



# CALL FOR PROPOSALS

Commissioning Brief and Guidelines





## About Kendal Calling

With a decade-long résumé of sell-out events, featuring international talent at an unrivalled Lake District location, Kendal Calling has matured into a flagship festival in the UK. Launched by From the Fields co-directors Ben Robinson and Andy Smith, this multi award-winning event has steadily grown from an intimate gathering of 900 to a leading, multi-genre music and arts festival of 25,000.

During this time, the likes of Blondie, Dizzee Rascal, Manic Street Preachers, Brian Wilson, Elbow, Madness and Primal Scream have graced the main stage, alongside an immeasurable number of other up and coming acts and artists hotly tipped as the next big thing. While the size and shape of Kendal Calling has changed over time, its values remain the same: innovation, creativity, and a core commitment to improving the festival-goer experience.



*Mechanical Heart of the Forest* by Felicity Jones, Lost Eden 2016



*Over* by Stuart Langley, Lost Eden 2017.



## About Lost Eden Commissions

Launched in 2015, Lost Eden is an immersive arena for arts and culture set within stunning woodland on the Kendal Calling site. The space features multiple stages, intriguing installations and walkabout performances.

The woodlands is open during the day featuring walkabout acts, theatre, poetry, acoustic performances and art installations, after nightfall the focus is on night-time fire sculpture and light art installations in the area.

The main focus of the Lost Eden Application is large scale installation art. Over the last three years, Lost Eden has commissioned a variety of brand new artworks, from Ian Boscombe's fiery Tronion, to a beating Mechanical Heart by Felicity Jones and the kinetic Umbrella Tree by Tim Hill and Dave Young (Rag and Bone).

In 2018, one commission will be offered which will include showing the work at an additional 4 major boutique music / arts festivals within the UK (bluedot, Shambala, Lakes Alive and Arts by the Sea).

Representatives from each festival will shortlist and select applicants. In their proposals, the successful applicant will have demonstrated that their installation represents appropriate scale and artistic quality, underpinned by an understanding of logistical and production and sustainable working practices.

The successful applicant will receive funding to create and install their work, and will be promoted in the 2018 Lost Eden launch and arts programme

All commissions are subject to securing Arts Council funding in 2018 (a bid is currently in place).



**Stained Glass Cars** by Stuart Langley, Lost Eden 2017



**Live Art** by John Pearson and Snake Oil Collective, Lost Eden 2017



**Tronion** by Ian Broscomb, Lost Eden 2017.



## Art Commission Brief

The ongoing artistic vision for Lost Eden is to explore the relationship between nature and the metropolis. The realm of the natural is communicated by organic shape, fluid movement and a diversity of life, yet the human impulse has carved itself onto this canvas in new, mechanistic and dissonant ways.

Applicants are invited to interpret this brief and explore the above themes of Eden, nature and human intervention. By day, a journey to Lost Eden will escape the raucousness of the main arena, providing an ambient space to reconnect with nature.

At night, the idyll will be transformed into a night-time bacchanal of light and sound.

As an after-hours space, we encourage the use of light as a key artistic medium for the commissions.

## Commission Level

£12,000 is available for touring a new piece of artwork to the following festivals:

**KENDAL CALLING, BLUEDOT, SHAMBALA, LAKES ALIVE AND ARTS BY THE SEA.**

## Application and Commissioning Process

Artists are required to complete an online application form to be considered.

All completed applications will be reviewed for award by the panel, and you will be notified of the decision in writing, via email.

Unfortunately, due to limited resource the festival is not able to offer feedback on unsuccessful applications.

## Application Timescales

**APPLICATION RETURN DEADLINE – 3 APRIL 2018**

**PANEL REVIEW AND SHORTLISTING – 23 APRIL 2018**

At this point you may be required to provide more information or clarify your proposals

**UNSUCCESSFUL APPLICANTS NOTIFIED AND AWARDS MADE BY 2 MAY 2018**

**DELIVERY AND COMMUNICATIONS – MAY TO JULY 2018**

**LIVE EVENT: 26 – 29 JULY 2018**

**FEEDBACK AND EVALUATION – SEPTEMBER 2018**

## Eligibility

The commission is open to organisations and individual artists.

The commission is for a new piece of work, however, developments of existing work will also be considered.

All project expenditure must take place after the panel decision has been formally announced to successful applications.

## ASSESSMENT

**APPLICATIONS WILL BE ASSESSED AGAINST THE FOLLOWING CRITERIA:**

### ARTISTIC QUALITY

Does the project have a connection to the Lost Eden conceptual brief?

Does the project further the vision for the Lost Eden woodland area?

Is the artistic idea clearly described?

Is the project suitable for a woodland setting?

Do the plans indicate that the artistic aims of the project are likely to be achieved?

Has the applicant demonstrated that they have a track record of achieving their artistic aims?

Does the application demonstrate a commitment to artistic excellence and ambition?

Will the activity provide an excellent experience for those that engage with it as audiences, readers or participants?

Does the project reflect the relevant scale for the space and fits with the night time festival environment?

### PUBLIC ENGAGEMENT

Is there evidence that the activity will involve good quality public engagement?

Does the proposed activity engage new participants, readers or audiences?

Does the applicant understand who the intended audience / readership for the project are?

Do they have a realistic plan for how the work will reach that audience / readership?

If the activity is about developing rather than presenting work, the application must demonstrate how the fund will eventually help them to reach an audience or readership for their work.

### MANAGEMENT

Are the plans to deliver the activity clear and realistic?

Does the applicant have demonstrable track record of delivering similar projects or activities?

Does the application demonstrate that those involved in the activity have the relevant skills and expertise?

Is the timetable for planning and delivery realistic?

Does the applicant have a sustainable policy for producing work?

### FINANCES

Is there evidence of value for money?

Is the budget for the activity realistic?

Is there a clear and realistic breakdown of income and expenditure?

Has the applicant provided payment details?

For individual applicants, has s/he provided a reference?

## Project Delivery and Monitoring

Each successful applicant will be expected to provide the panel with a detailed budget and a project plan for how the project will be carried out (including the end date).

The budget and project plan will be submitted to the panel by the start date agreed by the applicant and panel.

In addition, each applicant will be required to submit an interim report on a date agreed with the panel (or panel delegate), and liaise with the From The Fields on H&S compliance and production delivery.

All successful applicants will be required to submit information and evidence for evaluation of the project and festival.

The panel can offer successful applicants advice and support during the development of the project, adding to the overall learning experience.

**APPLICATION FORM LINK <https://form.jotforme.com/80023194700344>**

Open Call Application Form 2018 Contact: For all enquiries on our arts grants and awards please email [artsassistant@fromthefields.co.uk](mailto:artsassistant@fromthefields.co.uk)

