

# Cloud Nine Community Heritage Festival



## Artist Brief

September 2017

**Cloud Nine Community Heritage Festival** is an annual free community outdoor arts festival that takes place in Cumberland Market Green in Euston every September. This year our theme is **local heritage**, celebrating the changing face of King's Cross and Euston over the last 40 years. 2017 marks an important anniversary for the work of local community organisations West Euston Partnership (25 years birthday) and Old Diorama Arts Centre (35 years) in the area, as well as an important era of change as HS2 developments start to make a direct impact on the lives of residents and workers. Delivered by local not-for-profit outdoor arts organisation Fantasy High Street, this event will celebrate local life by reflecting on the past to dream of the future, through a free community arts festival including a performance stage, arts workshops and interactive stalls from local charities.

## Artists Commission

As part of this event, we are looking to commission a professional artist/organisation to deliver a heritage-focused project which culminates in an interactive installation as part of the festival. This will focus on:

**Community outreach with local residents and archival research with local organisations:** gather anecdotal stories and memories from local residents about life in Euston and Kings Cross and how it has changed over the last 40 years. Also conduct interviews with staff and gather archive information from West Euston Partnership and Diorama Arts as well as 3-4 other local organisations to see the impact of their work on shaping local identity over the last 40 years. Research will also include accessing archival materials from the British Library who are one of our local partners. This work should then culminate in an interactive installation with game elements that enables other residents to learn more about where they live, the role that various community partners play in the neighbourhood and share their own personal stories about living in the area.

This project is expected to include conducting interviews, some of which will be filmed by a professional documentary team who will be making a short film about this project which will be presented at the Cloud Nine Festival on Saturday 16 September 2017.

## Fee

The commission for this project is **£1,500** including all research, preparation and making time, artistic materials, travel costs and installation and removal of the work at the Cloud 9 Festival, Old Diorama Arts Centre exhibition space and the final display / storage area for the work.



## Artist Experience

Artists should be able to demonstrate prior experience in creating oral history projects or working with heritage as a core theme in their practice. They should also demonstrate a **minimum of 3 years professional experience** as an artist. Installations should be designed to work inside a 3m x 3m gazebo (which can be provided by the festival if required), and we welcome proposals for innovative ideas that explore game play - **all applications should outline how the final installation is interactive for visitors** to learn more about where they live and contribute their own experiences. Works should be suitable for exhibition in Old Diorama Arts Centre's foyer for 2 weeks after the festival. Artists will be responsible for risk assessing their work, ensuring the work complies with our health and safety and environmental policies.

Some displays may be displayed at West Euston Partnership's HPod building in Cumberland Market following this exhibit depending on their suitability for the space, otherwise they will be archived so that members of the public can continue to access them.

## Application Process

Applicants should prepare a proposal, no more than two A4 pages in length outlining their idea, research methodology, budget, envisioned final interactive installation at the festival and how visitors will engage with it. Applicants must hold their own public liability insurance up to £5m and may provide up to 5 related images of their previous work with their application.

**Contact:** [fantasyhighstreet@gmail.com](mailto:fantasyhighstreet@gmail.com) no later than **10am on Monday 21 August**

## Fantasy High Street

Fantasy High Street is a not-for-profit arts organisation specialising in creating outdoor events that animate high streets and public spaces. Working in partnership with business owners, local authorities and community organisations we deliver magical, fantastical arts activities and installations which engage local residents and visitors with public spaces in playful and imaginative ways. [www.fantasyhighstreet.org.uk](http://www.fantasyhighstreet.org.uk)

The Cloud Nine Community Heritage Festival is a partnership project led by Fantasy High Street on behalf of West Euston Partnership and Old Diorama Arts Centre. Further details on these organisations can be found at their websites: [www.westeustonpartnership.co.uk](http://www.westeustonpartnership.co.uk) and [www.diorama-arts.org.uk/index.html](http://www.diorama-arts.org.uk/index.html)

