



***Great North Run Culture  
Northumbria University Commission 2015  
Artist Brief***

***May 2014***

## **1. Background information**

The Graduate Commission, organised by Great North Run Culture, awards a final-year undergraduate from Northumbria University or recent graduate from any creative arts department £4000 to create a new work that responds to and captures the spirit of one of the world's top sporting events. The new work will be premiered in the North East in September 2015 as part of Great North Run Culture's annual event of exhibitions and programmes.

The Bupa Great North Run, the world's largest half marathon, was launched 33 years ago by Olympic medalist Brendan Foster. It is a 13.1 mile run from the centre of Newcastle, over the famous Tyne Bridge, through Gateshead to South Shields. The course makes its way from the urban, through the suburban, to the coastal. Since staging the first event, nearly a million people have crossed the finish line. 57,000 people a year take part, from international elites to first-time runners. This September, the Run will become the first event of its kind in the world to reach its millionth finish across the line – ahead of New York, Berlin and London.

The Bupa Great North Run is broadcast live on the BBC and BBC HD with spectators around the county focusing on the North East. This huge sporting and cultural phenomenon is one of the most watched televised sporting events. Attracting elite international runners, celebrity runners, athletes and fun-runners, the Bupa Great North Run is unique in that it creates a special day for a mass audience – a highly visible event for people, including families, tourists and sports enthusiasts, to enjoy for free.

To celebrate the silver anniversary of the Run in 2005, Great North Run Culture was established. It is an annual programme of commissions, events and projects that celebrate sport and art, all set against the backdrop of the world's largest half-marathon. Our first programme featured the film *broken time* by Jane and Louise Wilson, and subsequent commissions have included films by Mark Wallinger, Douglas Gordon, and Iain Forsyth and Jane Pollard; dance performances choreographed by Neville Campbell; writing by David Almond, Bill Bryson, and Kate Fox; photography by Beat Streuli, Stephen Gill, and Julian Germain; and music by Michael Nyman and Maximo Park's Paul Smith.

## **2. Approach to the commission**

Please submit a brief outline, on not more than one A4 page, describing how you would approach this commission. Please note that no part of the work or the creation of the work may obstruct the route or runners in any way.

The one page detail of your approach to this commission should convey:

- your main idea or theme and how it will show the Bupa Great North Run, its course, participants or atmosphere in a new and original way
- the visual style, look and sound
- how you will achieve this technically
- how it will engage with a mass audience

You may suggest potential site or venue for the work, if appropriate, but this is not central to the proposal as Great North Run Culture will assist the commissioned artist with this.

The commission is open to artists and creative practitioners working in any medium, including but not restricted to film, photography, painting, sculpture writing, and performance. Collaborative submissions are also welcomed.

The commission will fit within Great North Run Culture's body of work which has focused on topics as wide as the participants and their stories, the physical exertion and movement of runners, the architecture of the route and the archives of footage of the Bupa Great North Run. The Graduate Commission should add something new and original to this collection. We strongly advise people to look at clips and examples of previous work on our website [www.greatnorthrunculture.org](http://www.greatnorthrunculture.org)

**We are looking for high-quality work which shows original thought and ideas. The quality of idea is more important than the length of your experience of practice.** The new work should excite, surprise and challenge a wide range of audiences, including those who may not be familiar with contemporary arts.

### **3. Commission outcomes**

The commission must be completed and delivered by 31<sup>st</sup> July 2015. You will need to deliver:

- a master copy of the work in the media specified in your proposal

By 1<sup>st</sup> April 2015, we will also require:

- 2 still images suitable for press and marketing
- a 100 word description of the work

We will work with you throughout the project to gather documentation and promotional materials, including, but not limited to, photographs, blog posts and video interviews.

Northumbria University will also be able to provide in-kind support to the selected artist with studio space on campus.

### **4. Commissioning process**

This is a two stage commissioning process. You are invited to submit an expression of interest, consisting of a brief outline of your approach to this commission, an estimated budget, a short statement about your practice, a current CV/s and supporting material. Please see page 5 for a full list of what you need to submit. The deadline for this application is Wednesday 15<sup>th</sup> October 2014.

From these expressions of interest the selection panel will shortlist three artists or collaborations to develop proposals for presentation and discussion with the panel. This meeting will take place in Newcastle in the week of 10<sup>th</sup> November 2014. Following the presentation and interview the successful artist will be chosen. The panel will be Great North Run Culture Director, Beth Bate, plus Fiona Crisp, Ronan McCrea and Paul Dolan from Northumbria University.

This year's Bupa Great North Run is on Sunday 7<sup>th</sup> September. We strongly recommend you visit the event in order to inform your proposal.

## **5. Budget**

The total budget for the commission is £4,000, which includes the artist fee, all production costs and VAT.

As part of your expression of interest, please give an estimated budget with approximate figures for how you would spend this budget. Remember to ensure that you calculate and allocate your fee and associated expenses from the £4,000 total, as well as the direct production costs.

## **6. Eligibility**

This award is open to the following Northumbria University creative arts undergraduates and graduates: final year undergraduates, current postgraduate students and GSN artists, any artist having graduated from a taught programme at Northumbria or GSN within the last two years.

Where a recent graduate is awarded the commission, Northumbria University will offer a studio space at Graduate Studio Northumbria (GSN) for the duration of the production period which includes access to University facilities. GSN contract terms and conditions will apply.

Please note, you do *not* have to be based in the UK to apply.

If you have any queries about eligibility, please get in touch.

## **8. What to send**

Please email your expressions of interest to [NU@greatnorthrunculture.org](mailto:NU@greatnorthrunculture.org). You should include:

1. a completed form, which can be found on page 9
2. a written description of your approach to the commission on no more than one page
3. an estimated budget, on a separate sheet, including your fees and production costs
4. an artist statement of no more than 200 words, describing your practice. For collaborations, each artist may submit individual statements.
5. a current CV for each artist or collaborator, of no more than 2 pages

## **9 Supporting Material**

Supporting material may consist of:

- links to websites featuring work with clear instructions as to which pieces to view
- up to 10 images attached to your email, saved at a minimum of 300dpi as jpegs or tiffs, and no larger than 2MB each. Note, for digital animation, film or interactive work please submit images in as a high a resolution as possible.
- a short DVD show reel, with clear instructions as to which pieces to view
- CD-R with up to 10 images, saved at a minimum of 300dpi as jpegs or tiffs
- a small selection of print, leaflets, books etc.

Please note:

- Do not send master copies, as we cannot be responsible for any lost or damaged material.
- Any supporting material that is not in the described format will not be eligible for consideration.
- We will be unable to return supporting information unless you include a stamped SAE.

## **9. Communications**

If you wish to apply or submit supporting materials by post, please clearly mark them with your name and send to:

'Northumbria University Commission'  
Great North Run Culture  
Newcastle House  
Albany Court  
Monarch Road  
Newcastle upon Tyne  
NE4 7YB

If you have any queries relating to this commission, please contact us at [NU@greatnorthrunculture.org](mailto:NU@greatnorthrunculture.org). No correspondence can be entered into after the initial selection of artists.

### **Important dates**

The closing date for expressions of interest is 5.00pm, Wednesday 15<sup>th</sup> October 2014. Late proposals will not be accepted under any circumstances in fairness to all other applicants. We will acknowledge receipt of all applications by email. Please ensure that you include your email address with the rest of your contact details.

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| Briefing and Q+A                                | 11.30-12.30, Thursday 12 <sup>th</sup> June   |
| Bupa Great North Run                            | Sunday 7 <sup>th</sup> September 2014         |
| Closing date for applications                   | Wednesday 15 <sup>th</sup> October 2014       |
| Shortlisted artist presentations (in Newcastle) | Week beginning 10 <sup>th</sup> November 2014 |
| Selected artist notified                        | Thursday 13 <sup>th</sup> November 2014       |
| Work completed                                  | Friday 31 <sup>st</sup> July 2015             |

Please complete and email with your expression of interest.

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| <b>Name</b>                                     |   |
| <b>Address</b>                                  |   |
| <b>Telephone</b>                                |   |
| <b>Email address</b>                            | <b>Add to Great North Run Culture emailing list?</b><br>Yes ___ No ___  |
| <b>Website</b>                                  |   |
| <b>Checklist</b>                                | <input type="checkbox"/> <b>Written approach to commission (1 page)</b><br><input type="checkbox"/> <b>Budget</b><br><input type="checkbox"/> <b>Artist statement (not more than 200 words)</b><br><input type="checkbox"/> <b>CV (no more than 2 pages)</b><br><input type="checkbox"/> <b>Supporting material</b> |
| <b>Where did you hear about the commission?</b> |   |