

## Eden Project

### Public Arts in Morecambe

Morecambe Bay is blessed with a community of artists and arts organisation's. It joins the list of seaside towns – St Ives, Margate, Folkstone – regenerating through the agency of art.

Art helps to promote economically viable, healthy and sustainable communities. Studies have demonstrated that public art can improve general wellbeing, boost immune systems, reduce stress levels, improve community health and boost local economies.

Eden Project North will invest in Morecambe's thriving creative culture. We are seeking local, national and international practitioners to develop public art projects, over the next twelve months.

Projects will be selected by an Art and Culture working group, comprised of local stakeholders, ensuring the outcome is community owned, mission led, future focused and operationally viable. By initiating this creative dialogue, we aim to inspire a sense of hope, opportunity and ownership.

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## 1. Artistic Statement

The Eden Project celebrates the multi-perspective exploration of the natural world. We champion the role art can play in advocacy, and recognise the value of critical thinking and cross-discipline collaboration.

We present extraordinary, thought-provoking and ambitious artistic programmes to inspire a better future for all. With the ambition to:

- + Create opportunities for artists, designers, architects, musicians, entertainers and writers to engage with topics of social-environmental importance.
- + Connect, communicate and collaborate with grass-root, national and international partners to share expertise, resources and reach new audiences.
- + Reach and engage broad audiences on-site and beyond with compelling content, to impact and influence public perceptions.

## 2. How and When to Apply

Funding will be released in two phases, with phase one now available. Applicants for phase one must submit proposals by Wednesday 26<sup>th</sup> June, 2019.

Complete the application form below. We will ask you for an outline of your project, a detailed budget and schedule, details of relevant experience and letters of support from any key partners.

Submit your completed form via email to Misha Curson, Art Curator at Eden Project and Eden International: [mcurson@edenproject.com](mailto:mcurson@edenproject.com).

Phase two funding will be released later in the year along with submission deadlines.

## 3. Eligibility and Funding Activities

Individuals, organisations, museums and other groups may apply. Your project may be performative, musical, ephemeral. It may be a contemporary visual art commission, a publication, a play or an architectural intervention.

We welcome applications from everyone and are excited to consider art and culture in its expanded field.

## 4. Programme Phases

- + Phase 1, up to - £4,000 available per project, 2 to 5 grants available.
- + Phase 2 £5,000-15,000 – further details to be announced later in the year.

50% of the total fund is released upon successful application, 25% mid-project, following an interim report, and 25% upon completion.

## 5. Evaluation Considerations

The quality of proposals received will be reviewed against the below criteria which is based on the Arts Council England, Core Quality Metrics:

- + Concept: is it an interesting idea?
- + Presentation: is it well presented, do we have confidence in production standards?
- + Distinctiveness: is it different from things we have experienced before?
- + Challenge: is it thought-provoking?
- + Captivation: was it absorbing, did it hold our attention?
- + Enthusiasm: would we be keen to see something like this again?
- + Local impact: does it have local significance?
- + Relevance: does it have something to say about the world in which we live?
- + Rigour: is it well thought through and put together?
- + Additionally, we will consider:
  - + Public engagement – will the project resonate with visitors to Morecambe Bay? Are there elements that are participatory or interactive?
  - + Environmental sustainability – does it engage with themes of social and environmental importance. Will production methods or materials have a negative environmental impact?
  - + Financial viability – is the budget realistic and well thought through?
  - + Technical viability – do we have confidence in the technical viability of the project? Are there health and safety considerations?
  - + Management – does the applicant have the right experience, expertise and support to manage the project?
  - + Curatorial relevance – does the project align to our curatorial principles?
  - + Creative Case for Diversity – does the project support the creative case for diversity?
  - + Legacy – will the project have a long-lasting legacy. Will it be well documented. What is the long-term ambition of this project?

## 6. Background

The Eden Project is an educational charity that connects us with each other and the living world, exploring how we can work towards a better future.

Our visitor destination in Cornwall, UK, is nestled in a huge crater. Here, massive Biomes housing the largest rainforest in captivity, stunning plants, exhibitions and stories, serve as a backdrop to our striking contemporary gardens, summer concerts and exciting year-round family events.

We have unveiled plans for Eden Project North, a major new attraction in Morecambe, Lancashire. The plan is for a destination that combines indoor and outdoor experiences, connecting people with the internationally significant natural environment of Morecambe Bay while also enhancing wellbeing.

The vision is of a seaside resort for the twenty-first century includes reimagined lidos, gardens, performance spaces, immersive experiences and observatories.

This programme has been launched as part of a broader programme of community engagement and consultation. We want to initiate a conversation, and empower our audiences to lead the decision making around Morecambe's new major attraction.

## 7. Application Form

<p><b>Your Details</b></p> <p>We will need to process and store your personal data as part of considering your application, and will only do so in relation to this project. If you object to this processing, we will be unable to accept your application. For details of how we process and store your data please see our privacy policy at: <a href="http://www.edenproject.com/privacy-policy">www.edenproject.com/privacy-policy</a></p>	
Full name/s and title/s	
Email	
Phone number	
Address	
Organisation (if applicable)	
Are you applying for yourself or on behalf of a greater collective?	
Please confirm that you are happy for us to store your details for the purposes outlined above.	
<p><b>Project Details</b></p>	
Project Title (if applicable)	
Relevant Partners. Please attach a letter of support for any partners listed.	
Proposed residency length and preferred dates. Are these dates flexible?	
Outline of Intention (250 words max)	
Outline of resources requested (150 words max)	
<p><b>Curatorial Relevance</b></p>	
Curatorial Relevance to the Eden Project curatorial statement (250 words max)	

<p><b>Public Engagement</b></p> <p>Please outline in this section any public engagement elements of your project.</p>	
Outline of Public Engagement Activity (250 words max)	
Proposed Public Engagement Activity Dates if applicable	
<p><b>Resources</b></p> <p>Please provide details of the project cost, and if relevant, whether you already have any funding secured or plan to make an additional application. Please note that The Eden Project must not be referenced on third-party funding applications unless we have given prior consent in writing.</p>	
Please attach a budget breakdown to this application.	
Will the project require additional funding? Has this been secured? How much has been raised to date?	
Will you be requesting a letter of support from Eden in order to make further funding applications?	
Please outline any third-party gift-in-kind support already secured.	
Please attach to this application any relevant third-party letters of support.	
<p><b>Marketing Assets</b></p> <p>If you are successful, we will endeavour to promote your project across our digital platforms. To help us to do this please provide the content requested below with your application.</p>	
<p>Please provide your social media handles here.</p> <p>If you decided to share content relevant to your residency please ensure you tag us appropriately so that we can share your content.</p> <p>Twitter @edenproject Instagram @edenprojectcornwall facebook: @theedenproject</p>	
Website address (if applicable)	

<p>Please attach up to 10 high res images (300 dpi minimum) Ensuring that you include: + Profile Picture + Images of previous work</p>	
<p>Artist biography or organisation description (250 words max)</p>	