

The logo for Arts by the Sea Festival consists of three stylized, overlapping shapes in a vibrant magenta color. The first shape is a diagonal bar, the second is a vertical bar with a curved top, and the third is a curved shape resembling a stylized 'S' or a wave.

Arts by the Sea Festival

Friday 26th - Sunday 28th September 2025

2025 Artist in Residence Brief

Background

Arts By The Sea is Bournemouth's annual celebration of art, culture, people and place, through which we strive to enhance a sense of community and raise Bournemouth's profile on a national scale as a leader in culture.

Our festival is an intriguing, exciting and unique carnivalesque celebration of art across many forms. Participatory experience, diverse music, art and dance, site-specific installations and large-scale spectacles in Bournemouth's beautiful locations are key to our programme of events.

We aim to increase opportunities for people to participate in the arts, incorporating experiences that offer depth, insight and excitement for our audience.

We value work that can make a strong impact on our audience and our town, supporting artistic work that is relevant, connects with and is meaningful to our audience.

The overarching **mission** at Arts by the Sea is:

- To deliver an inspiring and large-scale annual showcase event in Bournemouth, bringing more cultural and creative opportunities to more people.
- To work with our diverse communities celebrating their culture and creativity and providing more people with inspirational experiences.
- To contribute to placemaking, breathing life into our public spaces, responding to how our audience uses them and inspiring people to see them differently. Celebrating and showcasing our location and the natural environment.

What is the Artist in Residence Scheme?

Our Artist in Residence scheme aims to work with an artist who can showcase the Bournemouth, Christchurch and Poole area in a new light. This artist is commissioned to build, design, paint or create something which gives a new perspective on this iconic seaside town. The artist is encouraged to work in any medium and/ or across multi-media platforms and their work will feature in the festival in a number of different ways.

Artistic outputs

The Artist in Residence will create and deliver:

1. **A design for the front cover of the iconic festival brochure.** This design and/or elements of it will also feature in the 2025 festival branding across print and digital media, on signage and advertising across the festival site.
2. **A piece of commissioned artwork for the festival site.** This artwork will be part of the festival from at least 26-28th September 2025, can be in any format (for example, several previous artworks have been interactive installations), should give a new perspective on Bournemouth and be suitable for a wide range of audiences.
3. **Four in-person workshops within our local communities.** These workshops may feed into our annual community participatory event and/or be part of our neighbourhood community festivals.

Guidelines for Artistic Content

1. All of the Artistic Outcomes listed above should relate to this year's festival theme: **WE ARE HERE**. This theme can be interpreted by the Artist in a number of ways and their suggested response should be discussed with the festival's Creative Director.
2. The Artist in Residence will be connected with the festival's Marketing team who will provide:
 - a. Advice and guidance on the requirements for the brochure front cover design.
 - b. Advice and guidance for the other elements required to create the 2025 festival branding across the website, social media and print assets. The Artist might provide design features or colour palettes.
3. The piece of commissioned artwork should be designed to be temporary (able to be installed and uninstalled). The Artist will want to consider:
 - a. Whether this piece is stand-alone or is created in collaboration with other festival artists.
 - b. Location - where the work is showcased or how it is integrated into the rest of the festival programme.
 - c. Duration - how long the piece will be in situ.
 - d. How long it will take to install and uninstall.
 - e. How the work will create opportunities for participation from the audience.
 - f. Our audience is very mixed, how will the work engage with a diverse range of people?
 - g. How the piece will fit with the colour and vibrancy which are an important part of the Arts by the Sea aesthetic.
 - h. How the work will enable audiences to see where they live differently, or feel differently about where they live.
 - i. The festival sits at the end of September - how will the Artist make the work robust against adverse weather.

2025 Festival Theme WE ARE HERE

Our 2025 theme "WE ARE HERE" is a bold celebration of community, creativity, and the power of place, as we come together to showcase homegrown talent and amplify the voices of those who call Bournemouth, Christchurch, and Poole their home. "WE ARE HERE" captures the essence of belonging and the vibrant diversity of our local cultures, acknowledging the significance of where we live and how we connect with one another. Local talent will be celebrated alongside national and regional acts to uplift and inspire - from

dance, music, theatre, a mass sing-along, or parkour!

“WE ARE HERE” not only explores the place we all call home but also encourages us to think about who “WE” are and what “HERE” means to us. Our theme challenges the perception of our home as a destination only in the summer months and asks, ‘how does the incredible place we live in shape our lives?’ - and ‘how do we shape the place we live in?’

At its heart, “WE ARE HERE” recognises community. “WE” shouts loud about our collective identity, our passion, innovation and collaboration, our kindness towards each other and the amazing things we can achieve together. Our place brings us together and in a postcard from our collective heart Arts by the Sea sends a message to the world to say “WE ARE HERE”, proud, thriving, celebrating, belonging.

The art in this year’s festival will provoke a conscious awareness of our place in the world, play with our notions of who we are, and create a joyful affirmation of existence, ultimately reminding all of us we’re alive, and can celebrate together HERE in our place, at Arts by the Sea!

Mentorship

This year, Arts by the Sea is providing a fantastic opportunity for the 2025 Artist in Residence to be mentored by the 2024 Artist in Residence Rebecca Strickson. Rebecca will provide first hand experience of working with the festival and advice and guidance on how to translate your artwork across different media.

The 2025 Mentorship will include monthly zoom meetings (6 in total) with Rebecca to discuss work, problems, ideas, budgets, planning, production and delivery.

Artist in Residence Fee

£5,000

The Fee for the 2025 Artist in Residence Scheme covers all elements of design, delivery and production of the Artistic Outcomes including:

- Artist fees
- Materials
- Logistical production costs (eg cost of a road closure if needed for the piece of commissioned artwork).
- Travel expenses

Payment will be made against agreed milestones, by invoice from the Artist to BCP Council, in accordance with BCP Council’s payment terms.

Timeline/ Key Dates

January - Open Call Released

March - Artist Appointed from Open Call Designs. Mentorship starts.

April - Brochure Design / Social Media - Meet The Artist

May - Plans for festival piece / Public Art.

June - Workshop plans to be finalised

September - Workshop deliveries, festival delivery.

Note: Community Workshop dates: Saturday 6th September - Sunday 7th September

October - Feedback / Debrief

Reporting to / Expectations

- Monthly online meetings with the Creative Director and Mentor.
- All artwork is to be agreed and signed off by the Creative Director and Marketing Lead to ensure it adheres with festival brand guidelines, as well as being a piece of work suitable for a council funded project.
- The Artist will attend site visits with the Creative Director and Production Team to plan delivery of the piece of commissioned artwork.
- The Artist should be available for the dates of the 2025 festival (26th - 28th September) and the festival's Neighbourhood Community Festivals (6th and 7th September) The Artist should be available for interviews and media coverage to be arranged with the festival's Marketing Lead.
- Deadlines for video content and voice overs
- Video and picture content from start to finish of mentorship - to be created into bi-weekly 'catch up' reels and an all encompassing reel at the end of the mentorship
- Monthly updates, key information and imagery to be shared with Marketing team for online blog
- Meetings put in place with Artist in Residence and Marketing team to discuss asset sizes with artist once contract has been signed
- All artwork to be sent to the Marketing team in Vector format for ease.