

## OPEN CALL FOR ARTISTS IN DORSET (and neighbouring areas)

### WHO

Emerging and established artists of any age or discipline who are intending to shift their practice from the studio, theatre or concept stage into the production of a public event, installation, performance or screening, particularly in the context of festivals, showcases and celebrations.

### WHAT

A free CPD workshop programme run over three weekends between January 2019 and March 2019.

The workshop programme is organised by experienced event producers Activate (Inside Out Dorset), b-side (b-side Festival) and Bournemouth Arts by the Sea Festival who are delivering the programme for the Arts Development Company Culture + project. Artists will have the opportunity to develop their own personal project (or work jointly with another artist(s) in their group) and will have an additional opportunity to pitch for a small commission/fee in order to realise their idea in a public space during June-July 2019, as part of a larger touring production.

### STRUCTURE

There will be two hubs for participants to enrol in, depending on your geographical location:

- 1) Weymouth, Portland, Dorchester and West Dorset (SOUTH & WEST)
- 2) Bournemouth, Poole and Christchurch + Purbeck (EAST)

In order to meet our funders' criteria, priority will be given to applicants living and/or working in Dorset, however Artists from North Dorset and neighbouring areas across the county line in Hampshire, Wiltshire, Somerset and Devon are also very welcome to apply, if they are able to attend all the sessions.

### WHEN

#### EAST

12 & 13 January 2019 (Sessions 1 and 2)  
26 & 27 January 2019 (Sessions 3 and 4)  
23 and/or 24 February (Pitching and Feedback)

#### SOUTH AND WEST

19 & 20 January 2019 (Sessions 1 & 2)  
02 & 03 February 2019 (Sessions 3 and 4)  
02 and/or 03 March 2019 (Pitching and Feedback)

### HOW

Each session or day will employ a variety of teaching and learning methodologies, from Powerpoint presentations to seminar sessions, active live research, workshops and participation.

### REGISTRATION AND FURTHER INFORMATION

In the first instance please contact Sarah Colwell, Dorset Festivals Consortium Administrator on [sarahcolwell@activateperformingarts.org.uk](mailto:sarahcolwell@activateperformingarts.org.uk) M: 07918 655755

## SESSION PLAN

### SESSION 1 (total 6 hours plus breaks)

#### 9am: COFFEE AND INTRODUCTIONS (1 hr)

Introductions, expectation and explanations of the programme

#### 10am: IDEAS: FROM STUDIO/THEATRE/CONCEPT TO SITE (3hrs plus break)

We will examine Blue Sky Thinking, the reality and parameters of diverse contexts and how to manage compromise by making positive changes

You will begin the first steps in developing and evaluating your individual artistic ideas/studio practices towards a production within a festival context

With guidance, you will develop a successful Elevator Pitch / Short Statement / Vision (One minute verbal description of the idea)

#### 1.15pm: LUNCH AND NETWORKING

#### 2.15pm: CASE STUDIES: FOR INSPIRATION (2hrs plus break)

We will research different types of work together: community participation, processions, audio, choral, live film presentation, music, installation, digital, multi-media etc. (90mins)

Followed by a presentation of the Museum of the Moon project description (30mins)

**Follow-on:** You will be asked to further develop 3 ideas that are appropriate, practical and deliverable for this project within a given budget, to share at the next session

### SESSION 2 (total 6.5 hours plus breaks)

#### 9am: COFFEE AND NETWORKING (1 hr)

We will share inspiration and issues encountered during the follow-on work

#### 9.30am: LOCATION, LOCATION, LOCATION ((3 hrs plus break)

There will be presentation about site, touring existing work across different sites, site-specific and site-responsive methodologies of working. Together we will discuss scoping, appropriateness, limitations, approach, permissions, insurances, contract, issues and costs.

This will be followed by a short, guided research session, focussing on your individual proposals and the potential of location to enhance the concept.

#### 12.45pm: LUNCH AND NETWORKING

#### 1.45pm: INTRODUCTION TO BUDGETING YOUR PROPOSAL (1.5 hrs)

Using examples from actual projects, hints, tips and 'must not forget' lists will be discussed, followed by a seminar discussion about budgeting, artists rates, in-kind, volunteer time, materials, venues and overheads.

#### 3.30pm INTRODUCTION TO FUNDRAISING Pt1 (1.5 hrs)

A presentation on statutory funding, trusts and foundations, National Lottery, local authorities etc.

### SESSION 3 (total 6.5 hours plus breaks)

**9am: COFFEE AND NETWORKING (1/2 hr)**

**9.30am: INTRODUCTION TO FUNDRAISING Pt2 (1.5 hrs)**

There will be an introduction to other methods of raising income for your project: crowdfunding, corporate sponsorship, individual giving, donations and ticket sales

**11.15am: THE PITCH Pt1 (1.5 hrs)**

We will examine how different organisations operate different ways of inviting applications from artists and the scoring methods they can use.

**12.45pm: LUNCH AND NETWORKING**

**13.45pm THE PITCH Pt2 (1 hr)**

In this part you will develop and present an individual pitch with limited resources (This is a development of Session 1)

**2.45pm: DIGITAL VIDEO WORKSHOP (2 hrs plus break)**

Using I-phone technology and software, you will learn how to script, shoot and edit a 1min promotional video that clarifies your project and enhances your pitch. This can be then used for applications or for crowdfunding sites etc.

**Follow-on:**

We will give you information about the MOOC \* and other follow-on opportunities that Arts Development Company might supply.

### SESSION 4 (total 5 hours plus 1:1 and breaks)

**9.30am: COFFEE AND NETWORKING (1/2 hr)**

**10am: MARKETING (1.5hrs)**

We will be discussing some of the ideas and concepts behind audience segmentation and audience development and their relationship to targeted marketing campaigns.

**11.45 EVALUATION AND REPORTING (3 hrs)**

A presentation followed by individual project work on: Identifying Context, Evaluating against Aims, Outputs and Outcomes, Quantitative vs Qualitative, Social Value, Evaluation Tools, KPIs, SMART objectives and budget evaluation.

**12.45pm: LUNCH AND NETWORKING**

**1.45pm: EVALUATION AND REPORTING (continued)**

**4pm ONE : ONE**

This is an opportunity to discuss ideas or concerns with a member of the Dorset Festivals Consortium on a one to one basis.

**Follow-on:** You could develop a 10-20minute pitch for an actual live project in order to persuade a backer to choose your idea (this is optional)

## SESSION 5 (45 minutes per pitch)

**Pitching and Feedback** (although recommended this is not a mandatory part of the course)

Each participant should attend a 45-minute individual slot which will include their pitch (pitch to be a maximum of 20 minutes followed by feedback). Three pitched ideas will be chosen for progression to the DFC Mentoring Scheme.

### FAQs

- 1) University students can apply from relevant courses, but we will need written confirmation from course tutors that our sessions will complement, not compromise their education.
- 2) Preference will be given to participants who can attend all sessions.
- 3) The major event planned for June-July 2019 will be discussed under 'context' in the first session: it is for this event and/or context that participants will develop their project ideas and pitches, should they wish to deliver an actual project and be supported and mentored through the process.
- 4) Dorset means living and/or working in Dorset, not Dorset by birth
- 5) Collaborations and partnerships may develop as the course progresses

### \*MOOC (Massive Online Open Courses)

#### A digital and interactive course to:

Discover arts in public space

Understand all the elements involved

Learn theoretical and practical tools to create and programme in public space

#### 6 weeks:

Bilingual: English / French

Video lessons and learning activities

Voices of European experts

This MOOC offers a six-week learning experience combining tools and stimuli to improve both an understanding of artistic creation and to facilitate becoming stakeholders in public space. As you progress, you will discover artworks designed for public spaces, understand their highly particular relationship to spaces, and their specificities in terms of writing and relationship with the public. Methodological tools and practical exercises will help you to put these concepts into practice by immersing you into the role of a creative artist.

Numerous European artists and professionals in the field will assist you in this course of action, sharing their experiences and know-how regarding artistic creation.

This course is being developed by FAI-AR, the reference training centre in Europe dedicated to artistic creation in public space, in the frame of the IN SITU ACT project, co-founded by the Creative Europe programme of the European Commission.

More information on <http://createinpublicspace.com/>

