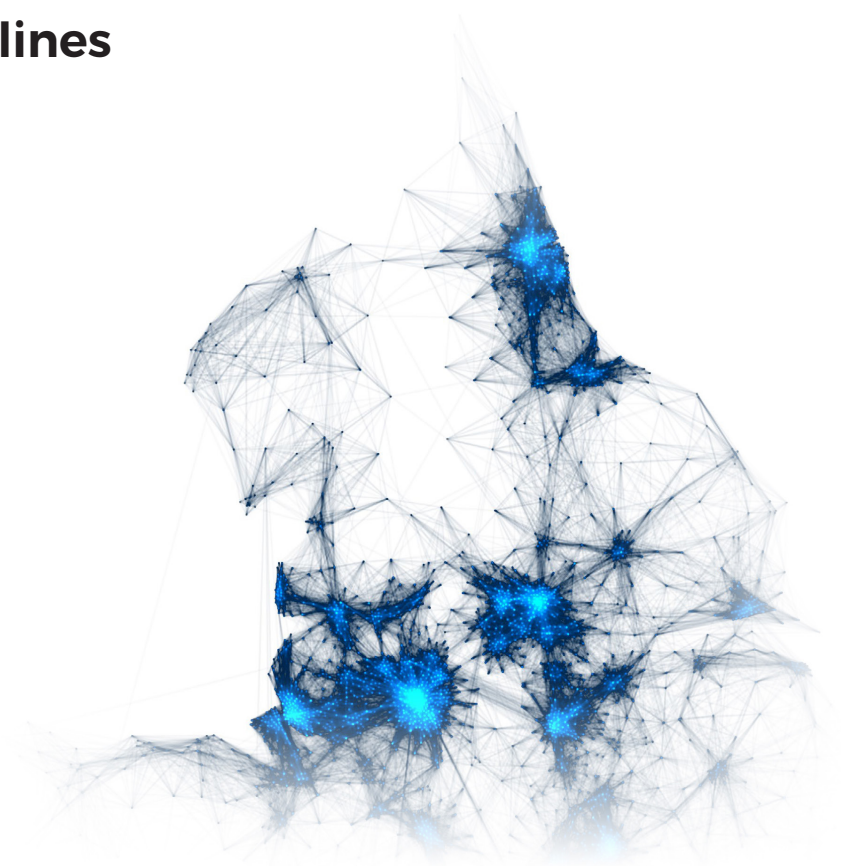


Great Exhibition of the North 2018

Callout Guidelines



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Vision and aims

The Great Exhibition will celebrate the North of England's great art and culture, design and innovation as never before; it will tell 'The Story of the North' in powerful and unforgettable ways to engage and inspire a new generation and to reveal and forge pride in the role that the North plays in shaping the world today and in the future.



Virtual Reality in the Classroom © unimersiv.com

From coal to code, from warehouses to world-class contemporary arts, from steam engines to smart cities, the Great Exhibition will reveal and revel in today's creative, digital and intellectual revolution. The North creates and exports life-changing ideas, culture and products and we will be celebrating how the inventive and radical spirit of the past lives on today and shapes the way we will all live tomorrow, through the following:

- Who we are (e.g. identity, diversity & community)
- Where we live (e.g. architecture & housing)
- What we eat (e.g. food & drink)
- What we wear (e.g. fashion & fabrics)
- How we are entertained (e.g. sport, film & music)
- How we travel (e.g. from trains to driverless cars & Hyperloop, including space travel)
- How long we'll live (e.g. medical advances, health & wellbeing)
- How we can live sustainably (e.g. global warming & the environment)

These ideas inspire the Exhibition content and programme. The Great Exhibition will shine a light on the ways in which Northern creativity and industry leadership in digital, energy, health, innovation and advanced manufacturing is building our future North.

Reinventing the idea of a 'great exhibition', NewcastleGateshead is creating a living experiential exhibition across its regenerated and thriving landscape, using the city as its stage. Beginning with a major exhibition hub at Great North Museum, visitors will explore three walking routes, inspired by pioneering design, arts and innovation, leading to exhibition commissions at Sage Gateshead and BALTIC. The wider programme will include opening and closing celebrations, a summer camp and a business expo. Northern artists and performers, scientists and designers will reveal how the North is building 'tomorrow's world', in interactive, inspirational ways.

- The Great North Museum hub will explore art, design and innovation as a distillation of the exhibition at large, whilst orientating visitors and sending them out inspired and equipped on to the walking routes. GNM will host exciting loan objects that have changed the world and challenge the view of the north. They are working with partner organisations regionally, nationally and internationally, including the Science Museum with a view to bringing Stephenson's Rocket back to Newcastle.

- Sage Gateshead will commission an installation around the themes of the Great Exhibition for its huge concourse space. Alongside this it will programme a summer of events, artist/maker studios, family activity and launch an annual digital music prize.

- BALTIC Centre for Contemporary Art are commissioning an ambitious programme of solo, group and off-site commissions around the Quayside area; working with artists, architects and makers from the North of England, some of whom may collaborate with international artists.

First and foremost, the Great Exhibition is being created for families of all ages and backgrounds from across the North and wider UK. By its very nature, the Exhibition will attract many other audiences including young adults (18-30) and visitors from around the world.

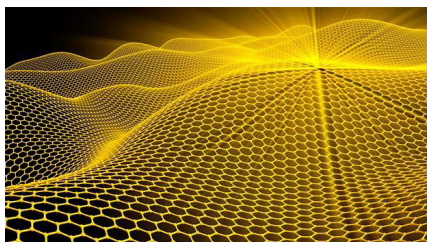
Looking back on the Great Exhibition, we want to see:

- An audience of 3 million reached (through exciting physical and digital programming).
- Increased pride amongst people living and working in the North. Many more people worldwide recognising the North as a great place to live, to work, to study, to visit and to invest.
- New connections forged across the North and around the world, strengthening opportunities for future collaborations.

Callout for proposals for commissions

This open call is one of the ways in which we are identifying high impact, memorable experiences to bring the three routes to life at key locations and the spaces in between.

We want to hear from performers, visual artists, architects, musicians, scientists, engineers, inventors, writers, creatives, thinkers, designers and digital makers - all with creative vision - who can respond to the ideas of the Great Exhibition and deliver an outstanding idea to help create a once in a lifetime experience which draws from and celebrates the North.



Graphene © lemnissay.com

We are seeking creative ideas that are high quality and captivating, engaging, accessible and inclusive, challenging and thought-provoking and, where possible, offering potential for broadcast.

Works can be new commissions or the presentation of existing works in new contexts, providing they fit the brief and outcomes. We are interested in work that can be presented inside venues and out in public spaces. Projects can also be created digitally so the public can engage with them virtually as well as physically. We are also open to work that could be developed in other parts of the North before coming to NewcastleGateshead and work that can be presented afterwards.

There are several ways you can be involved in originating or presenting work.

- Included here are links to maps of the **walking routes** and pen-pictures of potential venues, many of which are offering platforms for commissions, so you can explore your ideas in relation to the canvas of the Great Exhibition.

- We are open to **standalone digital** ideas which connect with the Great Exhibition and can be played out nationally and internationally.

- We are also interested in ideas relating to journeys **on transport** along the routes, e.g. buses, metro system, cycles, cars, particularly as these may animate journeys to and from gateway arrival locations in the city (airport, ferry port, train and bus centres) and to Shipley Art Gallery and the Angel of the North.

- We are open to works that could be created as **multiples, mass produced and potentially sold as mementos** for the Great Exhibition.

- There may be an opportunity in the coming months to pitch proposals for a digital commission, working title 'arrival', to inspire visitors, support their wayfinding around the experiential routes and provide additional rich content for their journeys.

- If you have work that fits the vision of the Exhibition but is already commissioned and **fully funded**, please let us know, as we are exploring how we might promote some additional opportunities to visitors.

Collaborations are welcomed. These could be with regional, national or international partners. We also welcome proposals across the board which include an element of community engagement or mass participation in advance of or during the dates of the Great Exhibition. Please be sure to detail this in your proposal.

Proposals that demonstrate an element of match funding are positively welcomed. You must have a track record, or collaborate with a partner who has a track record, of delivering, high quality projects of national and international significance.

The walking route commissions are required to reach a large number of people over the full period from mid-June to early September. Proposals need to consider the volume of audience and duration of their experience. The majority of work we commission will be durational throughout the dates of the Great Exhibition, however, we are open to pop-up activity which falls around the opening weekend, weekends in general and during the summer holidays.

Budget

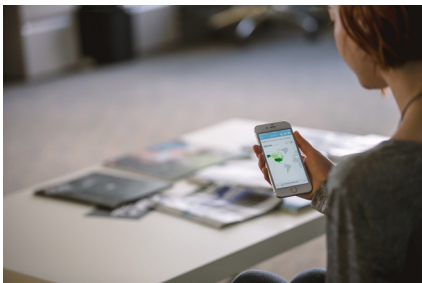
Funding: available £5,000 - £50,000.
All your costs need to include VAT.
Proposal budgets need to cover all costs needed to realise the piece, including de-commissioning of site specific work where it applies, fees, materials, equipment hires and/or purchase, public liability insurance, transportation, installation, accommodation, subsistence, technical production and crew. The status and level of any match funds needs to be clearly indicated. Please also state in your outline budget if any expenditure incurred will be capital (i.e. purchase of equipment or materials that will have an asset value after the Great Exhibition).

Eligibility

Submitters must either be based in the North, or have been born, grown up or educated in the North. You must demonstrate appropriate capacity, experience and resources to deliver excellence and benefit for the audiences identified.

Promotion

Promotion of the newly-commissioned content will run from November 2017. Marketing platforms for the Great Exhibition will include significant digital presence, website, social media, brochure and flyers, advertising, public relations (including specialist media focus) and partner marketing channels. Commissions will carry the Great Exhibition brand identity and will be promoted in the brochure and online.



How to apply

The online form through which you are able to submit your application is [here](#).

Free to access commissions to animate the routes in NewcastleGateshead

Please gather the following information:

- The idea – what you would like to create and/or present
- How the idea meets the Great Exhibition's vision and outcomes
- The relationship of the idea to the wider public; how will the public engage with and experience the work?
- How you will ensure your work is accessible to all
- Suggested site/venue or possible sites/venues for the work and the reasoning for this
- Confirm if you have the support of the landowner/venue where you intend to present the work
- The process for creating the work (if applicable), including a timeline. For new commissions, please identify opportunities to review progress at key points in the making to ensure it is on track
- Details of any collaborators/makers etc. you intend to work with and who will be taking the creative lead on the project
- The outline budget for realising the idea (see above for what needs to be included) including any match funding that your project may be able to contribute (this is not a requirement of the commission)
- Outline of any anticipated technical and audience hosting requirements in presenting the piece and confirmation that you have included these within your budget
- Please state any opportunities for community engagement and how you plan to identify, recruit and involve participants, working in partnership where possible
- An indication of opportunities for future platforms for the work after the Great Exhibition, as we are interested in the work having a future life in other places, regionally, nationally and internationally.
- Full contact details including postal address, telephone number and email address.

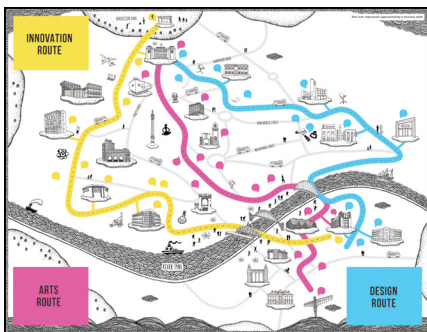
Feel free to include in your document:

- A biography.
 - Up to five supporting visuals, photos, sketches or mock-ups.
 - Examples of previous relevant work (up to two images).
- You are welcome to send up to two short video links and up to two short sound files.

Maximum word count 2,500

Multiple proposals

You are welcome to submit more than one proposal.



Work that fits the vision of the Exhibition and is taking place in NewcastleGateshead, but is already commissioned, fully funded and not necessarily free to access

Please gather the following information:

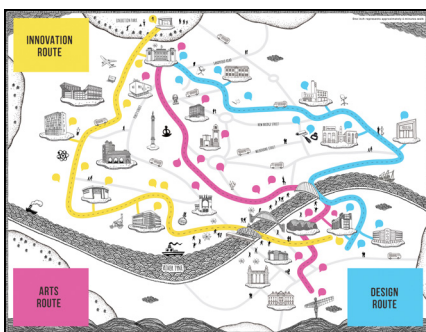
- The idea – what you plan to present
- How the idea meets the Great Exhibition's overall vision and outcomes
- The relationship of the idea to the wider public; how will the public engage with and experience the work and who are the target audiences?
- How you will ensure your work is accessible to all?
- The chosen location for the work.
- Confirm if you have the support of the landowner, venue where you intend to present the work.
- The process for creating the work (if applicable), including a timeline. For new work, please identify opportunities to review progress at key points in the making to ensure it is on track.
- Details of your planned on-sale date if applicable.
- Full contact details including postal address, telephone number and email address.

Feel free to include in your document:

- A biography.
 - Up to five supporting visuals, photos, sketches or mock-ups.
 - Examples of previous relevant work (up to two images).
- You are welcome to send up to two short video links and up to two short sound files.

Maximum word count 2,500

- Details of any collaborators/makers etc. you intend to work with and who will be taking the creative lead on the project.
- Details of any community engagement.
- Details of any ticketing you have planned, including prices and concessions.



Deadlines

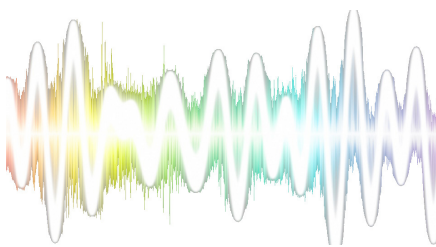
The deadline for proposals is 12.00
Monday 22 May 2017

Selection process

The curatorial team in NewcastleGateshead (Carol Bell, Maria Bota, Caroline McDonald, Sarah Munro, Abigail Pogson, Iain Watson) are managing this call out for content and ideas across the North with support from ambassadors. Shortlisted applicants may have further discussions with the Creative Producer, to clarify aspects of the proposal before the final selection is made. The Creative Producer will make recommendations to the Great Exhibition Operations Board and Project Board in Summer 2017.

Recommendations taken forward will reflect the ambition and creative vision of the Exhibition, the outcomes required by the funding (page 8), how well they will be managed, their financial viability, the relative strength compared to other applications received and the fit with the overall Great Exhibition programme.

Key dates



Sound Transmission Class © davesdooropening.com

Monday 22 May 2017 at 12.00

Closing date for submissions.

May to mid-July 2017

Shortlisting (follow up calls as necessary).

August 2017

Selection of commissions informed.

October 2017

Agreements for commissions issued.

November 2017

A selection of commissions announced and key programme elements released.

January 2018

Full Exhibition programme released.

Friday 22 June 2018

Exhibition opens.

Mid-September 2018

Exhibition ends.

December 2018

Evaluation report.

Outcomes of the Exhibition

Our success in delivering our vision for the Great Exhibition of the North will be judged by whether we:

- Attract an audience of 3 million (physical and virtual).
- Build local pride amongst people living and working across the North of England.
- Change attitudes and perceptions towards the North of England as a place to live, to work, to study and to invest.

Building pride and changing attitudes will deliver a powerful and compelling legacy for the Great Exhibition.

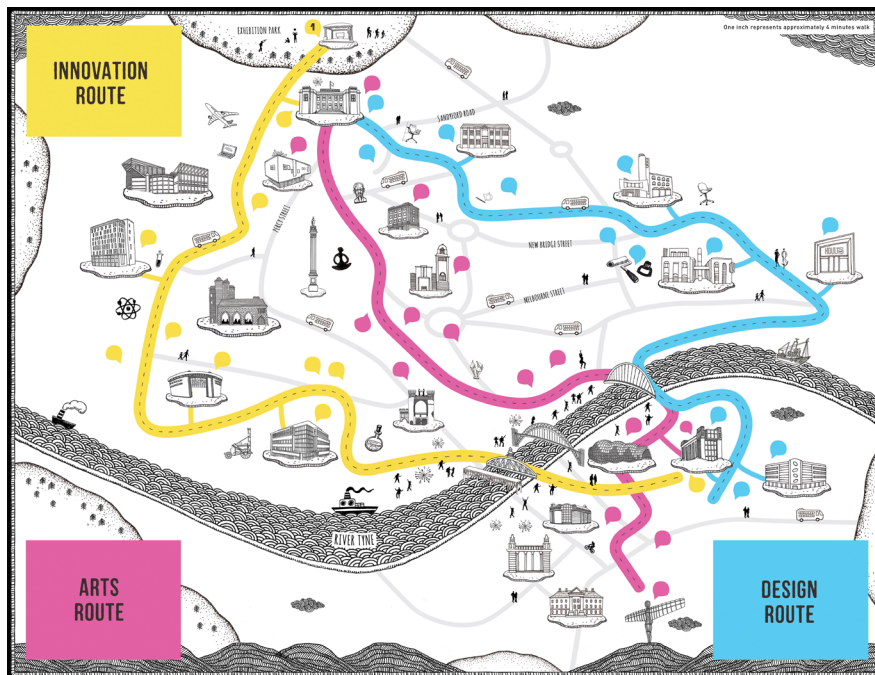
In delivering these key objectives, the Great Exhibition will also contribute towards an even wider legacy and the achievement of longer term outcomes including:

- Attracting more visitors to the North from across the UK and overseas.
- Boosting inward investment.
- Attracting & retaining talent.
- Encouraging more girls to study STEM subjects.
- Providing opportunities for people to access and participate in arts, heritage and culture and showing how the North's rich heritage has shaped our lives today
- Maximising the economic potential of the knowledge economy and creative sectors.
- Demonstrating the place making role in arts & culture.
- Maximising the economic potential of the knowledge economy and creative sectors across the North.

As part of this call, we also wish to establish the level of interest from SMEs based in the North East Local Economic Partnership (NELEP) region looking to stimulate growth through innovation. Through its broad partnership base and global reach, the Great Exhibition is well positioned to provide a framework of support to innovative SMEs aiming to introduce new products and services to the market - it will provide the optimum environment for the cross-pollination of ideas and approaches. We expect to support compelling new business ideas through this call and ask submitting firms to indicate the type, frequency and format of support they might require to identify, adapt and scale solutions.

The walking routes, our canvas

Please see the map below and [visit the google map here for a more detailed version.](#)



The Angel of the North, celebrating its 20th anniversary in 2018



“People are always asking, why an angel? The only response I can give is that no-one has ever seen one and we need to keep imagining them. The angel has three functions – firstly a historic one, to remind us that below this site

coal miners worked in the dark for two hundred years, secondly to grasp hold of the future, expressing our transition from the industrial to the information age, and lastly to be a focus for our hopes and fears – a sculpture is an evolving thing.”

Sir Antony Gormley