



Creative Hull, Absolutely Cultured © Studio Capri

Window Design Opportunity

Are you an artist or designer who has an eye for colour, likes to get people talking and is interested in being part of a large-scale event this summer?

Perhaps you're a recent graduate, an early career artist, professional illustrator or designer. We want to hear from you!

We're looking for 8 brilliant creatives currently working or living in Hull and East Riding to create a window design as part of a series that will bring to life empty shop units in the city centre launching as part of Creative Hull, happening the 16th – 18th of July 2021.

What is Creative Hull?

Creative Hull is a celebration of the creativity that Hull has to offer through homegrown arts and culture, taking place from the 16th - 18th July 2021.

It shines a spotlight on the existing high-quality artistic talent that the city is known for, alongside new commissions and curations from regional and national established artists. Much of this curated activity will utilise disused shops and buildings to infuse creativity into the city centre, working with local artists to bring their proposals to life.

Creative Hull is an opportune moment to explore how creativity and culture can be part of our city's rejuvenation. The pandemic has highlighted how important creativity is for our health and wellbeing, it has also accelerated the closure of high street shops. Hull is a city which already recognises the important role for culture in regeneration and communities but never before has this been as important as it is now. This is an experiment in how some of these disused buildings might be used more permanently going forward as well as providing a reset moment in how creativity and culture can be part of shaping Hull's future.

Creative Hull will also reach across different neighbourhoods, energising the city's streets, public spaces, community buildings and arts venues by celebrating existing events city-wide. Everyone will be welcome to join in with Creative Hull and discover something new through arts and culture.

The event will be promoted online through the Absolutely Cultured website and socials, with a programme of online activities available too.

Who is this for?

We are looking for early career to established local professionals to submit their application, and we welcome artists and designers of all mediums.

You must have held at least two professional projects of any scale and have a demonstratable record of your work, your experience working to timeframes and with budgets.

You may apply as one person, a pair or as a collective group.

Absolutely Cultured are committed to diversity and inclusion and welcomes applications from everyone, regardless of race, background, sexual orientation and from those who identify as being disabled, D/deaf, neurodiverse/neurodivergent and those experiencing chronic illness, mental health conditions and more.

You must be 18+ to apply and must be an artist/s currently living in/working in Hull and East Riding.

So, what's involved?

We're looking for artists to create a striking window design that will form part of a series of window installations in Hull city centre.

The design can be in any medium, for example:

- A digitally designed illustration that can be printed onto vinyl and installed
- A mosaic made from materials that you will install as part of the celebration.
- A painted mural using suitable window paints that you can easily remove afterwards.
- A colourful mixed media installation

This is of course not exhaustive.

It must be colourful, eye-catching and respond to the below provocation.

Covid-19 has hit the already declining high street hard. Small businesses have struggled to retain custom and the once bustling streets of Hull with friends and families meeting for a coffee, a shop and connection has grinded to a halt. Will city centres bounce back to what they were? Or can we use our creativity to come back from lockdown stronger, with a new bolder and brighter city centre?

As we emerge post-lockdown, how can arts, culture and creativity help to rebuild city centres to ensure they are fit for purpose, thriving places for local people?

This can be an abstract or representational, for example – you can think about what it is about place, about Hull as a city and our communities that inspires you and how elements of this can come into the work. You can think about what may not work, what has been affected specifically by Covid and how you'd envision a new future for place. We're interested in broad and varied creative approaches to regeneration and reinvigoration, so we're open to your interpretation.

Fee

The fee for this project is up to £1000 inclusive of VAT which includes the fee for design and your time to install and deinstall. The fee is based on the equivalent of £500p/w for two weeks and you may use this fund to pay yourself, or other creatives.

There is also a pot of up to £200 for materials if needed.

In addition to the fee, Absolutely Cultured will:

- Find a window space for you.
- Provide feedback on your design.
- Provide support with the installation of your design.
- Help you to shape your response to the provocation.

As part of the application process, we ask you to submit a realistic budget in relation to your proposal including materials required. More information on this can be found in the 'How do I apply' section.

Timeline

Friday 21st May: Artists are informed on the outcome of their application.

Friday 4th June: Initial draft design presented to Absolutely Cultured and feedback offered.

Friday 18th June: 2nd draft of design presented to Absolutely Cultured and feedback offered.

Monday 28th June: Final design presented.

W/C 12th July: Install of design in shop window.

W/C 19th of July: Deinstall of design (unless remaining in situ, which will be discussed with you depending on location.)

How do I apply?

You can apply for this in the following ways:

1. Send us no more than two pages of A4 telling us about your idea. You can tell us about your project in whatever way you think expresses you best! You can write, draw or use pictures, or describe it in a video for example, or write a traditional proposal. We're open to your interpretation.
2. Send us a two-minute video introducing yourself and your idea in your own voice.

The important thing is that your application tells us...

- Who you are, including a short bio and a rundown of your previous works (please include links where possible).
- What your idea is including your medium.
- Why you'd like to be part of Creative Hull.
- What the budget is for delivering your idea (up to a maximum of £1000 plus a maximum of £200 for materials)

Please send your applications to Sarah Penney at creativehull@absolutelycultured.co.uk by **12pm noon on the 11th of May 2021.**

Artists will be informed of the outcome of their application by the 21st of May. Due to the high-volume of applications anticipated for this, we may be unable to provide specific feedback, but will aim to do so wherever possible.

Covid-19

We understand that there is an ongoing pandemic and that events, plans and public-facing activity can be uncertain.

Returning to public spaces after the past year can be worrying, and we are committed to staying safe and supporting artists and our audiences. That's why we've put into place covid measures across Creative Hull, including social distancing, safely managing audience capacities, hand sanitisation and mask wearing in all indoor spaces.

Our philosophy in this current climate is simple. If it's not safe, it's not happening.

Absolutely Cultured will work with you to ensure that your activity is safe and in accordance with government guidelines, as well as support your wellbeing and practice as an artist throughout the process.

If you are worried about the coronavirus and would like some information on how to cope with stress, anxiety or frustration, the NHS has some great tips here:

<https://www.nhs.uk/oneyou/every-mind-matters/coronavirus-covid-19-anxiety-tips/>.

I may have some questions or need some help!

No problem! We're more than happy to help.

You can also get in touch with us at creativehull@absolutelycultured.co.uk and we can help you with your application or answer any questions that you may have.

We can also send this document in a format that best suits you, such as easy print or large print. Just let us know!

We look forward to meeting you and we can't wait to hear your idea!

Further opportunities beyond Creative Hull

We support artists working across all disciplines, at all stages of their career. Our early career artist support programme includes professional skills training, facilitated networking and opportunities to showcase work.

Previous examples, delivered through our [HIP!](#) and [Fruit Factory Network](#) programmes, include 1:1 advice surgeries with Arts Council England, workshops on writing grant applications and masterclasses in touring work, marketing and fundraising.

If you are a local artist, you can find out about our current and upcoming opportunities by visiting our website www.absolutelycultured.co.uk.