



## EXPANDED PERFORMANCE

# PROTOTYPE BRIEF

DEC 2020



BRISTOL+BATH  
CREATIVE R+D

WATERSHED



Creative Industries **X** Clusters Programme

Funded by the Creative Industries Clusters Programme managed by the Arts & Humanities Research Council as part of the Industrial Strategy.



UWE Bristol University of the West of England



Since May 2020 we have been working with a cohort of fellows and partners to develop our theme of Expanded Performance, exploring liveness and togetherness in theatre, live music and technology. We now have funding to commission the making of new work responding to the theme. We are interested in working with people who want to shape the future of Expanded Performance in Bristol and Bath.

## “Prototype - the first example, from which all later forms are developed”

We are looking to fund a number of pieces that respond to our theme of Expanded Performance. We are calling them ‘prototypes’ and they will use technology to deliver new experiences, productions, products or processes.

- We have a funding pot of £150,000
- We will award grants of up to £50,000 (you can apply for less)
- The funding is open to individuals, businesses or collaborations based in Bristol or Bath
- The production phase will run from March-June 2021
- Prototypes will be showcased in summer 2021
- We are looking for ideas that can be developed and replicated internationally



Illustration: Jazz Thompson

## What is Expanded Performance?

Innovations in technology are changing every part of the performance landscape - from how shows are imagined, made and marketed to how they are captured and distributed. VR, AR, motion capture, 5G, spatialized audio and virtual worlds are just some of the technologies changing where a performance can take place, who the audience is, and how it is experienced.

We are interested in the concept of liveness and togetherness in the context of these changes in technology - focusing on the Bristol and Bath cluster's twin strengths of theatre and live music, where similar questions are being explored but rarely shared. We are looking for ways to strengthen both sectors through knowledge exchange and collaboration.

We aim to amplify experimental work in our region by funding co-designed R+D. Working with fellows, partners and prototype teams, we hope to catalyse new productions, performances and products.

## What are we looking for?

We are looking to fund prototypes which explore and develop something new, and will go on to have a further life after this funding attracting further cultural and commercial investment and/or ticket sales. This is not funding for a one-off show or project.

We are interested in supporting you to get to a stage where your prototype:

- Can be replicated in other cities internationally
- Has a defined market or audience
- Has a plan for its future, with ideas about potential markets or audiences, future investment opportunities and business models (this could include alternative and cultural funding models)
- Integrates research into the development and design process
- Adds value to the wider sector
- Allows you to take creative risks, it is not for business as usual

In considering this brief, you might ask yourself and your team the following questions before submitting your application.

- Why are you excited about this idea?
- What already exists in the world and how is your idea different?
- Who is it for? And why do you think that they will want to engage with it?
- Might this idea lead to new things for you/your business longer term (a new business model, new IP or more scalable work)?
- Who are you interested in collaborating with?

## What do you get?

- Financial investment towards the production, project management and delivery of your prototype.
- A collaborative cohort of other businesses and researchers interested in Expanded Performance to share with and learn from.
- Production support from the Bristol+Bath Creative R+D Producers and Business Development Advisor plus Communications support.
- An opportunity to showcase your work in Bristol and/or Bath with public, partners and investors.
- Access to advice and support from Sennheiser, focused on spatial audio.
- Opportunities to connect with our partners MAYK and Real World Studios.
- Consequence Scanning workshop exploring the intended and unintended consequences of your idea and 1-2-1 coaching with responsible innovation experts
- Full ownership of your Intellectual Property. If you are applying as a collaboration, you will need to agree how the IP will be split.
- Connections into partner University research programmes in narrative, responsible technologies, sustainable business, climate emergencies and audience/user research.

## What do we expect?

- A team with the skills, experience and resources to deliver the prototype. We expect you to have the main creative team in place, but we can support you in finding the right technology partnerships. A working prototype that can be shown to investors and the public in summer 2021.
- Active engagement with the Bristol+Bath Creative R+D partners and the Expanded Performance cohort.
- An openness to sharing your process and testing your work as it develops. We will work with an awareness that your IP needs protecting.
- Endorsement of our Core Values and a commitment towards enacting them.
- A consideration of the environmental impact of your R&D prototype.

## Selection Criteria:

We will assess your application on the following criteria, please consider these when writing or recording your proposal:

- The **ambition** of your idea and how it applies to and develops the theme of Expanded Performance.
- Original and exciting **use of technology** which unlocks new experiences, processes or tools.
- Your **understanding of the audience** you are making this work for; you could be interested in developing new audiences or deepening your engagement with existing ones.
- Your understanding of where **inclusion** exists in your proposal; this might include your team, process, content and/or audience and should acknowledge where the gaps are.
- The **feasibility** of your idea: do you have a team (of whatever size) with the skills, experience, resources and time to deliver the prototype and progress into the future. If not, do you know what you need to bring in, we will be able to support you to find a suitable technology collaborator if you need help with this.

## Application process:

Applications are open to individuals, businesses or collaborations based in Bristol or Bath. You may work with collaborators outside the region but the main applicant must be based here. We aim to be as inclusive as possible and work to accommodate all access requirements.

We will openly discuss and tailor how we do things to support you as best we can. We recognise the creative and technology industries are biased towards those who are white, cisgender and non-disabled. We believe our work will be stronger with greater diversity and welcome applications from those who bring difference.



## Application form and selection process:

The application form can be found here: <https://watershedbristol.typeform.com/to/USLNb7m3>

Please complete the online application form, which asks you to upload a proposal outlining your prototype idea. This can be a written document (2-3 pages max), audio file or a video (10 minutes max). The form will also ask you to upload a budget for the amount of investment you are asking us for (up to £50,000) and some basic information about you and any collaborators you are working with. If text, video or audio are not the best formats to present your idea, we welcome alternative forms of application. Please get in touch to talk about your options.

Applications will be shortlisted by a panel. Shortlisted applicants will be invited to an interview. We recognise the time and energy it takes to apply and interview for funding. We will be happy to provide feedback to all applicants should they ask for it. We will offer a £75 stipend to any applicants invited to interview who are freelance, unsalaried or working in a very small team with limited resources for applying for funding.

We have answered some [FAQs](#), and will continue to update this document.

### Surgeries

We will hold 30 minute surgeries on zoom or over the phone to help you shape your idea or ask any questions you might have, these will not form part of the selection process. Surgeries will be with two members of the team and will take place on Thursday 21 and Friday 22 January.

**Book a surgery:** <https://calendly.com/rachael-b-1/expanded-performance-prototype-surgery>.

This online booking system helps reduce our admin, but if you are unfamiliar with it and would prefer to email or phone us to book please get in touch (contact details below).

## Timeline:

Applications open: **Thurs 10 Dec 2020**

One-to-one surgeries: **Thurs 21 & Fri 22 Jan 2021**

Application Deadline: **10am Thurs 4 Feb 2021**

Shortlisted applicants informed by: **Tue 16 Feb 2021**

Interviews: **Thurs 25 & Fri 26 Feb 2021**

Prototype production: **March-July 2021 (flexible)**

Prototype showcasing: **Summer 2021 (flexible)**

## Contact us:

Please contact one of the producing team if you have any questions: [info@bristolbathcreative.org](mailto:info@bristolbathcreative.org) or leave a voicemail on 0117 370 8873.