

# LIGHTPOOL FESTIVAL

## Call for Proposals: Interactive Visual Experience

### Invitation to Tender

We are looking for experienced digital animators to join a wonderfully ambitious project celebrating the world-famous Blackpool Illuminations to launch at Illuminations 2022.

### The Opportunity:

Innovative young designer, Jack Irving, is working alongside a team of computer scientists from Lancaster University after the two were named as winners of a £100k competition to deliver a new attraction for Blackpool Illuminations for the 2021 display.

Their concept will incorporate deep sea creatures brought to life in a high-tech, interactive projection show on the Promenade close to The Blackpool Tower. This project will add a completely new dimension to the 2021 Blackpool Illuminations display.”

We are looking for a UK based digital animator to create an 8 minute chapter that shows off the best of 3D animation. Under the steer of the Lightpool Creative Director, using the technology developed by Lancaster University, you will bring the area to life with a story and content of your choosing.

The content might include graphic animations, video footage or a combination of the two – but must utilise the ground-breaking interactive technology to create an immersive experience for visitors of all ages.

We are specifically looking for artists with bold, fresh ideas to work with the Lightworks production and development team and digital innovators from Lancaster University, to create a piece of work that utilises your digital expertise and is accessible to families.

This commission is being made possible with funding from Arts Council England and we wish to share our learning with our funders and our peers at [Light Up The North](#). Therefore, you will be required to talk to an independent evaluator about the process.

### The selected artist / company will receive:

- A £7k fee (to include artist time, artwork creation and delivery, attendance at event)
- Producing and technical support from Lightpool Festival and Lightworks
- Marketing and documentation support from Visit Blackpool
- Dedicated time with technical experts from Lightworks and Lancaster University
- Inclusion of the work within Lightpool/Blackpool Illuminations 2022

## Who can apply:

- Independent artists or companies
- Applicants for this commission must be based in England
- We encourage applications from people with lived experience of disability and those that are underrepresented in the arts sector
- Applicants must be available to be in Blackpool for opening night (date tbc)
- We encourage applications from artists and companies who are at any stage in their career.

## How we assess your application:

A panel including

- Phil Holmes – Creative Director Lightpool Festival
- Richard Williams – Head of Blackpool Illuminations
- Carolyn Primmet – Head of Arts Blackpool Council
- Paulette O’Brien – Curator, Grundy Art Gallery Blackpool
- Partners from Light Up The North (see [lightupthenorth.com](http://lightupthenorth.com))

will assess all applications.

We aim to ensure the selected commission(s) will be high-quality work and afford the best experience for artists, audience members and locations. They will assess the applications based on 4 areas:

- Artistic quality – *the strength & quality of the idea*
- Public experience - *who it is aimed at and how will the public experience it*
- Financial viability – *can all elements of the activity be delivered effectively within budget*
- Project management - *can the piece be created within the time available?*

## Skills development:

Skills development is central to this project, and Lightpool and Blackpool Illuminations will be providing production, marketing, documentation and technical support to make the most of this opportunity.

## Timeline:

The completed work needs to be delivered by **July 2021**

The work will be presented during Blackpool Illuminations 2022, September - November 2022

## About Blackpool Illuminations

Blackpool Illuminations is an annual lights festival, founded in 1879 and running annually since 1912. Running for 66 days, it welcomes in excess of 3.5million annual visitors, illuminating 7km of coastline and

using more than 1million lamps. The Illuminations were the world’s first spectacular electric light show, and they occupy a unique place in the UK’s cultural landscape and heritage. The Illuminations are principally funded by Blackpool Borough Council and by public donations, and delivered by the Lightworks production team.

## About Lightpool Festival

The Lightpool festival began in 2016, to celebrate the Illuminations by bringing contemporary light and fire artists to Blackpool to be inspired by the town’s unique relationship with light. The festival won the Large Tourism Event at the Lancashire Tourism awards in 2017.

## About Grundy Art Gallery

The Grundy Art Gallery was founded by the brothers Cuthbert and John Grundy in 1911 with the ambition to show the best art of the day to the people of Blackpool. It has been at the centre of artistic life in Blackpool for over 100 years and is now recognized as a leading contemporary visual arts venue in the northwest region with a growing national and international profile. It has been an Arts Council National Portfolio Organisation for the past 8 years and holds Museums Accreditation status.

## About Light Up The North

Light up the North (LUTN) is a network of six northern light festivals which have come together to share their collective expertise to support both the development of the partner festivals and the wider sector. Through regional, national and international networking and collaboration LUTN nurtures artistic ambition through artist and producer development, co-commissioning and joint fundraising.

## About Lancaster University

Lancaster University is a world-class teaching and research hub for computer science and communications systems. Their research is recognised for its exceptional quality and international reputation. Research Councils UK, the EU and industry funding support their research. They blend traditional research fields and focus on achieving a high impact.

Lancaster University’s School of Computing and Communications are working with Blackpool Illuminations and designer Jack Irving, to deliver a new interactive digital attraction for Blackpool Illuminations 2021.

## Application Process:

### Step 1 – Expression of Interest – 7 May 2021 at 12pm

About your idea and CV, maximum 3 pages

Please send files no bigger than 10MB. Links to vimeo/youtube etc. accepted

### Step 2 – Proposal and Interview – w/c 17 May 2021

Shortlisted applicants will be asked to create a brief proposal for the interview. This will also be an opportunity to ask any further questions relating to the project

**Step 3 - Announcing the successful applicant.**

The selected artists or company will be announced on **Monday 24 May 2021**

For more information or an informal chat please call Philip Holmes, Creative Director, Lightpool Festival on 0771 355 4905. Please direct applications to [illuminations.admin@blackpool.gov.uk](mailto:illuminations.admin@blackpool.gov.uk) with the subject line LIGHTPOOL R&D.

No late applications will be considered.

