

Brief: Creative commission

What artistic process could make a research conference about Covid-19 and the arts and cultural sector more engaging, creative and transformative for participants?

We invite proposals from practising artists and creative practitioners to conceive a **mode of engagement** that will add a participative, reflective, imaginative and/or transformative dimension to the experience of participants during (and possibly before / after) the research conference that the Centre for Cultural Value is organising on 17-18 November 2021.

We are open to proposals that are based on facilitation, instructions, prompts, invitations, participatory methodologies, or other forms of engagement that have the potential to include up to 300 participants and to lead to a sharable outcome.

We envisage that the selected artist(s) will fully develop and produce their methodology in close collaboration with the Conference Producers (creative production agency Art of Festivals) and the Centre for Cultural Value's project team. *At the proposal stage, we are interested in a process or concept that can be implemented in a flexible manner and within production constraints, rather than a finished product.*

Production notes:

- We are using the Airmeeet conference platform as a "virtual venue", with a reception area, tables dedicated to networking, and "booths" where either static content or a video can be displayed.
- We can also use connected apps such as a virtual whiteboard.
- Selected artist(s) don't necessarily need to be present and/or active during the full 2-day conference
- Proposals venturing into the offline world are also very welcome!

Deadline for proposals: midday, 11 October 2021

Questions can be directed to Fanny Martin, Creative Producer, fanny@artoffestivals.com

The selected artist(s) will be notified by 15 October

Fee: £1,000 to £1,500 (inclusive of all related expenditure and VAT if applicable).

Section 1: Background

About the Centre for Cultural Value

The Centre for Cultural Value is building a shared understanding of the differences that arts, culture, heritage and screen make to people's lives and to society. We want cultural policy and practice to be based on rigorous research and evaluation of what works and what needs to change.

We recognise that there are diverse perspectives about culture and cultural values. We believe that everyone values culture of one kind or another, even if they don't always have equal opportunities to take part in the sort of cultural activities that they value the most.

[More information about our work.](#)

About the Conference

[Covid 19: Changing Culture?](#) (17-18 November) is the culmination of fifteen months of research undertaken by the Centre and its associates. Over two days, 300 participants and speakers from across the UK will share their insights on how the pandemic has changed—and will continue to shape—the ways we produce, engage with and support culture. Alongside plenary sessions and focused group discussions, there will also be opportunities to network and to input on further research themes.

This conference is part of a wider research programme led by the Centre for Cultural Value in collaboration with the Creative Industries Policy and Evidence Centre and The Audience Agency. This project is funded by the Arts and Humanities Research Council (AHRC) through UK Research and Innovation's COVID-19 rapid rolling call. For more information, please visit the [COVID-19 research](#) section on our website.

[A draft conference programme is available for viewing here.](#) *Please note that this draft is only provided for the purpose of the creative commission proposal; titles and timings are subject to change.*

Section 2: What we are looking for

We want to commission a concept for engagement, reflection and/or co-creation that will be strongly tied in with the conference and will provide an additional dimension to the conference experience. This "mode of engagement" may be experimental, quiet or loud, more or less visible...

Your proposal may touch upon, for example (but by no means exclusively):

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- the emotional dimension of research, of being together, of interacting online
 - the “artist as researcher” and or “artist as facilitator”
 - translating or processing abstract ideas into a personal learning experience

We’re also interested in formats that may feed into our final report.

Timeline and process

Once we have selected the proposal, we will kick off the commission with a discussion with the Centre team in the week commencing 18 October to explore and agree the brief and your approach.

A final proposal must be submitted by **Monday 25 October 2021**, to allow for pre-production, testing and adjustment. The selected artist(s) will have ongoing discussions between the artist(s) and conference producers throughout the process.

The proposed “mode of engagement” will then be produced during the conference (as well as before / after if applicable).

Copyright of the concept and work remains with the artist but Centre for Cultural Value will retain a licence to showcase the project and its outcomes.

Section 3: How to apply

Please submit your proposal to ccv@leeds.ac.uk by midday on **Monday 11 October 2021**.

Please include the following details in your submission:

- A “statement of intent” or short outline of your approach to the commission (*in your choice of medium*):
 - written - no more than one side of A4
 - audio / video - no more than 5’ long)(if you wish to propose other modes of submission, please contact fanny@artofsfestivals.com)
- Up to three relevant examples of your work with a short description of why you are including them (web links are fine)
- A simple budget with day rate, number of days and project expenses
- *Optional*: References (visual or other) related to your idea and / or some examples of your own style

In your proposal, you may consider the following questions:

- **How does this concept / process fit within your practice?**
- **When does the process take place?** While we expect this commission to be centered on the two days of the conference (with a development period beforehand in liaison with the Creative Producers and Centre for Cultural Value conference organisers, and the potential for a processing period after the conference), you may have a different approach.
- **How are the artist(s) involved?** Do you envisage being present for the full two days of the conference? Is your process distributed to several people or locations within the conference virtual venue?
- **How are people engaged individually and collectively?**
- **What *may* be the outcome of the process?** (e.g. format, style, additional needs to process the results...)

We will assess proposals using the following criteria:

- The quality, originality and ambition of the creative idea at the heart of the proposal and its relevance to the commissioning context.
- Previous track record and/or potential.
- Potential for developing further this process (e.g. in your own practice, in other online settings...)
- Understanding of and curiosity about research and the impacts of Covid-19 on the cultural sector.
- Understanding of the potential of digital and other platforms.
- If the proposal is from more than one artist, we will look at your approach to working together.

For all clarifying questions, please get in contact with Fanny Martin, fanny@artofestivals.com or Tamsin Curror, t.curror@leeds.ac.uk.

Please note Tamsin is away from Mon 27 September to Mon 4 October