

**CULTURE
CREATIVE**



SONY MUSIC

(updated Nov 2023)

Call for Artists Brief

Image, *Heart Arch Walk* by ArtAV, Christmas at Dunham Massey 2021, photo credit Kat Gollock

Image, *Heart Arch Walk*, ArtAV Christmas at Dunham Massey 2021, photo credit Kat Gollock Copyright Sony Music

Background

- In partnership with Raymond Gubbay a division of Sony Music, Culture Creative creates outdoor light trails in the UK, USA, Australia and parts of Europe. The trails are illuminated, after-dark, approximately a mile-long and take place in the winter months when the days are shorter.
- Timed entry slots manage the flow of visitors. Typically a trail takes approximately 1hr 30mins to walk, plus additional dwell time. The trail works in a one-way circular route, with catering and retail hubs, mainly at the entrance, near the box office, and positioned along the trail.
- The trail is curated using a mix of existing work and new commissions by international and local artists and a colour treatment of the landscape. It also includes sound, smell, and interactivity to appeal to all the senses, enhanced by seasonal food and drink offerings along the route.



Our Audience

- Our trails appeal to a broad cross-section of ages. Approximately 20% of our customers who book are families and around 60% are adults aged 17+.
- Our target groups are:
 - Families with children from 2 to 14 years.
 - Couples aged 25 – 39 years 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 years plus without children – typically they are often members of the venue, will know the venue, and are interested to see it illuminated at night as this is a different experience.



Our Objectives

- The trail must have a sense of place - and reflect its location and the landscape
- It needs to be a “must-see” highlight of the winter calendar, offering an authentic seasonal experience
- Perceived as different each year to attract new visitors and repeat visitors
- A content-rich platform for PR and digital marketing activity to channel great stories and promote the trail to a wide range of audiences
- To connect visitors with the spirit of the event
- To create a seamless journey, with a continuous thread, showing the venue in a new light
- To mix visual, audio, immersive and interactive elements and create a magical experience



Image, *Fire Garden, Mandylights, Kew Gardens 2020*, photo credit Rikard Osterlund

Our Themes

We envisage that our 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 themes below leave scope for content that fits the uniqueness of the venues, gives an appropriate feel, and meets the event's objectives.

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

High contrast colour in the landscape | Immersive | Fun | Interactive | Magical
High multiple/covering large spaces | Breath-taking | Contemplative | Symbolistic



What are we looking for?

- Existing artwork for hire
- New ideas/concepts
- Site-specific work for certain locations

Existing work and new ideas/concepts

We are particularly interested in new and existing work that is embedded in the gardens' stories, narrative, and history. The installations can represent special areas of the gardens and the people that have worked in them. The work can look back at a garden's historical perspective or use stories from the past to inspire work that looks at the garden's future or the garden's wider work.

Although informative, and embedded in the gardens both physically and figuratively, the trail must also be light-hearted and accessible in presentation. All work must have an excellent daytime aesthetic. Visitor attractions must maintain the quality of daytime visit and create a significant night-time impact that changes it for a paying night-time audience.



Site-Specific Locations

We work in a variety of different landscapes and spaces that warrant site-specific work and we are interested in receiving pitches from artists wishing to curate work for specific locations which can include:

- Large open lawn spaces
- Waterfalls and areas with natural water flow
- Arbors - dense or thinly spread - creating a black background palette or an area where natural moonlight interacts with the work
- Intimate trails through heavily planted areas - Chinese Hillside, Japanese Gardens, Herbaceous Borders
- Circular plazas and fountains, open spaces offering hard standing and flat areas
- Courtyards with dramatic backdrops of historic buildings, statues and gateway entrances
- Tree lined pathways



Budget

We don't want to constrain commissions at this stage, but are happy to advise that individual commissions have ranged from £5k to £60k in the past and that each proposal/commission is appraised on its merits.

Image, *Laser Lake* by Culture Creative, Christmas at Bedgebury 2021, photo credit Rikard Osterlund

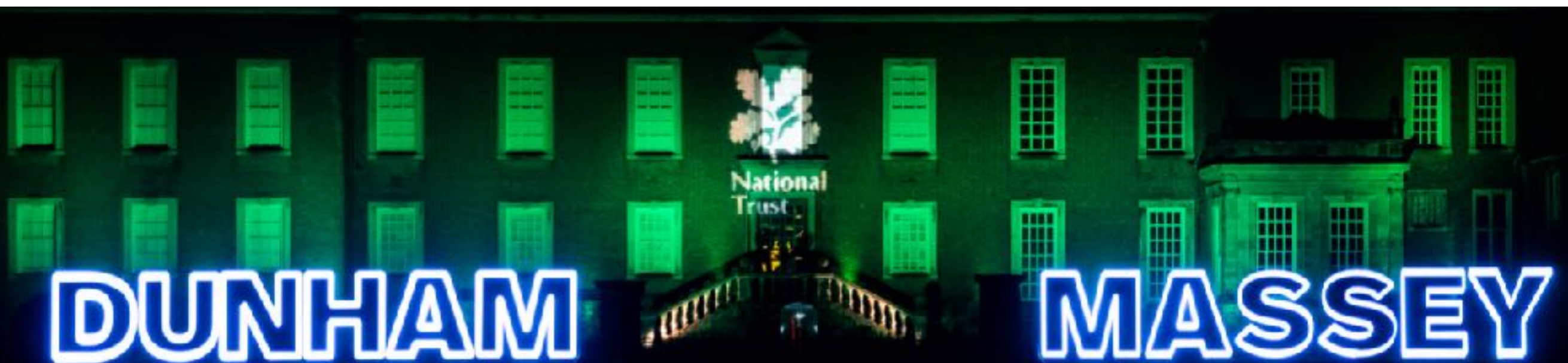


Submitting a Proposal

The trail is curated by Culture Creative and installed by the artists and the onsite production team - some elements will be stand-alone. 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.

This is a two-stage process.

- 1.) Firstly, we ask for an initial proposal that includes preliminary ideas, thinking, and a general cost estimate (a breakdown of this can be found on page 11). Please read the production requirements thoroughly before submitting a proposal.
- 2.) If selected to progress to the second stage, we will require a more detailed proposal, the full details of which will be shared directly.



Production Requirements

Please note, these production requirements are for guidance and in special circumstances we will do our very best to support artists without a technical background, if the idea is strong enough. However, preference will be given to work which can be safely transported around the world and survive outdoors in all weather for up to eight weeks.*

- Please be aware that **everything** required to install the artwork onsite must be supplied by the artist.
- Please assume that the artwork will be situated on grass, unless you specify otherwise.
- Artwork ideas proposed must be a minimum of IP65 rated.
- Powers units (transformers, capacitors, junction boxes) should be IP65 rated, or enclosed within the artwork.
- Where possible, the use of external dry boxes will not be accepted if the waterproofing can be contained within the design of the work.
- All power supplies and wiring on the artwork should be black (or the same colour as the artwork).
- The main power supply lead must be black and must be a minimum of three metres in length with a 16 amp ceeform plug.
- If the artwork requires any assembly on site each individual element must be clearly marked or labelled.
- The work must come with a pdf document containing detailed assembly instructions and photographs (please bear in mind that English may not be the first language of those assembling the work so detailed photographs will be required).
- It is desirable that a link is provided to a video of the work being assembled.
- It is the responsibility of the artist to provide adequate numbers of spare components for any element of the artwork that can be reasonably determined as consumables (blues, led tape etc).
- For the avoidance of doubt, all artworks received by Culture Creative (CCL) must be fit for purpose to be installed onsite without any further purchases (excluding rigging at height - see below).
- Should the artwork be required to have rigging at height, CCL must be informed in writing and a separate discussion will take place.
- The artist must ensure the artwork is packaged and protected in such a manner that means it can then be forwarded on to locations around the world.
- The above may include being stacked in a truck or sea container and means the work could be stored within a container for up to six weeks.
- The artist must ensure that the packing is strong and secure and photographs must be sent of the packing before it is dispatched to CCL.
- Liability for any damage in transit due to insufficient packing remains with the artist.
- All artworks must be able to withstand wind speeds equal to or in excess of 45mph and documentation must be supplied from a qualified structural engineer to confirm this (CCL can assist in this process although costs will remain with the artist).

* *If you have any queries about submitting your proposal please email artists@culturecreative.co.uk*

Submitting Proposals

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 www.culturecreative.co.uk/artists-call.*

* *If you have any queries about submitting your proposal please email artists@culturecreative.co.uk*

Stage One Proposal

Information Required

Company/ Individual's details

- Name and full contact details.
- Company name, type and status, incl. tax status.
- Two references of previous work.

Description of your proposed installation (no more than 4 sides of A4 with at least one visual reference)

- Is it an existing installation or a new idea?
- Response to the key themes and venue, description of the installation, its relevance, dimensions, materials.
- Description of the installation during the day and its night-time impact.
- What interactivity may be possible with the work?
- Visual representations, previous work or sketches.
- What collaborations, if any, are involved in your proposal? Or would you like to consider, enhancing your work with other artists from other genres (to be assisted by the creative producer in stage 2).
- Any thoughts on how commercial benefits can be linked to the installation whether directly or indirectly.

Production of the work

- Ensure your artwork meets all the production requirements on the previous page, and if there are any which is doesn't, clearly state that in your proposal.
- Production of work in general terms, acknowledgement of the challenges you feel this work will have in this landscape.
- Power requirements.
- Time required onsite to rig and de-rig work.
- List of support needs you may have in order to rig and de-rig.

Budget

- Fees.
- Preliminary estimate of key installation costs.
- Outline of support needs for the installation that may incur additional costs, such as transport, external lighting, travel, fork or manual lift, etc.



L/R Top Laser Lake by Definitive Special Projects, Season's Greetings by Lightworks, Bottom Dragonflies by Martha Ellis and Luke Oldale, 12 Days of Christmas by Woody Fox

L/R Top Electric Forest by Culture Creative, Father Christmas by Rusticus
Bottom Flower Garden by Tilt, Neon Strings by Culture Creative





L/R Top *In Bloom* by toystudio, *Circa* by Limbic Cinema
Bottom *Triangulate* by ArtAV



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www.culturecreative.co.uk/illuminated-trails

Image, *Christmas Cathedral* by Mandylights, My Christmas Trails, Photo credit Alex Hewitt. Copyright Sony Music