



EXPRESSIONS OF INTEREST: DIGITAL IMMERSIVE EXPERIENCE

Every year the Edinburgh Science Festival challenges and inspires people through innovating discussions, hands-on workshops, interactive exhibitions and more. Our work is a celebration, an inspiration and a playground for everyone to explore the world around them. With 30 years under our belt, we are expert science communicators and leaders in our field.

Edinburgh Science Festival returns 4–19 April 2020. In a year that sees the 50th anniversary of Earth Day – generally regarded as the birthdate of the modern environmental movement – the 2020 Festival takes the theme of ‘Elementary’, using the ancient classifications of Earth, Air, Fire and Water, as a way to explore the roles that creative thinking, science, technology, engineering and related disciplines have to play in addressing some of the biggest global challenges. There is no Planet B, and accepting science’s crucial role in securing our future really is Elementary. As some of the ancients did we add a fifth element with a special focus on the digital world [our Aether] and on how we can merge creative technology with live events to create new experiences for our audiences. Plus, of course, there’s the usual wonderful mix of science of all sorts, and for all ages, in a packed two-week programme across Edinburgh and beyond.

WHAT ARE WE LOOKING FOR?

We are seeking Expressions of Interest to create a new live immersive experience with a digital aspect. We are looking for proposals for digital projects – inspired by science in the broad or by the ‘Elementary’ theme of the 2020 Festival – that dynamically engage live audiences through the use of digital tools, techniques and approaches.

The event must be a new piece of work; will be suitable for a festival audience and will form part of our main Festival programme.

This event must have some live aspect and will bring our audience into a physical space but will use digital and creative technologies, tools and techniques to augment the live experience and enhance our audience’s interaction with/experience of science-themed content. This might include (but is not restricted to) Virtual Reality, Augmented Reality, Mixed Reality, audio, projections, 360-degree film, app-based interactions etc.

The main focus of this project is getting people into a space and having their experience of science content enhanced by the use of digital tools, techniques and approaches.

The experience can be created to fit in one of a number of spaces. We can offer a theatre space, venue hall or black box. The event theme should have science at the heart of it or respond to our 2020 theme of Elementary.

Edinburgh Science Festival has £30,000 for the creation and presentation of this piece.

Edinburgh Science Festival would like this event to:

- Be accessible to a wide audience, any or all of children, family, young people, adult (14+) [please state clearly the type of audience your project is aimed at]
- Have a high capacity [across the whole run, scale/number/frequency of ‘events’]
- Be a ticketed experience
- Have a strong science or technology link
- Involve creative technology in some way





GENERAL ELIGIBILITY INFORMATION

Proposals are welcomed from creatives, technologists, artists, designers, event developers, experience creators and anyone working with and within creative technologies. Your proposal should demonstrate a clear interest and commitment to delivering a project which meets Edinburgh Science Festival's requirements.

Collaborative projects from groups and collectives are welcome. We would encourage collaboration from interdisciplinary teams. We welcome applications from all sections of the community.

GENERAL APPLICATION AND DEADLINE INFORMATION

Successful projects will be selected through a two-stage process: initial expressions of interest and secondary proposals from shortlisted applicants.

Submission deadline:

5pm Friday 30 August 2019

Panel meets: **w/c 2 September 2019**

Secondary proposals required by: **27 Sept 2019**

Successful projects announced by:

04 October 2019

All successful project(s)/work(s) must be completed no later than 16 March 2020, ready for inspection and installation as part of the exhibition, which will launch by 4 April 2020. These dates may be subject to change dependent on the installation required for the project/work.



HOW TO APPLY

Applicants must submit the requested materials as listed below by **5pm Friday 30 August 2019** via email only to jennifer.casebow@scifest.co.uk. To strengthen the review of your application, applicants should submit appropriate supporting material. Good documentation may give the selection panel a clearer indication of what is being proposed and/or the quality of the work of the practitioners involved.

YOUR APPLICATION

Your completed application will consist of:

1. An expression of interest [no more than two sides of A4]
2. An expected total cost budget
3. CV for each key project team member
4. Supporting documentation [visual, audio etc]

GUIDANCE NOTES

NB: All documents should be provided in PDF.

Budget – Please provide an expected total cost for your project. If your project/application has additional funding please state sources in your budget and whether they are proposed or confirmed. Costs should include all related costs, artists' fees, technical support, materials, return transport and exhibition of the project/work for the duration of the Edinburgh Science Festival from 4–19 April 2020.

Supporting Documentation – Select high-quality supporting documentation that clearly illustrates the merit of your previous work and/or the work of the proposed project/application. URLs are the preferred method of submitting visual documentation for your expression of interest.

REVIEW PROCESS

Proposals will be reviewed and selected by a panel, facilitated by Edinburgh Science Festival, using the following criteria:

- The quality, creativity and originality of the proposed project
- The clarity of interaction between the proposed project and the theme of digital/elemental
- The likelihood that your proposed idea can be delivered within your budget
- Evidence of the ability and commitment of those involved to deliver the project on time

IF SUCCESSFUL

Awardees must complete a funding agreement in order to receive payment of the award. Awards are issued in two payments, 75% on completion of agreement and 25% on installation/delivery.

NB: The practitioner(s) will own the copyright of the finished work. Edinburgh Science Festival reserves the right to obtain permission or a license from the copyright holder to screen/exhibit/host the work beyond the initial exhibition in Edinburgh.

Applicants are required to submit electronically via email only to Jennifer Casebow jennifer.casebow@scifest.co.uk no later than **5pm Friday on 30 August 2019**.

If you have any questions, call Edinburgh Science at **0131 553 0320** or email Jennifer Casebow jennifer.casebow@scifest.co.uk.

Late submissions will not be reviewed.



Scottish Government
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