the participants at the selected schools and festival, or they can work with the artist to help create a mixed-media artwork on the day of the event..
- It is intended that the artwork should be displayed/created at the World Party in the park event on 30 June 2012. However, it may also be displayed at other venues/festivals that year. The final details will be decided in partnership with the local community and authority running the festival.
- The artwork should be capable of being installed at, and removed from the event site (public park) on the day of the event.
- For an example of one of last year's successful commissions see [http://www.themaking.org.uk/Content/our\\_programme/FestivalMakers/polska-pani.pdf](http://www.themaking.org.uk/Content/our_programme/FestivalMakers/polska-pani.pdf)
- For information about World Party in the park see [http://www.themaking.org.uk/Content/our\\_programme/WorldArtsFestival/world\\_party.html](http://www.themaking.org.uk/Content/our_programme/WorldArtsFestival/world_party.html)

## 7. Marketing

- The artists should provide images and a PR statement about their work and the project. The Making, the venue and the local authority's PR department will work with the artists to market the workshops and events to the target beneficiaries, young people and families in disadvantaged communities, by providing publicity designed to appeal to these audiences and distributed strategically via local family learning networks, libraries, and partner agencies. Marketing tools funded by The Making, will include, for example, visits to community groups, mailing flyers to schools using schools delivery service and advertising in relevant on-line listings. The artists and their work will also be promoted through the websites of The Making, the venue, local online networks, Facebook and press releases to the local, national and specialist press and media.

## 8. Documentation/Evaluation/Dissemination of information

All the artwork created will be photographed and may be reproduced by The Making at no cost.

The artists will be asked to document their work in progress and required to produce an illustrated report of their experiences which will be published on the Making's website and sent to relevant parties.

All those involved in the project - selected artists, collaborating artists, arts educators, audience members and other stakeholders, will be asked to fill in evaluation forms and the results will be compiled into the final report.

## 9. Ownership of work and artist's copyright

The completed artwork will be owned by The Making which reserves the right to decommission the artwork in future if necessary. If the artwork is not required by the school/community, The Making may transfer ownership to the artist.

The artist maintains copyright of the work but gives The Making and project partners and funders the right to use images of the work.

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## HOW TO APPLY

### 1. Schedule.

The application process has two phases:

- Phase One: Submission of an application (Please see details below)
- Phase Two: Project Presentation and Interview.

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## 2. Application/Selection Process

### 2.1 Recruitment

The invitation for designer-makers to submit expressions of interest, will be advertised on a-n and on Arts Council's online job listings, and distributed through universities' and makers' on-line networks. We are looking to attract proposals by makers/artists of the highest calibre with a strong vision to see through every aspect of the project.

### 2.2 Selection

An independent selection panel will include: Simon Fraser, Director of Central St. Martin's MA 3D Design Course (Ceramics, Furniture or Jewellery) and Margaret Benton, the Director of the Making.

### 2.3 Application Phase One

#### Written submission

Applicants must meet the application and awarding criteria (items 3 & 4 below) and submit the information requested in the following submission details (item 5 below). They should also be sure to include an outline scheme explaining the type of artwork they would like to create and how this would stretch their practice. The deadline for applications is 31 October 2011.

Applications which fulfil the specified criteria, will be sent to all Panel Members, who will score each candidate on the given criteria and select a short-list.

### 2.4 Application Phase Two

- Initial concept development

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Up to 5 short-listed applicants will each be given £150 to further develop their proposal indicating also how they would include a school and/or community group in developing/making the artwork: (the grant is expected to also cover travel expenses to attend the selection interview). The proposal should ideally involve collaboration with a performing artist from another world culture. The deadline for the proposals will be 25 November 2011.

- **Selection of finalists**

Location and exact date in December t.b.c. Shortlisted candidates will be invited to make a 10' presentation of their outline schemes to the selection committee, followed by a short interview. 2 artists will be selected, and, following consultation with the artists, The Making will pair proposals with appropriate venues/events.

### 3. Application criteria

Successful applicants will be expected to meet all criteria marked Essential

UK domiciled	Essential
A good degree in visual arts, craft, 3-D design, or equivalent	Essential
High standard of work/making skills.	Essential
Imagination and commitment to innovation in approach	Essential
Excellent communication (verbal and written) and interpersonal skills	Essential
Enthusiasm for craft, art and design and ability to communicate that enthusiasm to others.	Essential
An interest in community engagement/ the patience and ability to engage and encourage others to become involved in the project and acquire craft skills	Essential
Ability to deliver projects on time and on budget	Essential
An interest in world cultures and willingness to engage with new ideas and work with diverse communities	Essential
Ability to work on own initiative	Essential
Experience of running public workshops	Desirable
Up to date CRB check	Essential The Making will organise this if applicant does not have up to date check (within last 12 months)

### 4. Awarding criteria

It is expected that successful candidates would meet the above criteria. Applicants will also be judged on the originality and the practicality of their outline proposal and its ability to celebrate the

Cultural Olympiad, engage a wide audience and provide a focal point for World Party in the park. An interdisciplinary approach is encouraged.

For an example of one of last year's successful applicants see [http://www.themaking.org.uk/Content/our\\_programme/FestivalMakers/festival\\_makers.html](http://www.themaking.org.uk/Content/our_programme/FestivalMakers/festival_makers.html). A description of The Making's 2011 World Party in the park can be seen on [www.worldpartyinthepark.org.uk](http://www.worldpartyinthepark.org.uk).

## 5. Submission details

If you wish to put forward a proposal for one of these awards, please submit on-line to [admin@themaking.org.uk](mailto:admin@themaking.org.uk):

- i) Your CV and education/qualifications (no more than 3 pages)
- ii) Digital Images of your work (up to 8: large files will need to be sent separately to avoid being returned to sender)
- iii) A short statement about your work
- iv) Contact details of your tutor or someone who has known you in a professional capacity, who can confirm how you meet the application criteria and can vouch for the quality of your work.

Also please indicate:

- v) How you meet all the application criteria
- vi) Why you are interested in working on the project
- vii) How your previous experience is relevant.

And, finally,

- viii) please produce **an outline proposal** (maximum 500 words or 3 pages) for one of these awards - the type of work you would undertake, how you would engage young participants and how the artwork might celebrate the Cultural Olympiad or a world culture. We encourage you in your application to present new ideas, and we are interested to see how you may push boundaries.

**Please send your applications to arrive no later than the closing date – 31 October 2011.** For any further information or enquiries, please contact Jenny Bethell on 01256 845 679 or email [admin@themaking.org.uk](mailto:admin@themaking.org.uk).