New Creatives Brief – Interactive

What is New Creatives?

New Creatives is an exciting talent development scheme that offers commissioning opportunities for emerging artists to create new work in film, audio or interactive media, designed for BBC platforms.

The project is a unique partnership between the BBC, Arts Council England and five creative media production organisations across England, Calling the Shots (South West), ICA (London), Screen South (South East), Tyneside Cinema (The North), Rural Media Company (Midlands) and Watershed (Bristol).
Calling the Shots will be running the New Creatives project for the South West region, working with partner organisations Somerset Film (Bridgwater), Kaleider (Exeter), Create Studios (Swindon), Screen Cornwall (Redruth) and Watershed (Bristol). These will be our New Creative Hubs and provide locally based support the training, development and production of the selected New Creatives projects.

This is an unprecedented opportunity for creatives to experiment and connect with BBC audiences and beyond.

Who are we looking for?
We’re looking for South West-based creatives between the ages of 16-30 who want to develop their original idea into a professional audio, short film or interactive media work.

New Creatives can come from any arts background (dancers, actors, performers, musicians, writers, film makers, comedians, visual artists, animators, poets, storytellers and games designers), or non-arts backgrounds and you don’t need experience in audio, film or interactive to apply.

We want to unearth new talent from all walks of life and from the widest demographic we can. We want to commission people who have something to say, but might not currently even consider themselves artists or even ‘creative’. We hope that with professional support, we can collaborate to create something very special - bringing ground breaking ideas and original perspectives to BBC audiences.

What kind of ideas are we looking for?
We want to see proposals for fresh, innovative audio, short film and interactive media that reflect in some way on the experience of living in modern Britain. The ideas can be serious,
comedic, absurd, challenging, provocative or abstract. We’re looking for you to push the boundaries on what constitutes art, make people think, and encourage new ways of understanding the world and ourselves.

Core characteristics we’ll be looking for:

- **Relevance**: the ideas and themes that really matter to you and your community – however you might define it.
- **‘Talkability’**: shareable content that gets people talking.
- **Timeliness**: ideas that impact people’s lives here and now.
- **Originality**: Content that innovates and hasn’t been seen this way before.

Think differently and steer away from pure journalism or current affairs!

**Interactive Commissions**

Budgets: up to £15k

Number of commissions available (over 2 years): 4 (2 per year)

For the interactive commissions Calling the Shots are partnering with the South West Creative Technology Network (SWCTN). For this round we’re particularly interested in ideas that might explore interactive gaming, interactive audio experiences and FullDome experiences.

**What is Interactive art?**

Interactive art invites the audience to take part. In interactive art viewers are no longer passive onlookers, they are encouraged to participate in the realisation or completion of the work.

There are many different forms of interactive art ranging from interactive dance, music, theatre, film and gaming. Technology is giving us more powerful tools and asks us to interact with each other and the world in new and exciting ways. From projection mapping on buildings and 360 domes, augmented games on your phone, to binaural audio trails, we are experiencing an
explosion of interactive experiences, in galleries, theatres, online, at festivals and out and about on our streets.

We are looking for work that explores interactive technologies in new and exciting ways.

Some examples of interactive work and our partners from the South West:
Falmouth Games Academy: https://www.falmouth.ac.uk/departments/games-academy
i-Dat: https://i-dat.org/
Kaleider Studios: https://kaleider.com/
Pervasive Media Studios: https://www.watershed.co.uk/studio/
Triangular Pixel: http://www.triangularpixels.com/cms/
From The Light Of The Fire, Our Dancing Shadows by Kaleider:
https://kaleider.com/portfolio/our-dancing-shadows/
Door Into the Dark by Anagram: http://weareanagram.co.uk/project/door-into-the-dark/
It Must Have Been Dark By Then by Duncan Speakman:
https://duncanspeakman.net/darkbythen/#more-1552
Fathom By Jane Grant: http://www.janegrant.org/fathom-2013
Coral Manton: https://www.coralmanton.com/

Why Interactive?
Creatives are merging art and tech to predict, explore, and shape the future. We are excited about innovative uses of technologies that engage users in Interactive experiences that are ethical, promote wellbeing, connect us to one another and reflect in some way on the experience of living in modern Britain.

What is the South West Creative Technology Network?
The South West Creative Technology Network (SWCTN) is a £6.5 million project to expand the use of creative technologies across the region. Over three years SWCTN will focus on one of three challenge areas: Immersion, Automation or Data. The grant is part of Research England’s Connecting Capabilities Fund with partners University West of England, Bath Spa University, University of Plymouth, University of Falmouth, Watershed and Kaleider Studios.

What is the New Creatives process?

Below is the breakdown of the process and a guideline of timescale for Round 2.

Application and Shortlisting (April – June 2019)

* Submit your application via the Submittable form: [https://callingtheshots.submittable.com/submit/136289/new-creatives-round-2](https://callingtheshots.submittable.com/submit/136289/new-creatives-round-2) or email us for an alternative format newcreatives@callingtheshots.co.uk
* Six ideas will be shortlisted to receive professional training from New Creative Producers and development and support of their idea from the SWCTN Team, Immersion Fellows and Watershed.
* To be a shortlisted New Creative does not guarantee that you will move on to the commissioning stage.

Training and Development (June-July 2019)

* You will receive 3 days training with one of our six New Creative Hubs across the South West region (whichever is closest to you). The sessions will cover training in broadcast audio production, and self-branding and marketing.
* You will also receive interactive training and development from SWCTN with an Interactive Training Day delivered with BBC R&D at Watershed in Bristol on the 12th July.
* You will develop your idea further with the guidance of your New Creative and SWTN producers in one-on-one sessions.
• Developed ideas (along with a production budget and schedule) are reviewed by a panel of BBC Arts, SWCTN and Calling the Shots executives, and the best 2 will be commissioned.

Commissioning (August – November 2019)

• Each commissioned New Creative will receive a budget, these are variable depending on the scale and ambition of the work but are around £15k.
• Your New Creative Producer will work with SWCTN to assign you a professional mentor who will support you to produce your work.
• From signing the artist agreement, you will have 3-4 months in production, including post-production and quality checks on your final work with our delivery partners Films@59 and Watershed.

Broadcast and Distribution (December 2019 onwards)

• Finished work is delivered to BBC Arts and may be selected for a new strand, BBC Introducing Arts, which will showcase and introduce new artistic talent from across the UK via all BBC Platforms – on BBC iPlayer, BBC Taster, BBC Sounds, BBC television, BBC Radio – and beyond. We’ll look to identify the best platform for each idea.
• Calling the Shots will also be showcasing the work via events and festivals across the South West.

More questions for us?
Check our FAQs: [http://callingtheshots.co.uk/FAQs.docx](http://callingtheshots.co.uk/FAQs.docx) for more details
or drop us an email on: newcreatives@callingtheshots.co.uk
New Creatives webpage: [http://callingtheshots.co.uk/newcreatives](http://callingtheshots.co.uk/newcreatives)