***The Shakespeare Birthplace Trust – Shakespeare’s New Place Winter Event***

**Artist Required**

The Shakespeare Birthplace Trust (SBT) is exploring new ways of developing creative ideas to engage audiences across its five historic sites; in particular, through collaborations with artists working in different disciplines. In April 2018 the Trust was granted Arts Council England National Portfolio Organisation (NPO) for the first time, enabling new creative and outreach programmes with a particular focus on communities which are currently less engaged in arts, culture and heritage. NPO funding will enable us to build on our annual winter event at Shakespeare’s New Place. Previous work has included the Garden of Curious A-Musements by the Bureau of Silly Ideas in 2016 and Midwinter Magic by Motionhouse in 2017.

As part of this initiative, SBT wishes to commission a stimulating immersive experience utilising the New Place site, which provides a versatile venue for innovative performances and installations.

The aims of the project are to:

* Produce a high quality artistic experience for the all ages, which is creative, unexpected, delightful, engaging and participatory and utilises the New Place site.
* Be site responsive to New Place and the history of the site.
* Contribute to transforming perceptions of the Shakespeare Birthplace Trust, locally, regionally and nationally; presenting Shakespeare as relevant, contemporary and accessible.
* Increase visitor numbers and attract new audiences to the site developing on previous years’ work.

We welcome proposals that respond to both this brief and the separate brief for the joint winter event with the RSC.

**Preliminary thoughts**

It is envisaged that the New Place site will be transformed by light/sound and/or performances creating a magical interactive experience. This event will create an evocative and arresting journey, offering a fresh, contemporary perspective linked, in some way, to Shakespeare. It must be site responsive, although the interpretation is left to the artist as to how this can be created.

The theme should be based on ‘Women in Shakespeare’ and the influences of the women around him.

We are interested in providing moments of spectacle, for the audience to enjoy together. We would like to invite audiences to contribute creatively and/or interact with the work in playful and meaningful ways. The work should be immersive and participatory with the site buzzing with activity whilst visitors wander around enjoying several things at once. We are not looking for a one off performance which visitors watch and then leave.

There should be no constraints to visitor numbers watching the performance.

**Duration**

The event needs to be delivered in December, ideally 17th-23rd. Exact duration to be determined, however it should last either over several days or consecutive weekends, budget and installation depending.

The event needs to be out of hours so cannot start until after 5pm.

**Budget**

The project budget is £25k (including VAT, travel and expenses).

**Draft Timeline**

Early May Call for expressions of interest

5th June Deadline for expressions of interest

11th- 13th June Shortlisted candidates invited to interview and make a presentation of preliminary ideas and impulses

14 June Successful candidate informed

16th July Creative concept finalised

13st August Budget and production process / timeline agreed

20th August Marketing/PR promotion by-lines and publicity image agreed

Mid Dec Show opens to the public

**Application Process**

Please submit applications via email to commissioning@shakespeare.org.uk and include:

* Letter of application summarising preliminary response to the above and creative interests and approach in no more than 500 words.
* CV / biog
* Why you would like to work for the Shakespeare Birthplace Trust
* Links to website and previous work(s) (total attachments no larger than 25MB or by a web link)

Deadline for completed applications: midnight 5th June 2018

Applicants will be reimbursed for reasonable interview related travel expenses such as standard rail fares and mileage of 45p per mile. If you do not hear from us by 25th June please assume you have been unsuccessful on this occasion.

**Some important points to bear in mind – constraints of SBT context**

**Operations**

Historic and heritage – there are constraints owing to the nature of the site and buildings which mean that objects cannot be attached to buildings and that significant interventions require planning permission. The material state of the site and gardens cannot be altered in any way.

Visitor attraction - the attraction will remain open to the public during the daytime, careful thought will need to be given to how physical and technical installation elements appear during normal opening hours and how they are secured.

Constraints on production and rehearsal process – There is limited access to mains power so Artists are encouraged to look for other ways of lighting – e.g. solar power, pedal power. There is limited opportunity for rehearsal time on site.

**Collaboration**

We will work collaboratively with you to get the best from the project. Close work with SBT Marketing and PR Departments will be required to ensure brand guidelines and organisational identity are recognised and followed.

Publicity, print production, marketing deadlines must be strictly adhered to ensure the event is comprehensively promoted and to get the best possible audiences. This will require mock up images/artist impressions and specific details of the event by the middle of August.

The event must be ready to open on the date and time advertised. A VIP/Media launch event should also be factored in.

**About the Shakespeare Birthplace Trust**

The Shakespeare Birthplace Trust is the independent charity that cares for the world’s greatest Shakespeare heritage in his home town of Stratford-upon-Avon. It is the global centre for learning about and experiencing the works, life and times of the world’s best-known writer. Through the five historic Shakespeare family homes (Shakespeare’s Birthplace, Shakespeare’s New Place, Anne Hathaway’s Cottage, Hall’s Croft and Mary Arden’s Farm), internationally designated museum collections, award-winning learning programmes and digital channels, it provides imaginative, immersive and interactive opportunities for people of all ages and backgrounds to get up-close-and-personal with Shakespeare.

The Shakespeare Birthplace Trust is a self-sustaining charity which generates 98% of its income through the support of visitors, donors, volunteers and Friends. In April 2018 it was granted National Portfolio funding from Arts Council England for the first time, enabling new creative and outreach programmes with a particular focus on communities which are currently less engaged in arts, culture and heritage. For more information, visit www.shakespeare.org.uk. Follow us on social media-@ShakespeareBT; Facebook.com/ShakespeareBT and Instagram.com/ShakespeareBTrust

Shakespeare’s New Place re-opened on 19 August 2016 with a new contemporary garden and exhibition which sheds a fresh perspective on the domestic and professional life of the world’s greatest playwright for the 21st century. The re-presentation of Shakespeare’s New Place – the site of Shakespeare’s family home for 19 years until his death there in 1616 - is the biggest and most enduring project anywhere in the world to mark the 400th anniversary of Shakespeare’s death in 2016.