

Enchanted Parks 2011 – Artists Brief

Background

Enchanted Parks is an innovative site specific after dark outdoor arts experience developed and co commissioned by NewcastleGateshead Initiative and Gateshead Council and produced by Magnetic Events and is part of the annual NewcastleGateshead Winter Festival. Saltwell Park has been the setting for Enchanted Parks since December 2006 and has grown year on year with audiences of over 10,000 expected. This event regularly sells out and attracts great press coverage, repeat visitors as well as finding a new audience each year.

Commission

We are looking to commission in the region of 15 artworks for Enchanted Parks 2011. Artworks will range from visual artworks to multimedia, sound, music, writing, story-telling, the spoken word, outdoor performance and live art. We are interested in the use of sound, music, stories, the mix of technology and the use of low energy technology where possible. Art works can be from large scale spectacle to an intimate small scale experiences.

The winter park environment must be taken into account; the weather could be (and probably will be) cold, freezing, wet, snow filled, icy, windy and uninviting as well as crisp and dry. The trees will be without leaves.

The commissions will be considered against the strength and quality of the artistic ideas in response to the theme (below) and the site specific nature of Saltwell Park.

Please see attached document for more detailed specific information that may be useful when considering your commission.

Theme for artists to respond to – Surprise

Following the summer where everything's open, showy and seen the winter is full of surprise, secrets and suspense.

Snow and ice hide and subvert the landscape, unknown gifts are disguised under dressed up trees and even the most miserly scrooge can delight and excite.

Things in Saltwell Park are not what they seem...they're much much more.

Using winter surprise as a starting point, artists will respond across a broad range of art forms, interpreting Surprise in their own unexpected ways to show Enchanted Parks.

Budget

We will be considering proposals costing from £1,500 to £5,000. More commissions will be selected for art work proposals in the mid range of this budget (between £2,000 - £3,000). This budget should include all fees, materials and any equipment hire relation to the commission. Power and technical support and advice will be provided.

Timescales

Ideas and site visits – July and August

Deadline for proposals – August 22nd

Panel meet to short list proposals – 15th September

Artists informed and contracts issued – 1st week in October

Work on all artworks (additional site visits / tech queries etc) – October – December

Brief update from all commissioned artists on artworks – by 18th November

Get in at Saltwell Park – Monday 5th and Tuesday 6th December

Performance nights – Wednesday 7th – Sunday 11th December

Get out – Monday 12th December

Site Visits

Please book onto a site visit by emailing enchantedparks@ngi.org.uk (site visit dates will be confirmed in the coming weeks).

We strongly urge you to take part in a site visit before submitting your proposal – we've found that this vastly improves the quality of proposal's received and we won't (unless in exceptional circumstances) be considering proposals this year from artists who have not taken part in a site visit.

Closing Date

Please submit your proposal via email by **5pm 22nd August**. The short listing panel will meet in September and you will be informed of the outcome of your proposal at the start of October.

How to make a proposal

Firstly email to book onto one of the evening site visits at Saltwell Park (see above for details).

Once you have had a site visit, please send your proposal to enchantedparks@ngi.org.uk including:

- A description of no more than 3 sides of typed A4 (point 12 or larger)
- Images / artists impressions of your idea (this really helps the panel to get an idea of what your proposal is about)
- Budget showing main areas for commission expenditure including fees, materials, equipment purchase or hire
- Examples of past work

Please PDF all documents. Please indicate if you are VAT registered.