

BLOOMSBURY FESTIVAL 2019

Art Competition – Briefing Document

THE COMPETITION

A competition to create an artwork based on this year's Bloomsbury Festival theme, *Small Step and Giant Leaps* as part of the Festival's New Wave programme.

The winning artwork will be selected by a panel of experts and influential partners at the end of June, including the Duchess of Bedford, the Director of The Slade School of Art, the Director of Bloomsbury Festival, and representatives from The House of Illustration, and Camden Council's Arts Development department.

ABOUT BLOOMSBURY FESTIVAL - A WORLD-CLASS FESTIVAL FROM A LOCAL COMMUNITY.

For hundreds of years Bloomsbury has been a catalyst for ideas that have impacted across the world. The Festival celebrates contemporary Bloomsbury; a hotbed of creativity and pioneering development with one of the youngest and most diverse populations in the country. Bloomsbury's strength lies in its vibrant diversity. Famous for its globally renowned academic and cultural institutions, it also includes areas of multiple deprivation, and it is home to 11,000 residents. The Festival is uniquely placed in relationship to residential communities, local institutions and businesses, and the UK arts infrastructure, and works across all three, uniting specialists with residents from all backgrounds and of all ages in an equal exchange of skills and experience

The theme for 2019 is *Small Steps and Giant Leaps*. On 20 July 1969 one lone figure made a muffled pronouncement watched by scientists, politicians, and families across the globe, "One small step for man, one giant leap for mankind". We had done it! A Man Was Walking On The Moon! Inspired by the 50th anniversary of this historic achievement our 2019 Festival theme '*Small Steps and Giant Leaps*' couldn't be a better fit for Bloomsbury. Alongside many explorations of the Moon from an artistic and scientific perspective, the theme celebrates endeavour, progress, and pioneering achievements embraces the small vital contributions (Small Steps) alongside the famous moments (Giant Leaps).

Bloomsbury Festival is aimed at a mixed-age from across London. A large proportion of the programme is aimed at adults, but there is also an important strand of family focused events and activities.

THE WINNING ARTWORK AND PRIZE

- The winning artwork will be displayed at a solo exhibition throughout the Festival at Lumen URC, 88 Tavistock Place, WC1H 9RS, either within the café space or within the cone space (see images at end of brief). Bloomsbury Festival will contribute up to £100 towards the cost of the exhibition installation (including framing, printing). The exhibition will be listed in the Bloomsbury Festival brochure and online.
- The winner will receive a cash prize of £300, a weekend trip to Woburn Safari park and overnight stay in the Woburn Hotel, a free festival pass, and an invitation to an exclusive Festival opening reception
- A press release citing the winner of the competition will be sent to local and arts & design press, alongside a news feature on the Bloomsbury Festival website.

Runners up

- Runners up will receive a free pass to festival events.

REQUIREMENTS

Applicants should be

- 18 years old or over
- Continuing degree level or higher students of Fine Art

The art work will represent

- Bloomsbury Festival
- The 2019 theme– *Small Steps and Giant Leaps*

SUBMITTING YOUR ENTRY

- Works on paper eligible only (including photography).
- Artwork proposals should be submitted as a hi-res pdf to: claire@bloomsburyfestival.org.uk by 5pm on Monday 24 June 2018.
- Proposals will be accepted for work to be completed before October 2019. Winning proposal will require the final artworks to be submitted by Friday 4 October 2019 for exhibit from Friday 11 October to Sunday 20 October 2019
- Please include images of work or mock ups
- When sending entries, please include your name, phone number, institution, course and year of study in your email
- The winner will be contacted by email in the first instance, to be followed by an online announcement
- By entering this competition, you are agreeing to have your name and details used in a press release and online

For more information about Bloomsbury Festival, please visit www.bloomsburyfestival.org.uk

LUMEN URC



Café Space



Cone space – the work would be exhibited within the cone itself.

Lumen URC is open to the public each day should applicants wish to view the spaces available.