

SPRING-LOADED – LEAD ARTIST/S COMMISSION

To develop, coordinate and produce an Augmented Reality Digital Journey through Batley

Budget £37,000

Creative Scene, in partnership with communities and businesses in Batley, is developing an Augmented Reality (AR) digital art trail for Batley.

It will include a series of new digital commissions, designed to interact with the landmarks, architecture, heritage and other public art works in the town; which will be produced and experienced through an AR App.

Two new large scale mural projects have already been completed, at Batley Train Station and Redbrick Mill, and these will be gateways to the trail, extending the trail into several new locations, telling new stories about the town and its people.

<https://www.creativescene.org.uk/events/the-tree-of-life-bringing-spring-to-batley/>

We want this trail and App to be accessible to many people who might not usually attend cultural events or venues. It can be explored alone or in groups, for short or longer periods, and at any time of the day. It opens the potential for a huge audience; passers by, nearby workers, young people, local residents, commuters and visitors to the town. Enticing visual markers at each site will show how to reveal hidden artworks, with intuitive instructions to access the App.

We also want the trail to have an impact on the TOWN- raising the profile of Batley's heritage and community assets, bringing together disparate stories, locations and communities, and encouraging people- from near and further afield- to visit the town and to explore the artworks on foot.

We aim to reach new and different audiences and participants through:

- Developing new ways of storytelling about a place and adding layers of meaning
- Engaging with audiences in new, fun and accessible ways
- Appealing to young people, especially those with an interest in technology
- Targeted offers for families, schools and other groups
- Building relationships with students and new graduates, encouraging them to stay in the area and providing networks and meaningful paid opportunities for them

Brigantia Creative is a charitable organisation that supports positive social change through arts and culture. Creative Scene is a project of Brigantia Creative. Brigantia Registered Office: 15 Union Street, Dewsbury, West Yorkshire, WF13 1BG. Brigantia Creative is a Company Limited by Guarantee 12898557 Registered Charity number 1195678.

BUDGET

£37,000 which should cover your fees, expenses (including travel and accommodation), material costs, an initial series of 5 artists commissions, any costs of software, app/ site development and admin fees. Some resources and labour may be contributed in-kind by partner organisations, and you will be supported throughout by the Creative Scene Director, Producing, Audience Development and Marketing team.

TIMELINE

Deadline for Applications: Thursday 14th July 12 noon

Applicants Invited to Interview Notified: Friday 15th July

Interviews: Tuesday 19th July*

**We aim to hold interviews in person, in Batley. Where this is unfeasible we may conduct interviews on Zoom. We will cover travel costs and up to 2 hours of your time if invited to interview.*

Research & Development	August - November 2022
Business Community Links established	Dec 2022 - Jan 2023
Student Workshops/Engagement	Feb- March 2023
Production & Testing	April- May 2023
Launch	June 2023

TO APPLY

We are happy to receive applications in a range of formats, including written, audio or video files; up to 2 sides of A4/ 5 minutes long.

Within your application, please provide your approach to this brief, including:

- What interests you about working with Creative Scene and the people and town of Batley?
- How might you approach this project?
- Your experience in this field
- Any relevant training or education
- An initial outline budget to include indicative amounts or percentages for:
 - Research & Development
 - Day rates for lead artist/s
 - Software
- Links to, or attachments showing, examples of your previous relevant work

We also ask that you please complete our Diversity Monitoring Form and submit this along with your application. This will be anonymised and not reviewed by the shortlisting panel.

Please submit your application via email to amy@creativescene.org.uk

by Thursday 14 July at 12 noon

LEAD ARTIST/S ROLE

- Work with the Creative Scene Director to curate the trail, researching local heritage, locating sites for commissions, engaging communities and businesses.
- Develop the overall creative framework and narrative for the trail, to help reveal and tell new stories about the town, share aspects of its heritage and map visions for the future.

- Create a co-ordinated plan for the audio / visual AR outcomes, which will be developed through additional commissions with multi artform artists (eg sound artworks, text / spoken word pieces).
- Develop high quality, creative commissions for artists to produce artwork for inclusion in a new Augmented Reality (AR) App that will encourage people to discover a hidden trail of artworks around the town of Batley.
- Consult with and contract AR tech experts to provide innovative and effective technology and platforms for the project.
- Devise a programme for students that will bridge the divide between technical ability and content provision.
- Create /commission an AR App designed to engage many local people in exploring their environment and communities through meaningful, quality artworks presented in a variety of forms utilising new technologies.
- Manage and coordinate the production and launch of the app.
- Work with the Creative Scene team to plan and supervise artists engagement with schools, communities and businesses.
- Work with the Creative Scene team to prepare information and secure additional funding for the project that can extend its reach and increase commission quality and numbers/scale- beyond this initial phase/ (we anticipate Phase 2 will run Aug 2023- July 2024).

ABOUT BRIGANTIA & CREATIVE SCENE

Brigantia Creative is a charitable organisation that supports positive social change through arts and culture. Through Creative Scene- the Arts Council England's Creative People and Places programme (CPP), we make great creative things happen for people and communities in Kirklees, West Yorkshire.

We collaborate nationally and internationally with artists, producers, facilitators and thinkers to bring new opportunities to the people and places that need them most.

Since 2014, we have developed a wide body of work with events and performances on streets and in parks, in community halls, pubs and social centres, with stories projected onto buildings, operas sung from church halls, and dance bringing to life the market squares.

Our small team of experienced arts professionals work with a wide range of creatives of all kinds, to create new experiences that inspire, stimulate and intrigue.

With deep knowledge of the communities we serve and established relationships and partnerships, we are experts in working with people to co-create projects, involving them from the very start, developing briefs, selecting artists, co-producing and taking a part in events. We are skilled in identifying opportunities for wide ranging and meaningful engagement and we are specialists in developing, curating, devising and producing projects and commissions that resonate with our communities, their stories and cultures.

We work with artists and companies who want to co-create with our communities, and who find the people and the area a rich source of creative inspiration. The artists we work with will be keen to work with us to find the best ways to ensure a wide audience sees and takes part in projects, and this will involve engagement activities, workshops, and presentations., and taking part in evaluations.

For further information: visit www.creativescene.org.uk to find out more about Creative Scene or you can connect with us on facebook, twitter and Instagram @creativescenewy