

BLOOMSBURY FESTIVAL 2020

Art Competition – Briefing Document

THE COMPETITION

This competition is to create an artwork based on this year's Bloomsbury Festival theme, **Vision**, 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 Her Grace the Duchess of Bedford, Kieren Reed, Director of The Slade School of Art, Rosemary Richards, 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 world-leading 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 Bloomsbury's residents, institutions and businesses, and to the UK arts infrastructure, and works across each community, uniting specialists with residents from all backgrounds and of all ages in an equal exchange of skills and experience

The **Bloomsbury Festival 2020: Vision** theme will act as a catalyst to a wide spectrum of events from the arts and science of the visual world, to perception and futurology. Programming strands include the following areas;

- **Shining a Light on the Invisible People and Parts of Bloomsbury**
Profiling overlooked communities / Exploring hidden places / Opening up unseen workplaces
- **Aspects of Sight**
Light & colour / Visual perception / Optical illusions & tricks of the eye / Blindness & partial sight / Eye Health / Vision & the other senses
- **Seeing Differently**
Subjective & different perspectives / Vision in different cultures (Anthropology) / Language & vision
- **Future Vision**
100 years from now? / Sustainability & climate change / Young generations hopes for the future
- **Seeing things**
Hallucinations / mental health / PTSD / Psychosis / Spiritual vision & dreaming
- **Being Seen**
Surveillance / Computer / machine / AI vision / How people want to be seen

Bloomsbury Festival is aimed at a mixed audience 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

- **Solo Exhibition** - The winning artwork will be displayed at a solo exhibition throughout the Festival at a venue to be decided in consultation with the winning artist. Bloomsbury Festival will contribute up to £150

towards the cost of the exhibition installation (including framing, printing). The exhibition will be listed in the Bloomsbury Festival brochure and online. NB exhibition of final work will be at the discretion of the Festival Director if the works completed are not in keeping with the accepted proposal;

- **Cash Prize +** - The winner will receive a prize of £300, a weekend trip to Woburn Safari park and overnight stay in the Woburn Hotel, a free Bloomsbury Festival pass, and an invitation to an exclusive Festival opening reception.
- **Private View & PR** - A private view and reception for up to 30 people with wine and soft drinks. Guest list to be managed by the winner in consultation with the Festival Director. 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

- Invitation to the Festival launch - Runners up will receive an invitation to the opening VIP event.

REQUIREMENTS

Applicants should be

- 18 years old or over
- Degree level or higher students of Fine Art or graduates in the last 3 years.

The art work will represent

- Bloomsbury Festival
- The 2020 theme– VISION

SUBMITTING YOUR ENTRY

- 2D works eligible only (including photography);
- Artwork proposals should be submitted as a hi-res pdf to: claire@bloomsburyfestival.org.uk by 5pm on Friday 19 June 2018;
- Please include images of work or mock ups
- Winning proposal will require the final artwork/s to be submitted by Friday 4 October 2019 for exhibit from Friday 16 October to Sunday 25 October 2020. The winner is requested to keep the Festival Director informed of progress in advance of the final deadline;
- 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