



# WATERSHED

## **Creative Producers International, Programme Overview 2017 – 2019**

### **Summary**

**Creative Producers International** is an international talent development programme, developing the capacity and skills of Creative Producers from UK and around the world to become the city change-makers of the future. Led by Watershed working with UK and international producing partners the programme will develop new capability and opportunity for both partners and creative producers.

### **Background**

More than half of the world's population now lives in cities, and how our cities grow, adapt and thrive is becoming the key issue of our age. Yet conversation around the future city is more focused on policy and technology than people and culture. Artists and cultural organisations have a unique opportunity to re-imagine the cities of the future, ensuring citizens are engaged, that public spaces are open and that infrastructure solutions are people-centred, appropriate and textured.

To have agency within city development, inspire artists and citizens and create the kinds of change we have described, the world needs Creative Producers who have the skills to engage a broad section of the creative AND technology communities, facilitate cross-sector events, engage local authorities and curate and produce artists.

Watershed and partners have designed an ambitious international programme, designed to amplify and leverage the practice and engagement developed in Watershed's Playable City programme, creating maximum opportunity for the cultural sector and a step change in how art and cultural institutions can shape and influence the design of the world's future cities.

Creative Producers International is supported by Arts Council England through its Ambition for Excellence scheme, British Council and UWE Bristol. It brings together an international network of partners including RSC, Manchester International Festival, Situations, Somerset House, Unlimited, Future Lagos (Nigeria), Rhizomatiks (Japan) and Laboratorio para la Ciudad (Mexico).

### **Programme Elements**

Creative Producers International has three inter-woven, internationally engaged elements – a Creative Producers development programme, an international feasibility fund and an events strand:

#### **Creative Producers Development Programme**

This programme will begin with a three week residential lab at Watershed's Pervasive Media Studio. Facilitated by Watershed and the Producing Partners, the Lab will blend personal and project development, and cover different aspects of creative technology and public art production.

By the end of the month, the Creative Producers will be equipped with knowledge, tool kits and methodologies to design and deliver projects which lie at the intersection of creativity, technology and public space. They will become a network of city change makers, using the tools and knowledge

developed through this ongoing support programme to validate their ambitions locally and deliver new work at an international scale.

### **Feasibility Fund**

A Feasibility Fund will enable the Creative Producers to develop their skills in a live context through delivering prototype artist-led, creative technology enabled projects, designed and developed for different city contexts. We will support distinctive ideas, which make use of existing city infrastructure and creative technologies to make cities more liveable, hopeful and collaborative.

In year one, each Producer will receive a £5,000 feasibility grant to explore and test a new piece of work for a city context. In years two and three, Watershed and the Creative Producers will work together to unlock local support and match funding, investing £75,000 per year across the cohort.

### **Events**

A sequence of events will build network, embed knowledge and showcase the work. These will include

#### **Playable City Conference ( Bristol 2017 and Tokyo 2018)**

The public conferences will be in part designed and facilitated by the Creative Producers and will showcase ideas and share knowledge between artists, cultural organisations and cities working in this area.

### **Digital Labs**

Networking and knowledge sharing opportunities for the cohort - these labs will pilot new ways of undertaking international knowledge sharing and exchange without always needing to invest in visits, benefitting the environment and reducing costs.

### **Creative Producers**

This development programme will bring together Producers working across art forms, with a track record and/or strong desire to deliver brilliant, meaningful and accessible work in city spaces.

Creative Producers will receive:

- £2,000 participation bursary per year x three years
- Travel, accommodation and per diems for Bristol and Tokyo events
- £5,000 ideas development grant
- Opportunity to bid for funding from the Feasibility Fund
- High quality training, mentoring and support for three years and beyond
- Support with access needs if appropriate

Legacy:

- A global network of Creative Producers and partners with skills and profile to play a leadership role in cities of the future.
- New partnerships between creative producers, UK and international producing partners giving all access to an international projects which will develop the diversity and reach of their own work.
- New art works enabled by creative technology, designed and tested locally and ready to tour. Ongoing sustainable routes to international touring for the network.
- Ongoing commissioning platform and knowledge sharing mechanism for best practise across the world

Creative Producers International is supported by:



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