



**2019**  
**illuminate**  
**light**  
**festival**

**28 Nov—01 Dec**

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Illuminate light festival invites you to propose a light-based installation work for the 2019 festival. The deadline for proposals is 1st April 2019.

Illuminate light festival is a powerful immersive experience, offering audiences beautiful projection mapping; playful light art installations; joyous performances and myriad opportunities to engage, participate and make. With light art created by artists, technologists, designers, architects, performers and children alike, the festival responds directly to the core values of Mayflower 400: Freedom, Humanity, Imagination, and Future.

In 2018, Plymouth's Illuminate event saw the Royal William Yard transformed by interactive artworks, projections and light-art installations. Works were created by local, national and international artists, alongside students from Plymouth College of Art, the University of Plymouth and local school children. The festival welcomed 28,000 visitors across the 4 days of the event.

Illuminate forms part of the wider Mayflower 400 programme and will go on to lead a national moment during Thanksgiving celebrations in November 2019 and 2020, to connect Mayflower partner destinations across the UK and internationally.

Plymouth is a city of incredibly talented makers and a vibrant and growing cultural scene, with a plethora of creative opportunities. The team behind Illuminate was established by the University of Plymouth, Plymouth College of Art, Real Ideas Organisation and Plymouth Culture, in response to the city's growing creative and digital sector; to celebrate local talent and to create collaborative cultural experiences and opportunities that develop and recognise talent.

Illuminate is committed to supporting new and emerging artists wanting to work through the medium of light. Therefore, for 2019, we have introduced a research and development strand to the festival. We are inviting students studying creative arts subjects, and emerging artists to submit their ideas for light-works for illuminate 2019. Successful applicants will receive additional support and advice throughout the process, from the Illuminate team.

Illuminate 2019 is seeking exciting proposals for light art installations, and projections that will captivate, inspire and interact with audiences, whilst encapsulating the following Mayflower 400 values:

**Freedom:** The liberty of the individual to pursue their beliefs

**Humanity:** We do not discriminate, we are for everyone

**Imagination:** In the spirit of the Pilgrims we think big, we improvise, and we innovate

**Future:** We always look forward, building knowledge and legacy

As part of this process, the Illuminate producers will support you in the following:

- Research and development workshops
- Brokering relationships and developing collaborative working
- Accessing additional funding to facilitate your work
- Access to expertise

**This call for proposals is specifically for commissioning:**

- Light art installations
- Projection mapping

We're looking for content that will give the visitor an immersive and powerful experience across 4 days of activities, and we will consider proposals that have the potential to grow year on year culminating in a larger scale piece for 2020.

We've put together some information to help you with your proposal. The first is a Google Map (link below) which includes potential locations, details and images.

<https://bit.ly/2UF99Pu>

We've also grouped the locations into the following zones, each with a corresponding theme:

- **Zone:** RWY - Royal William Yard - **Theme:** Festival
- **Zone:** BARB - The Barbican - **Theme:** Art gallery
- **Zone:** EDG - Mount Edgcumbe - **Theme:** Woodland
- **Zone:** HOE - The Hoe - **Theme:** Marine
- **Zone:** ANY - Any other

We highly recommend you take a look at the map before starting your application as the curatorial process will be based on these locations and themes.

## **Disclaimer:**

We encourage you to specify your preferred location in your proposal. However, please note that your preference can not be guaranteed in every circumstance. The final programme, themes and locations will be curated by the Illuminate team and should your proposal be selected, we reserve the right to work with you to secure a location that best fits your artwork, in the context of the festival. We do not foresee any complications here but we feel it important to notify applicants of this, in advance of your submission.

Please read before you apply!

## **Outdoor Festival**

The event will take place across multiple locations and most activity will be outdoors. Your work will need to be robust enough to withstand rain and wind.

If an indoor space is required, please specify this in your proposal.

### **Budget**

Please submit a rough budget. This should include:

- Artist fees
- Material costs
- Production and installation costs

The Illuminate production team will advise and support successful applicants to put together a more detailed budget, as part of our research and development process. This may include access to fundraising opportunities. The team can also source and/or provide technical equipment, site infrastructure etc but please include items you may require in your submission.

All proposals will be assessed against the following criteria:

- Technical feasibility
- Creative concept
- Financial viability
- Audience experience

**I've identified a location I really want to use for my work but the EOI says that the illuminate team may want to suggest other locations, why?**

Our ambition is to provide an immersive and powerful experience for our audience and this will be at the forefront of our minds when we are selecting the artworks that will feature at the event. This, and practical implications may mean that we need to change locations. If selected we will discuss options with you and find the best possible location.

**You have asked about the technical equipment I need for my work but I don't know at this stage, what shall I put on the form?**

It helps us to know as much information as possible about your work so please indicate to the best of your ability the equipment you might need. If you're not sure yet, let us know and one of the production team may call you during the evaluation process to talk through your submission so we can get a better understanding of what you want to achieve.

**I have a great idea but I don't have any experience of what I would need to bring it to life, what shall I do?**

Look at our emerging artists call for proposals which is a process tailored so that our production team can work with artists to bring ideas to life.

**What additional paperwork will I be expected to supply to support my work?**

If selected we will provide an artist agreement which will outline our expectations from you as an artist and us as the festival producers. We will require a risk assessment and you will be responsible for your own insurance for the work. Evidence of this will be requested at the same time as a signed agreement.

**If my work is selected how long will I have to install it?**

We will have 3 – 5 days before the event opens to the public. We will provide a schedule for installation and work with all artists to ensure they have the support needed.

**Will I be able to test my work prior to the event?**

If selected, our production and technical team will discuss the possibility of testing your work prior to the event.



To make an application please fill in our [online application form](#).

Please make sure you have read through all the application criteria carefully and include all the necessary information required. You must fully complete and submit the online application in order to be considered for Illuminate light festival 2019. Applications submitted through any other platform will not be considered.

## **Illuminate 2019 Established Artist Application Form**

1. Title of artwork (can be working title).
2. Name of company/artist/producer.
3. Email address of lead contact.
4. Postcode/area code.
5. Please select the category of your work:
  - Projection Mapping
  - Light Art Installation
6. Concept statement – please describe the visual appearance or outline idea you wish to realise.  
(300 words)
7. Describe the content of the work and how it meets the given criteria  
(300 words)
8. Product and technical requirements:  
It is useful for us to understand the production and technical requirements for your work. If you have this information, please include details here. Of the below, please outline any you intend to supply and install yourself (please be specific - i.e make/model number).
  - Sound
  - Lighting
  - Video
  - Power

## Illuminate 2019 Established Artist Application Form

Rigging/structures

Other site requirements e.g. water supply

Relevant dimensions

Spatial requirements

Any specific technology that the work relies on

9. Budget, please provide a budget including the following:

Artist fees

Material and technical costs (Include all materials and specialist equipment you plan to use to create the work. Include rental or purchase pricing.)

Installation costs

Transport/travel costs

10. Opportunities for additional income:

Please provide information about potential match/addition funding even if not confirmed.

11. Please upload any design or illustrations that will support your proposal here - this can be sketches or detailed drawings:

12. Has this work been exhibited previously?

13. If so, where? Please provide details, and relevant images here.

14. Details of previous experience. (150 words)

15. Preferred location for installation, see Google Map:

16. If other, please specify here.

17. How did you hear about Illuminate?

Thank you for downloading the Illuminate 2019 Artist Application Pack. We look forward to reading your submissions.