

RUNAWAY REINDEERS ARTIST COMMISSIONING BRIEF & APPLICATION

1. INTRODUCTION

The Gloucester BID with the support of Gloucester Culture Trust is seeking to commission 12 artists to design and illustrate 12 5ft reindeers, that will be part of the Runaway Reindeer Trail this winter in Gloucester.

Gloucester BID is giving you the chance to express your creativity and artwork across the city centre in the run up to Christmas. We will be showcasing 12 reindeers located throughout the centre, such as in participating retailers, shopping centres, venues and main highstreets. Each day a different reindeer's nose will light up red representing Rudolph. With Rudolph 'appearing' in different locations every day, the public will be able to hunt for Rudolph, creating an exciting Christmas trail for all to enjoy!

We would like each reindeer to captivate the public and embody the city of Gloucester, therefore we would love to display the creativity and talent of 12 local artists. The chosen artists will be given the opportunity to bring to life their innovative and engaging reindeer designs in Studio 16 of JOLT on our blank canvas reindeers. The artists' finished pieces will then make up the 12 reindeers we have across the city centre. **We want the reindeers to be as creative and imaginative as possible, whilst maintaining a focus on the wonderful city of Gloucester.**

2. BRIEF

Each successful artist will be given the opportunity to produce their submitted design on a blank reindeer, weatherproofed. Each reindeer is approximately 5ft tall (including antlers) and is on a small plinth that will have the artists information on. The budget will be £500 per artist. Each successful artist must:

- Design and produce an original work of art
- Produce a weather proof piece of art
- Source the materials and equipment needed
- Be available to work on the reindeer between 13th November to 17th November in JOLT (time allowing to apply a weather proof lacquer)
- Be invited to the Reindeer Launch evening 19th November 5pm

Direct advertising is not permitted.

3. SCOPE AND ARTIST/S ROLE

Each selected artist (12) will be allocated a reindeer. The selected artists will have the scope to decide which medium they want to work with to create the artwork, with considerations that it will have to withstand various weather conditions. They should also consider the robustness of their material when travelling and being installed.

Each artist will be commission to produce their own original work. We want to see your creativity.

4. COMMUNITY ENGAGEMENT

Additional consideration will be given to works of art that can engage a community.

5. INTELLECTUAL PROPERTY

The final design chosen, and final artwork created, will be copyright and ownership of Gloucester BID, and the artist. Both parties must agree further use of the designs and artwork beyond this project.

6. TIMETABLE

- 28th October Commission advertised
- 4th November Commission deadline
- 5th November panel discussion
- 8th November 12 artists informed
- 13th- 17th November Chosen artists to Studio 16 at JOLT
- 19th November Reindeer Reveal Evening 5pm-7pm
- 20-21st November Reindeers Installed
- 22nd November Launch

7. FEE AND APPLICATION

The fee shall be £500 only per artist, to include all costs.

Applications should be submitted on the below application form by 5pm November 4th 2021.

A draft design and written explanation is required. A link to/an attached example of your previous works will further support your application.

You will need to detail how you will create the work and any space, equipment and health and safety requirements.

Failure to supply adequate information to the above may result in your application being discarded.

8. FURTHER INFORMATION

For further information or to arrange an informal chat about this work in advance of a submitting an Expression of Interest, please contact: Emily Gibbon
info@gloucesterbid.org.uk

RUNAWAY REINDEER APPLICATION:

1. Why do you want to partake?

2. What is Gloucester to you, and what do you feel relates to it?

3. Would you be happy to have your name featured on a plaque underneath your reindeer creation?

4. Are you available between 13th November – 17th November to complete your design, if successful, at JOLT?

5. If you were to be chosen, what idea/design would you create? Feel free to show visually below (see template) What materials will you use? Any health & safety requirements?

6. Please attach a biography and a link to your portfolio/website (if possible).
 - a. Name:
 - b. Email address:
 - c. Biog:

