

BLOOMSBURY FESTIVAL



Wednesday 17 – Sunday 21 October 2018

A WORLD CLASS FESTIVAL FROM A LOCAL COMMUNITY.

For five days each October, Bloomsbury Festival shines a light on the radical imaginations, institutions and diverse residents that shape this remarkable cultural quarter.

Bloomsbury is extraordinary; a creative and intellectual hotbed with one of the youngest and most diverse populations in England, it is fizzing with ideas. Pioneering scientists, emerging artists and progressive thinkers work cheek by jowl with famous publishing houses, creative businesses and Bloomsbury's 11,000 residents. Bloomsbury Festival is a unique creative enterprise, uniting this vibrant community, and creating a trail-blazing programme that combines innovation with celebration, showcasing contemporary Bloomsbury to the world.

The Festival's mission is to amplify creative development in Bloomsbury. Its priorities are:

- **Multi-genre collaborations.** Uniting artists, scientists and others that would never normally work together;
- **Creative development** opportunities for early and mid-career practitioners;
- **Creative engagement for non-professionals** as audiences and participants. The Festival makes work that is relevant to the lives of our diverse residents;

To deliver this, the Festival:

- Works in partnership with up to 250 organisations and individuals in Bloomsbury to support and provide platforms for the development of their own projects;
- Produces and commissions 5-10 headline events that combine superb artists, those at the beginning of their career, and local people;
- Creates 1-2 projects during the year that focus on artistic development and community outreach.

“Bloomsbury Festival captures the diversity of bright minds connected to these few streets of London, from the past to the present day”

The Guardian

2017 FACTS & FIGURES

With over 100 original events made in Bloomsbury and presented across famous and private Bloomsbury venues, the 2017 Bloomsbury Festival was a roaring success!

- 5 Days;
- 43 Bloomsbury venues;
- 115 Festival events;
- 241 Local partners involved;
- 1,069 Participants performed;
- 3,771 Mailing list members;
- 8,237 Social media reach;
- 26,534 People attended the Festival;
- 48,527 Unique website visits - Sept and October;
- 3,327,321 Web hits - Sept and October;
- 72% of the Festival was FREE.

PROGRAMME OUTLINE FOR THE 2018 FESTIVAL

5 days of creativity and ideas engaging with Bloomsbury's Activists and Architects of Change!

ALL WEEK – exhibitions presented in traditional galleries and pop up spaces;

WEDNESDAY – FRIDAY LUNCHTIME EVENTS. Normally about 45 minutes. These tend to be talks, recitals, walks, workshops, readings and short performances presented in a range of non-traditional Bloomsbury venues;

ALL WEEK - EVENING PROGRAMME. Performances, talks, and activities in traditional and non-traditional spaces across Bloomsbury. Events range in length from 45 minutes to a full performance length;

WEEKEND HUBS. An Arts/Academia hub at UCL on Saturday, and a Family Hub and a Hub of Current Affairs/Contemporary Issues on Sunday. Hubs include a range of activities such as talks, workshops, performance, exhibitions and smaller events which might not work in a 'stand alone setting';

BLOOMSBURY FESTIVAL PRODUCTIONS AND COMMISSIONS. The Festival produces and presents a few headline events eg. Roll Up Store Street – A Night-Time Street Party with a Twist! on Friday night, and commissions /produces a total of 5 to 10 pieces.

NEW WAVE – A lunchtime concert series, theatre programme and series of visual art events promoting the best artists emerging from Bloomsbury.

2018 THEME - ACTIVISTS AND ARCHITECTS OF CHANGE

2018 marks the centenary of The Representation of the People Act 1918, which permitted women to vote for the first time. Whilst not all women (or indeed all men...) had the vote, it was a crucial moment in the campaign for equality and democracy. Bloomsbury has a rich history of activism and is as radical now as it has ever been; Bloomsbury institutions, thinkers and scientists pioneer change across the arts and sciences. We anticipate an interesting and inspiring 2018 Festival!

For *Activists and Architects of Change*, think:

People

- Celebrating women of Bloomsbury – particularly the activists amongst us;
- Contemporary and historical change-makers – artists, politicians, scientists, humanitarians, etc.;
- People who have come to Bloomsbury to better their lives;

Arts

- Radical theatre of the past and present
- Music, the birth/evolution of new genre, and change-makers: Jazz, Punk, Stravinsky's Rite Of Spring.
- Startling artists – now and then: inspired by movements like cubism, conceptual art, and live art;
- What's next? – What's in development in Bloomsbury's drama, dance and visual art schools?

Places

- The literal architects of Bloomsbury;
- The built environment – past, present and future;
- Places of change: schools, colleges, hospitals, libraries, meeting houses, debating chambers, pubs, cafes and theatres
- Public spaces;

Things

- Disease and medicine;
- Technology and innovation;
- Protests, debates and elections.

HOW TO GET INVOLVED

The Festival programme is carefully curated and includes both events and activities that we produce ourselves and those proposed to us which we present as part of the Festival.

Can I apply? We encourage creative individuals who work, study, or live in Bloomsbury to contact us to discuss possible projects for inclusion on the Festival programme. The Festival includes arts, science, academic public engagement projects, and other work that seeks an audience;

Are there any specific criteria? There are no specific criteria for project proposals, but projects need to be of a certain quality, engaging for general audiences, and to sit within the context of the Festival theme;

What sort of work are you interested in? The Festival aspires to be entertaining, stimulating, educative, interesting, and exploratory. Bloomsbury Festival is a platform for ideas and creativity, providing the opportunity to test out a radical idea or an unusual collaboration, alongside a polished performance.

Where would my project be presented? Work may be presented as a stand-alone event on a weekday or at the weekend in a Festival venue or as part of one of the Weekend Hubs;

How do I put forward a proposal? To discuss your ideas, whether, how and where they might fit in the Festival programme please contact one of the Festival Programme Managers as follows:

- **John-Paul Muir** – jp@bloomsburyfestival.org.uk. Music, visual art, and literature and public engagement
- **Jodie Adams** – jodie@bloomsburyfestival.org.uk Theatre, film, cabaret, comedy and public engagement.

SOME PRACTICALITIES

- **Finances:** 75% of the Festival programme is free to attend. The 25% of the programme that is ticketed we offer Box Office split deals. Please discuss this with your Programme Manager.
- **Technical:** We have some theatre and gallery spaces, but much of the programme is presented in non-traditional spaces in interesting Bloomsbury buildings. The Festival can provide some basic technical support, if required. Please flag up to the Programme Manager and concerns or issues about tech requirements at an early stage. Our Logistics Manager will discuss more technical details with you ahead of the Festival.
- **Marketing:** The organisation markets the Festival as a whole online, through print., social media and press. 20,000 brochures, plus posters and leaflets are distributed throughout Bloomsbury and London. 26,000 people attended the 2017 Festival, press included Critics Choice in Time Out, plus broadcasts on BBC Radio London and London Live, TV. Partners are responsible promoting their own event with support from the Festival Marketing Team.