

REAL

Initiative

REAL Acceleration for Digital Art - Training and exhibition partner brief

Date Issued: 13/04/2022

Deadline for applications: 12 noon, Friday 29th April

Introduction

Phoenix Cinema and Arts Centre has launched REAL Initiative, a programme of support for documentary filmmakers and digital artists in Leicester and Leicestershire looking to progress their practice and grow their business.

The initiative will focus on developing enterprise, expertise, infrastructure and collaborative networks around documentary film, factual TV and non-fiction digital art. REAL Initiative will run between Spring 2022 and June 23, and compliment a capital build extension, which is underway and will be completed by January 2023 – further info can be found at www.phoenix.org.uk/phoenix2020.

REAL Initiative is funded by Phoenix Cinema and Art Centre, the European Regional Development Fund (ERDF), Midlands Engine and Arts Council England.

The initiative includes four streams designed to meet the needs of individuals and enterprises at different stages of growth:

1. **REAL Acceleration** - for filmmakers
2. **REAL Acceleration** - for digital artists
3. **REAL Incubation** - for start-ups in the film and digital art sector
4. **REAL Inspiration** - for pre-start individuals

In addition, to embed sustainable growth in the local industry, **REAL Film Festival** will be established. This will be an annual industry-focused event (provisional dates 20-22 April 2023) providing filmmakers and digital artists with a platform to introduce, prototype, showcase, pitch and sell their work to contacts in the film, TV and art sectors through screenings, exhibitions, industry sessions and networking opportunities. REAL Film Festival will include a non-fiction digital art/ XR stream (utilising the expanded digital art gallery space) to showcase experiences and products in video, sound art, interactive documentary, immersive virtual reality, augmented and mixed reality, AI, immersive sound technology, 360 video, expanded cinema and multi-channel installations.

This document is a brief for a training and exhibition partner for REAL Acceleration for Digital Art.

Aim of the Programme

REAL Acceleration for Digital Art will support a cohort of five artists to develop creative, digitally-led approaches to non-fiction artwork, culminating in an exhibition in early 2023. The programme will identify their personal and collective artistic vision and discover opportunities to make it happen through artistic and professional development, training, mentoring, networking, workspace and access to a range of kit.

Phoenix is seeking a **training and exhibition partner** to:

- Work alongside the digital arts Assistant Producer Mateus Domingos to plan a programme of support for the cohort of five artists as they prepare for their exhibition.
- Offer technical and creative support as well as assisting with funding applications.
- Advise our artists, helping them to maximise the commercial potential of their work.
- Work alongside Mateus Domingos to curate the new gallery space at Phoenix for the six month period between January and June 2023.
- Work with the project manager Julia Hamer to provide evidence to funders that the support has taken place.

Each of the five artists should receive at least 12 hours of targeted support from the **training and exhibition partner**. We would like to engage a supplier with specific expertise in immersive digital technology; our five artists have ambitious ideas for their exhibition involving VR and other immersive technologies. Further support will be offered to the cohort by the Phoenix team.

Phoenix is providing the following to our five REAL Acceleration delegates:

- Free access to a large co-working office space between April 22 and May 23. (This will also be available to the training and exhibition partner to support their work).
- Free bookable access to industry standard production facilities.
- An exhibition opportunity in Phoenix's new gallery.
- £2000 seed fund grant per delegate to support the development of their work.
- Regular support and advice from Phoenix members of staff who will help with artistic development, curation, technical and exhibition support and funding applications.
- A new gallery with the following facilities (yet to be procured and subject to change): 1x 3D true 4k projector, 2x pixel shift 4k projectors, 5x 50" 4k LCD screens, flexible dimmable lighting, 3x mac mini, 8x Genelec speakers, 3x Oculus Quest headsets (additional existing headsets also available), 2x PCs, 1x large high res media wall.

It is a requirement of the funder that Phoenix's new gallery is filled with artwork produced by Leicestershire-based artists associated with REAL Initiative, between Jan and June 2023. At this stage, it seems reasonable to anticipate that two exhibitions could work during this time:

- A 3-month group exhibition of works by the five artists, Jan-Mar.
- A 3-month exhibition delivered by the **training and exhibition partner** - a ticketed exhibition, on a revenue share basis, Apr-Jun.

We are open to alternative solutions for the use of the gallery space between Jan-June 2023, as long as 100% of the exhibition usage is connected to art created by artists engaged with REAL Initiative.

Person specification

The training and exhibition partner should be an experienced and successful practitioner in the UK's digital art sector. It is a funder requirement that the enterprise is based in Leicestershire. They should be an established business with multiple exhibition credits or equivalent. They must have a comprehensive and demonstrable understanding of immersive (VR/ AR/ MR) technology, ways of

working and industry networks to provide an envisioned, tailored training programme to accelerate the 5 artistic businesses in the cohort. They must be committed to developing the practice and accelerating the business of each digital artist delegate, as well as committed to raising local ambition in the sector by playing an important early role as Phoenix makes a step change in this area with its gallery expansion.

REAL Initiative is focussed around developing the documentary film and non-fiction digital art sectors. Previous experience delivering training to digital artists in documentary specifically is desirable but not essential.

Budget:

- The budget for the training and exhibition partner is £5k +VAT.
- It is also expected that the training and exhibition partner will be able to generate further revenue through ticket sales during the exhibition period Apr-Jun 2023.
- The training and exhibition partner will be entitled to use this opportunity as leverage to attract further funding to support their exhibition opportunity at Phoenix.

The REAL Initiative/ Phoenix Team will be responsible for:

- Induction and admin associated with the programme's delivery.
- Technical, artistic and funding application support for artists.
- Providing appropriate ERDF paperwork (monitoring and evaluation forms) where necessary.
- Providing rooms and venues for training, working, exhibitions and associated events.
- Marketing, ticketing and sales (box office) associated with any exhibition/ experience and associated events.

Any additional requirements around e.g. stewarding/ onboarding/ management of kit may need to be separately negotiated.

Additional Requirements

Logo use: REAL Acceleration for Art is being funded by the European Regional Development Fund (ERDF) and Midlands Engine, and therefore all documents relating to this activity will have to adhere to our funder's guidelines, including the use of ERDF logos on any presentation slides and hand-outs. The ERDF publicity toolkit is available at:-

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/564432/esif_branding_and_publicity_requirements.pdf

Monitoring and evaluation: It is a funder requirement that we evidence each delegate's registration, attendance and evaluation of all training provided. Phoenix will provide the training provider with the registration/ attendance forms, and it is the responsibility of the training provider to ensure that ALL paperwork is completed.

Covid-compliance: All training should be delivered in line with the latest Covid-19 guidance. Every session should have potential for virtual engagement for those unable to attend for any reason, with hand-outs being emailed in advance as required.

Access Requirements: The delegate application process will highlight any access needs and Phoenix will support the training provider to ensure the stated needs are met.

Safeguarding: It is possible that the delegates might include vulnerable adults. In this instance, Phoenix would require (and will complete) a risk assessment for each activity, and would either need to ensure that the trainer has an up-to-date DBS check, or that someone from the Phoenix team with a DBS check be present at any training, mentoring or coaching session, whether online or in person.

Contractual information

Phoenix proposes to contract the supplier with the following heads of terms:

- Phoenix expects to engage the supplier through a contract for services.
- It is anticipated that the supplier will start by May 22, in preparation for the first training session to be delivered in May and that all work will be completed by June 2023.
- Phoenix will require copies of all training materials.
- Delegates will have full rights to any IP they generate as part of the programme.
- The supplier will be provided with, and must adhere to the safeguarding policy of Phoenix.

Application process

To apply for this opportunity please email Julia.hamer@phoenix.org.uk with the following:

- Confirmation that you are willing to be a training and exhibition provider and design and deliver a programme in line with the specifications and timescales outlined in this document.
- If you have an alternative suggestion or additional ideas as to how the programme could be delivered that you believe could improve the outcomes for our delegates please outline your suggestion.
- A link to your website/ CV etc which details your credits and any other information that may help us to understand your credentials as a practitioner, leader and trainer in this sector.
- A formal quote to deliver this training to the maximum budget of £5k plus VAT, inclusive of all expenses.
- Please complete Phoenix's equal opportunities monitoring form.
- Details for two references, at least one should be training-related.
- Confirmation that the training provider either has an up-to-date DBS check, or will comply with necessary requirements to ensure Phoenix is safeguarding any potential vulnerable adult delegates.

Deadline

The deadline for applications is Friday 29th April at 12 noon.

Decision-making Criteria

This is a competitive brief, and applications will be assessed by a panel and scored on the following criteria:

Criteria	Method
The training provider is an experienced digital art practitioner	Out of 10
The training provider has demonstrable experience of mentoring and developing mid-career artistic/ creative business delegates	Out of 10

The training provider is able to deliver the training in line with all specifications of time, cost, quality. Any additional or alternative suggestions add value to the original specifications.	Out of 10
The quote comes within the allocated budget and represents value for money	Out of 10
References	Out of 10
	Total 50

Timescales

Wed 13th April - REAL Acceleration for Digital Artists training brief live

Fri 29th April, 12 noon - Deadline for all applications

Friday 6th May – All applicants informed of decision

May-Dec – Acceleration for Digital Art delegate training delivered

Jan-June 23 – exhibition in gallery.

Further information

For further information, please contact Julia Hamer on 07929 376223 or

Julia.hamer@phoenix.org.uk