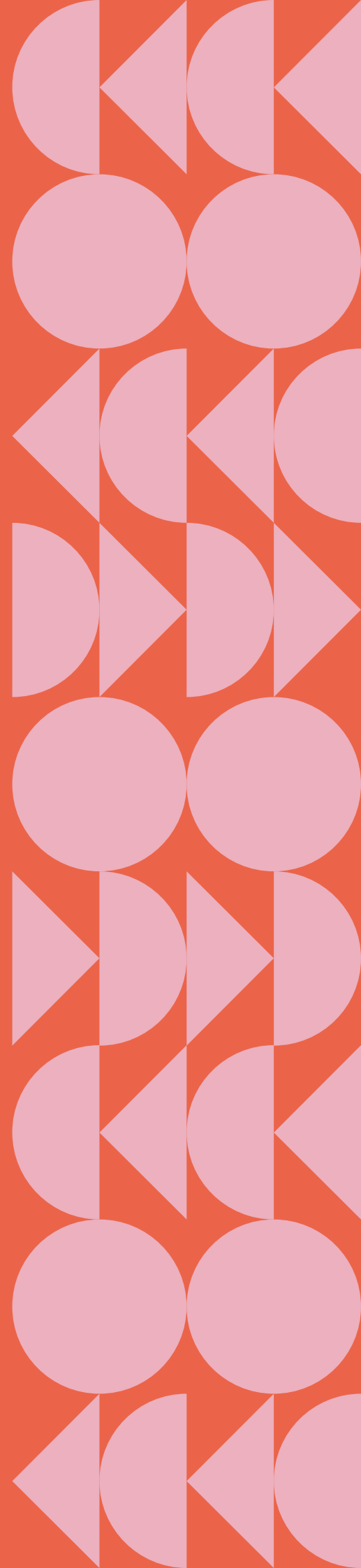




**FUTURE
MAKERS
CHALLENGE:**
LIVE BRIEF
2024



WHO IS THE NATIONAL FESTIVAL OF MAKING?

National Festival of Making is a **unique celebration of making**, from the kitchen table to the factory floor. Based in Blackburn, Lancashire, we present a programme of work that combines art, manufacturing, making and communities.

We commission international and national artists to create world-class works, a year-round programme and **a participatory annual festival for all to enjoy.**

WHAT IS THE LIVE BRIEF?

National Festival of Making is launching a brand new Live Brief to connect students and tutors in post-16 education with an **industry-led challenge** designed to support students' skills development across the combination of **creative and business skills** needed to thrive as a professional.

WHO IS THE LIVE BRIEF FOR?

Open to all students studying Level 4 to Level 6 and enrolled in either a **creative or non-creative course**. We are looking for students of all ages, from both foundation in F.E. colleges to any level of undergraduate courses at university or colleges.

The challenge is open to both individual students, pairs and groups of up to 4 students.

You don't need to have any prior experience to apply.



WHAT IS THE CHALLENGE?

Students are invited to consider what they would like to contribute to the National Festival of Making programme to be delivered on **July 6 & 7 2024** in Blackburn, Lancashire.

We are asking students to propose an **imaginative piece of work** that will engage our multi-generational and diverse audiences. The work needs to be something that can be **experienced by visitors during the festival weekend**.

The budget to deliver the idea will be up to **£1000** (subject to budget sign-off)

The idea might take the form of an installation, exhibition, live performance, activity or workshop.

We're open to all ideas, these may include:

- **Performance**
- **Music**
- **STEAM-based activities – Science, Technology, Engineering, Art and Maths**
- **Craft**
- **Film**
- **Heritage making skills**
- **Visual art of any form**
- **Artistic multimedia / digital**
- **Writing**

We'd like students to explore past festival programmes and projects, which can be seen on the website, and develop a personal response to the festival.



**THE DEADLINE FOR APPLICATIONS
IS 12 PM, MONDAY 25TH MARCH
2024.**

WHAT ARE THE JUDGING CRITERIA?

All entries will be judged on the quality of the idea, professionalism of application and feasibility of delivery at the festival. Judging will give equal measure to all three criteria. We encourage all applicants to consider these points when working on their application:

Quality of the Idea - Has the proposal idea been researched? Does the proposal have an imaginative response to the brief? Is the idea relevant to the National Festival of Making's programme and audiences?

Feasibility of Delivery - Has the budget for the idea been considered properly? Has the feasibility of the idea been considered? Is the idea deliverable within the £1000 budget?

Professionalism of Application - Is the application presented professionally? Is it clear what your idea is?

WHAT DOES THE WINNER RECEIVE?

The winner (or winning pair/group) will receive mentoring from the National Festival of Making Directors and team, alongside a total budget of up to £1000 (subject to budget sign-off) to realise their concept at the 2024 festival. (If required, travel and accommodation will be provided separately.)

Entries must show consideration of working within this budget.

The winner (or winning pair/group) and one member of staff will be invited to attend the National Festival of Making on 6th & 7th July 2024 to **deliver their idea**. To facilitate this attendance, the education provider can bid to recover reasonable out-of-pocket expenses to a set limit agreed in advance.

All challenge entrants will receive feedback in the form of a short written response.



HOW WILL STUDENTS BENEFIT BY TAKING PART?

The challenge is designed to support students' skills development across the combination of **creative and business skills** needed to thrive as a creative professional.

Centred on critical thinking and problem-solving, the challenge poses a task with innovation, creativity and design at its heart.

This Live Brief will help students - **from any discipline** - to develop essential skills and behaviours prized by the creative and cultural industries and other sectors. Skills and behaviours such as curiosity and research, confidence in your original idea, taking creative risks, challenging assumptions, refining and redrafting.

We are open to the interpretation of 'Making'. The broad range of options for responding to the brief is designed to encompass the breadth of 'making' skills and professional possibilities, with everything from traditional and contemporary craft; electronics and digital; exhibition and performance included.

The challenge is structured to allow students to understand the commissioning and development process as well as the business and presentation skills that are critical to pitching an idea in response to a brief.

Basic employability skills, such as consideration of budget, costing materials, working out distances, and calculating dimensions, will be utilised by the students to assess the feasibility of their own ideas.

Using language/visual storytelling effectively, self-management, communication, and an understanding the business nature of the task will be required to meet the brief with professionalism and to deadline.



HOW DO I GET MY STUDENTS INVOLVED?

To begin the process, students or tutors are advised to register by emailing emma@decopublique.co.uk.

Subject to take-up: There will be an online briefing for tutors and/or students on Tuesday 5th March at 4 pm.

The purpose of this session is to support tutors and students to understand the brief. During this session, staff and students will have the opportunity to meet with the Festival Directors and ask general questions about the brief (please note they will not be able to provide one-to-one critiques of initial ideas or concept proposals).

The National Festival of Making will share festival information that includes the sites where the festival will be located in 2024. This will include buildings, outdoor spaces and some of the confirmed programme for the festival.

HOW DO THE STUDENTS APPLY?

To apply to the challenge, each individual student (or pair/group) must supply a PDF proposal of no more than three sides of A4 which outlines the following:

Proposal Overview that:

- Tells us a bit about you (or the group)
- Outlines the main idea
- Explains how the concept aligns with the National Festival of Making
- Describes the type of audience or participant the work is aimed at
- Details of how the idea will be delivered at the festival

Includes a creative visual interpretation (concept/mood board/tests etc.) that expresses the quality and professionalism of overall submission and shows us your workings.

Explains how the response supports you in developing your studies, professional skills (creative, technical, practical, business) and understanding of the professional world in which you aim to begin your career.

Applications must be made by email before the deadline to applications@festivalofmaking.co.uk with the following in the email subject title:

Applicant Name - Applicant College/School - Future Makers Challenge

APPLICATIONS MUST INCLUDE:

- Applicant name (or pair/group names)
- Applicant college/school/university
- Course name and level of learning, 3 or 4.
- The application PDF *or link to a video if applicable

IMPORTANT INFORMATION:

If you would like the application information in a different format, or to discuss alternative ways to submit an application, please email emma@decopublique.co.uk.

We are open to many alternative ways to submit including video/audio recordings of workshop outlines.

Festival of Making CIC's aim is that our workforce, contributors and partners are representative of the diverse society we live in and that each individual feels respected, supported and able to give their best.

We encourage applications from all backgrounds and communities and welcome discussions about specific individual requirements to ensure representation.





In partnership with Creative & Cultural Skills, our Live Brief for the year 2021 was won by Caitlin Wyatt, a Level 4 Graphic Design student pursuing her BA degree at the University for the Creative Arts (UCA Epsom). She came up with a thoughtful and well presented concept for a workshop based on plastic recycling.

As part of her prize, Caitlin travelled to the Arnolfini Gallery in Bristol to receive mentoring from Artists in Residence, Let's Make Art. Caitlin spent the day with Karen and Alice of Lets Make Art learning how to plan and prepare an online workshop, adapting her initial physical festival idea to a digitally shareable workshop.

Learn more via the project page on our website.



FestivalofMaking.co.uk

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