



## **2022 Town Hall Projection Brief**

Arts by the Sea is Bournemouth's annual celebration of art, culture, people, and place, through which we strive to enhance a sense of community and raise Bournemouth's profile on a national scale as a leader in culture.

Our festival is an intriguing, exciting and unique carnivalesque celebration of art across many forms. Participatory experience, diverse music, art and dance, site-specific installations and large-scale spectacles in Bournemouth's beautiful locations are key to our programme of events.

We aim to increase opportunities for people to participate in the arts, incorporating experiences that offer depth, insight and excitement for our audience.

We value work that can make a strong impact on our audience and our town, supporting artistic work that is relevant, connects with and is meaningful to our audience.

The overarching mission at Arts by the Sea is:

- To deliver an inspiring and large-scale annual showcase event in Bournemouth, bringing more cultural and creative opportunities to more people.
- To work with our diverse communities celebrating their culture and creativity and providing more people with inspirational experiences.
- To contribute to placemaking, breathing life into our public spaces, responding to how our audience use them and inspiring people to see them differently. Celebrating and showcasing our location and the natural environment.

### **Projection Art and the Town Hall**

Arts by the Sea has showcased a number of bespoke, unique large-scale performances and projections which have utilised the iconic structure of Bournemouth's iconic Town Hall:

- 2017 – Hydromania by Avanti
- 2018 – [Silicon Shores by The Colour Project](#)
- 2019 – [Hotel d'illusions by Illuminos](#)

- 2021 – [Kindred by NOVAK](#)

Each year Arts by the Sea has been curated in line with a different theme, each of the above artists have created work to respond to this theme. Over the years different formats for performance and projection has been utilised, with some shows happening once and others happening multiple times over multiple evenings.

## **2022 Content Brief**

We are looking to develop our 2022 projection into an opening festival spectacle on Friday the 30<sup>th</sup> September that will combine multiple art forms.

We are now looking to commission a high-quality visual projection that engages with our central theme this year of PLAY and will work to incorporate both a musical performance and a short pyrotechnic finish.

Some key considerations:

- The duration of visuals – the projection will need to have a holding screen ahead of the performance, and the projection itself will need to last up to an hour.
- The content will need to incorporate our theme and enable audiences to **participate in the spectacle** – we are open as to how this might work but could include song lyrics so that audiences can sing along.
- Our audience is very mixed, this spectacle should look to engage a diverse range of ages.
- Colour and vibrancy are an important part of the Arts by the Sea aesthetic. [Marcus Method](#) is our current Artist in Residence.

## **Arts by the Sea 2022 Theme: PLAY**

In 2020 a survey was conducted by the United Nations, asking children what they would change to make themselves happier. They said, to have more time and space to play.

We agree with this wise statement wholeheartedly. After a tumultuous, and yet caged, 2 years, we are throwing our doors open to a range of music, dance, theatre, installations and spectacles that explore PLAY in all its forms.

In PLAY, the act is more important than the outcome; we lose both ourselves and our sense of time. Arts by the Sea 2022 is permission to rediscover the profound nature of what we all know as children, that PLAY is the best thing we can do for our brains, for our bodies, and for each other.

To shake off the seriousness of what has been and dive headlong into singalongs, disco lights, and gathering together, to laugh, to dance, and to lose oneself.

The weekend of the 30<sup>th</sup> of September - 2nd October will see the centre of Bournemouth taken over by artists exploring and interpreting the theme of PLAY and it is an invitation for everyone, from 9 months old to 90, to come and PLAY.

This is art at its best, to be lost in, to admire, to ignite a mischievous spark, to have fun with, and most importantly to PLAY with.

### **Applying to this Brief**

**The application process for the awarding of this brief will consist of two stages. An Expression of Interest is to be submitted first. Shortlisted applicants will then be contacted and asked to submit a two-page (maximum) proposal.**

#### **First Stage: Expression of Interest**

Please submit no more than 350 words stating:

- Why you would like to work on this project
- Your experience, which is relevant to this project

Web links & additional video or images may be included.

First stage applications will also be accepted as video, audio or in other, non-traditional, formats.

We want to ensure that everyone has the best opportunity to express their ideas and experience - please do respond as best suits you.

**DEADLINE: Ensure your EOI is received by 08.30am on Monday 28th March.**

#### **Second Stage:**

Please submit a two-page (maximum) proposal to include:

- An outline of how you would interpret the theme and meet the key considerations listed above
- A short summary budget (creative budget only, production budget not required).

Any imagery can be included separately to the two-page maximum.

#### **Questions & queries!**

Please submit questions via email to Arts by the Sea's Creative Coordinator, Tor Byrnes, [tor@fromthefields.co.uk](mailto:tor@fromthefields.co.uk) Please ensure that you include PROJECTION BRIEF: QUERY in the title of the email.

Arts by the Sea is keen to support freelance artists and welcome you to contact us if you would like to discuss anything further or to request any reasonable adjustments to this project.

Our team works on a part-time basis so please ensure that you send questions in plenty of time ahead of the programme deadline.