



***Great North Run
Moving Image Commission 2013
Artist Brief***

May 2012

1. Background information

The Great North Run Moving Image Commission, organised by Great North Run Culture, awards an experienced artist or film-maker £30,000 to create a new work which responds to and captures the spirit of one of the world's top sporting events. The new work is premiered in the North East in September every year as part of Great North Run Culture, with an extract screened on the BBC during their live coverage of the Run.

The Bupa Great North Run, the world's largest half marathon, was launched 33 years ago by Olympic medalist Brendan Foster. It is a 13.1 mile run from the centre of Newcastle, over the famous Tyne Bridge, through Gateshead to South Shields. The course makes its way from the urban, through the suburban, to the coastal. Since staging the first event, nearly a million people have crossed the finish line. 54,000 people a year take part, from international elites to first-time runners.

The Bupa Great North Run has a long history of involvement with the moving image, with spectators around the country tuning in to the BBC, focusing on the North East, to watch the world's biggest half-marathon. This huge sporting and cultural phenomenon is one of the most watched televised sporting events. Attracting elite international runners, celebrity runners, athletes and fun-runners, the Bupa Great North Run is unique in that it creates a special day for a mass audience – a highly visible event for people, including families, tourists and sports enthusiasts, to enjoy for free.

To celebrate the silver anniversary of the Run in 2005, Great North Run Culture was established. It is an annual programme of commissions, events and projects that celebrate sport and art, all set against the backdrop of the world's largest half-marathon. Our first programme featured the film *broken time* by Jane and Louise Wilson. As part of the legacy of this film and an ongoing commitment to exploring the relationship between sport and art, the annual Great North Run Moving Image Commission was announced. For more information on previous Great North Run Culture commissions, please visit www.greatnorthrunculture.org.

2. Approach to the commission

Please submit a brief outline, on not more than one A4 page, describing how you would approach this commission. Please note that no part of the work or the creation of the work may obstruct the route or runners in any way.

The one page detail of your approach to this commission should convey:

- your main idea or theme and how it will show the Bupa Great North Run, its course, participants or atmosphere in a new and original way
- the visual style, look and sound
- how you will achieve this technically
- how it will engage with a mass audience

Moving image work is defined as film, digital film, video and work with new technologies.

The commission will fit within the body of work comprised by previous Moving Image Commissions which includes work by Jane and Louise Wilson, Ravi Deepres and Michael Baig-Clifford, Suky Best, Iain Forsyth and Jane Pollard, Vicki Bennett, Claire Leona Apps, David Blandy, and Reuben Henry and Karin Kihlberg. These films have focused on participants and their stories, the physical exertion and movement of runners, the architecture of the route and the archives of footage of the Bupa Great North Run. The 2013 commission should add something new and original to this collection. We strongly advise people to look at clips of previous work on our website

www.greatnorthrunculture.org/moving-image

We are looking for high-quality work which shows original thought and ideas. It should excite, surprise and challenge a wide range of audiences, including those who may not be familiar with contemporary moving image work. This is an open commission but we are very interested in films that explore the human body, the physicality of running and the physiological impact upon the body. We are also interested in the spectators of the Bupa Great North Run, those people who live near the route or who witness it every year, and would like to hear about interesting and original ways we could engage them.

3. Commission outcomes

The film must be completed and delivered by 31st July 2013. You will need to deliver:

- a master copy of the work in the media specified in your proposal, suitable for single screen presentation

By 1st April 2013, we will also require:

- 2 still images suitable for press and marketing
- a 100 word description of the work

4. Commissioning process

This is a two stage commissioning process. You are invited to submit an expression of interest, consisting of a brief outline of your approach to this commission, an estimated budget, a short statement about your work, a current CV and supporting material. Please see page 5 for a full list of what you need to submit. The deadline for this expression of interest is Thursday 14th June 2012.

From these expressions of interest the selection panel will shortlist three artists to develop proposals for presentation and discussion with the panel. This meeting will take place in central London on Wednesday 11th July. The shortlisted artists will be paid a fee of £200 for their work on this part of their proposal. Following the presentation and interview the successful artist will be chosen.

This year's Bupa Great North Run is on Sunday 16th September. If the selected artist needs to film the actual event, they will be required to work closely with the Director of Great North Run Culture and the events team to ensure that this is carried out safely and effectively.

5. Budget

The total budget for the commission is £30,000, which includes the artist fee, all production costs and VAT.

As part of your expression of interest, please give an estimated budget with approximate figures for how you would spend this budget. Remember to ensure that you calculate and allocate your fee and associated expenses from the £30,000 total, as well as the direct production costs.

6. Eligibility

This award is open to all people:

- who have at least three years post-graduation experience of creative film, video or moving image work
- who can demonstrate their ability to work on a project of this scale

Please note, you do *not* have to be based in the UK to apply.

If you have any queries about eligibility, please get in touch.

7. Selection panel

Beth Bate, Director of Great North Run Culture

Beth Bate has directed Great North Run Culture since 2005, with the programme's inaugural film project with Jane and Louise Wilson. She has since commissioned new work by artists including Michael Nyman, Sir Peter Blake, Mark Wallinger, Fiona Banner, Douglas Gordon, Cerith Wyn Evans, Iain Forsyth and Jane Pollard, Beat Streuli and Stephen Gill for venues across the North East. www.greatnorthrunculture.org

Judith King, freelance curator

Judith King is Artistic Director of Arts&Heritage. Having worked for English Heritage for seventeen years as their contemporary art curator, Judith has extensive experience in working with high profile and emerging artists, architects, designers and performers commissioning new work for Belsay Hall, Castle and Gardens in Northumberland and the management of the Berwick Gymnasium Fellowship programme. Judith has wide ranging experience in commissioning, advising, mentoring and curating projects and exhibitions for unusual and unexpected places and situations. www.artsandheritage.org.uk

Alice Sharp, Director and Curator of Invisible Dust

Alice Sharp set up Invisible Dust, an art and science organisation. She is currently working with artists Dryden Goodwin, Elizabeth Price, Jeremy Deller and Mariele Neudecker who are collaborating with environmental scientists to produce new artworks mainly in outdoor spaces. As an independent curator she devised *Bicycle Wheel* with Gavin Turk and Ben Wilson, managed the Fourth Plinth and curated the Big Chill's Art Trail. www.invisibledust.com.

Matt Stokes, artist

Matt Stokes is an artist based in the North East of England. His practice stems from a long-term inquiry into subcultures and phenomena that provide a sense of collectivity, shaping and influencing people's lives and identities. His works are often made by immersing himself in settings through which collaborations with informal communities arise, resulting in films, installations and events.

8. What to send

We prefer to receive proposals through online at www.greatnorthrunculture/moving-image/apply, where you can submit your expression of interest and all of your supporting materials.

You can also apply by post, please note that the expression of interest should include:

1. a completed form, which can be found on page 9
2. a description of your approach to the commission on no more than one page
3. an estimated budget, on a separate sheet, including your fees and production costs
4. an artist statement of no more than 100 words, describing your work
5. a current CV, of no more than 4 pages

Supporting material may consist of:

- a short show reel of previous work (DVD, CDR), correctly cued and with clear instruction on which pieces should be viewed
- links to websites featuring work with clear instructions as to which pieces to view
- CD-R with up to 10 images, saved at a minimum of 300dpi as jpegs or tifs
- a small selection of print, leaflets etc
- a stamped self-addressed envelope if you want the material you send to be returned to you.

Please note:

- Do not send master copies, as we cannot be responsible for any lost or damaged material.
- Any supporting material that is not in the described format will not be eligible for consideration.
- We will be unable to return supporting information unless you include a stamped SAE.

9. Communications

If you wish to apply or submit supporting materials by post, please mark the envelope 'Great North Run Moving Image Commission' and send to:

Great North Run Culture
Newcastle House
Albany Court
Monarch Road
Newcastle upon Tyne
NE4 7YB

We are unable to accept proposals via email. If you have any queries relating to this commission, please contact Beth Bate at beth@greatnorthrunculture.org or on 0191 226 3262. No correspondence can be entered into after the initial selection of artists.

Important dates

The closing date for expressions of interest is 5.00pm, Thursday 14th June 2012. Late proposals will not be accepted under any circumstances in fairness to all other applicants. We will acknowledge receipt of all applications by email. Please ensure that you include your email address with the rest of your contact details.

Closing date for expressions of interest	14 th June 2012
Shortlisted artists notified	22 nd June 2012
Artist presentations (in London)	11 th July 2012
Selected artist notified	13 th July 2012
Bupa Great North Run	16 th September 2012
Work completed	July 31 st 2013

Great North Run Moving Image Commission
Expression of interest cover form

Name	
Address	
Telephone	
Email address	<p>Add to Great North Run Culture emailing list? Yes <input type="checkbox"/> No <input type="checkbox"/></p>
Website	
Checklist	<p><input type="checkbox"/> Approach to commission (1 page)</p> <p><input type="checkbox"/> Budget</p> <p><input type="checkbox"/> Artist statement</p> <p><input type="checkbox"/> CV</p> <p><input type="checkbox"/> Supporting material</p>
Where did you hear about the MIC?	

Please complete and return with your expression of interest.