

# IMAGINE LUTON

## Outdoor Arts Commission Opportunity



Imagine Luton is an exciting new outdoor arts festival that brings the streets to life with the highest quality dance, circus, music and theatre performances, free for all the family. The festival had a successful first year in 2017, showcasing world-class acts alongside the best of home-grown talent, creating countless magical moments and an atmosphere of excitement across the streets of Luton town centre.

In 2017, the festival supported five local companies to create new performance pieces for the festival, develop their work in outdoor arts and give a platform to emerging local talent. We are now seeking proposals from local artists interested in being part of Imagine Luton 2018.

### This opportunity is for artists who:

- Are based in Luton or have a strong connection to the town
- Can demonstrate a track record of working in performing arts (theatre, circus, dance, music)
- Have an interest in developing their work in outdoor arts

### Support offered:

- Commissioning funds to create a new performance piece for outdoor spaces
- Assistance with applying for further funding (all four Arts Council bids last year were successful)
- A platform to perform in the festival
- Mentoring support in developing work for outdoor contexts and audiences
- Networking opportunities, contacts and advice on future direction

Support will be bespoke to the artists needs and projects proposed. We envisage commission funds to be between £4000-8000 each, depending on the scale and ambition of the project and how many are chosen.

### Outdoor arts info:

We are really passionate about the power and magic of [outdoor arts](#) to transform public spaces, bring communities together and make the arts accessible to all. Working in outdoor arts can offer artists a chance to build new audiences and interact with them in new and interesting ways. Performances can be static or roaming, are often interactive or immersive and allow audiences to be closer to the action.

Good resources for more info on outdoor arts and companies working in this sector are [ISAN](#) and [XTRAX](#). See our [website](#) and [highlight video 2017](#) to get an idea of the types of performances we support.

## Guidelines:

Artists should propose an idea for a piece of work that meets these guidelines:

- fits within the context of an outdoor arts festival
- will be created specifically for outdoor settings and audiences
- will be performed in daytime hours
- will be approx 20-30 minutes duration, performed twice each day of the two-day festival
- has minimal technical needs in order to be flexible to fit in different town centre spaces
- can be static or roaming
- has a strong visual aesthetic
- can be performed in all reasonable weather conditions
- will include minimal or no text so as to be suitable for all ages and nationalities
- collaborations with other artists/companies or across artforms are welcome
- opportunities for audience interaction during the performance are encouraged
- opportunities for young people/schools to get involved are encouraged



## How to apply:

Should you wish to apply, please submit a proposal that includes the following:

- info about you and your work (e.g. description, biography, CV, website, images, video link, testimonials)
- description of your idea for an outdoor performance suitable for Imagine Luton 2018 and how it meets the above guidelines
- why you are interested in developing your work in outdoor arts
- a brief plan of how you will achieve your idea (e.g. timeline for development, how you would engage participants if relevant, any partners/artists you will work with)
- a realistic estimate budget that breaks down the full costs of developing your idea to include any artist fees, costume, set, props, development time, rehearsal space hire, marketing, admin time etc. The festival will assess from this whether we can support the full costs or help you with leveraging additional funds to supplement our commission
- some indication of what the technical and space requirements of the work might be

## Approximate Timeline:

<b>Deadline to apply:</b>	15 December	
<b>Decision by:</b>	5 January	
<b>Submit funding bid by:</b>	2 February	(if needed)
<b>Funding decision by:</b>	Mid March	(if under £15K Arts Council application, 6 week turnaround)
<b>Marketing info by:</b>	End of March	(image/blurb for programme brochure)
<b>Development time:</b>	April/May	(we advise 1-2 full weeks)
<b>Scratch showing:</b>	Late April	(a chance to get feedback and advice during development)
<b>Technical info by:</b>	Mid May	(sound and space requirements)
<b>Performance dates:</b>	23-24 June	(Festival weekend!)
<b>Debrief meeting:</b>	Early July	

Please get in touch if you need more info or clarification on whether the opportunity is right for you.

Please submit your proposal by email to [info@imagineluton.co.uk](mailto:info@imagineluton.co.uk) by the **deadline 15 December 2017**