



Expo



WE PLAY FILM COMMISSION

CALL FOR PROPOSALS

Deadline: 29th July 2011

WE PLAY wishes to commission an artist/film maker to create a documentary film about WE PLAY for first screening at the WE PLAY EXPO and subsequently at UK and International film festivals.

WE PLAY is a four year cultural programme and the North West's unique contribution to the build up and legacy of the London 2012 Olympic and Paralympic Games. WE PLAY EXPO is the finale of the WE PLAY programme and a celebration to mark the end of the London 2012 in the North West. Co-produced with Preston Guild 2012, WE PLAY EXPO runs from 7th – 9th September 2012 and takes place in Preston's Moor Park.

We are looking for a short film in video format of a maximum duration of 40 minutes. This film project will be contracted and managed by Preston City Council on behalf of WE PLAY as the co-producer and host of the WE PLAY Expo programme of events.

Brief

The vision for this film is a thought provoking *work of art* at the conjunction between film and philosophy. Weaving together inspirational moving image, inspiring stories and dialogue, it captures the magic of a journey and the road to 2012, seeking out wisdom and cultural gems from WE PLAY. It will make a statement about the value of *artistic insight* and *cultural engagement* in London 2012.

Taking inspiration from the proposition made by philosopher and playwright Nagle Jackson that '*the truly great advances of this generation will be made by those who can make outrageous connections and only a mind which knows how to play can do that.*', the proposed film will say something new about how the *culture of innovation* is made.



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WE PLAY celebrates the power of play to connect art and sport and drive innovation and learning across many fields. The term WE PLAY implies community, participation and involvement and is an inclusive activity accessible to all.

WE PLAY to connect, to co-operate and to compete and ultimately to learn through practice. Physically and mentally we are drawn or made to play. But Why? What is play and how do WE PLAY?

This film will celebrate the diversity, richness and range of a new *artistic programme*, illuminating the Northwest's unique and distinctive cultural response to London 2012. It will look at the *ways we play* through physical activity, social interaction and art and the wider context of sport to explore cultural parallels and differences. It will explore the *connections made* at creative, social and Olympic/Paralympic levels and how we co-operate across geographical, social and cultural boundaries and with people from all over the Northwest, UK and the world.

Making connections between different disciplines, sectors and physical locations stimulates us *to think and behave* differently. By engaging with our ability to imagine and do things differently, this film could capture reflections on change itself and how transformation is enacted through diverse forms of play, interaction and artistic and cultural production. WE PLAY (and London 2012) is a case study in transdisciplinarity.

Context and Content

London 2012 and the Cultural Olympiad

The London 2012 Olympic and Paralympic Games celebrates Human Endeavour and the power of human beings. The De Coubertin vision of the modern games is 'a marriage between art and sport'. The London 2012 vision is to use the power of the games to inspire change. Accompanying the sporting competitions, is a four year and UK wide Cultural Olympiad - the largest cultural celebration in the history of the modern Olympic and Paralympic Games, designed to give everyone a chance to be part of London 2012. The Cultural Olympiad involves every nation and region of the UK. www.london2012.org,



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Legacy Trust UK and WE PLAY

WE PLAY is a four year partnership project funded by Legacy Trust UK, an independent charity set up to build a lasting cultural and sporting legacy from the 2012 Games. It is managed by Arts Council England and delivered by new regional partnerships. WE PLAY commissioned three annual programmes to achieve this mission and make an outstanding regional contribution to the London 2012 Cultural Olympiad. These annual programmes are Abandon Normal Devices Festival, Lakes Alive and Blaze. WE PLAY culminates its four year journey in the WE PLAY EXPO on the 7th – 9th September, showcasing the range and scope of the whole programme. www.andfestival.org.uk .
www.lakesalive.org .www.blazeonline.org www.legacytrustuk.org

Budget /Timescale/Dissemination

The budget is £15,000 including expenses.

The timescale for development is September – December 2011. Production is January 2012 – June 2012. The delivery deadline is 1st September 2012.

Start/End Date for filming is 1st January 2012 – 24th June 2012

The film will be screened on 7th September 2012 and made available for wider distribution, regionally, nationally and internationally after 9th September 2012.

Visual Material and Contributors .

Existing video stock of WE PLAY events covers the period from 26th September 2008 to August 2011 and consists of both edited and unedited footage. This archive material will need to be sourced and viewed. WE PLAY events taking place between January 2012 and June 2012 provide opportunities for filming activity in the 2012 year. WE PLAY delivery over Games Time (July – Sept) is outside the scope of this film. This film could draw on other events and Cultural Olympiad activity to generate visual material.



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Contributors to the film could include those who supported participated in and produced WE PLAY events such as artists, audiences, its programme producers, creative and strategic partners. It could also draw on contributors from wider afield spanning athletes, major public figures, writers/thinkers, politicians, cultural leaders and people involved in London 2012.

We are looking for proposals which suggest creative and experimental ways of working with archive footage and dialogue/commentary. The scope of the work will require collaboration with the WE PLAY programme director and producers, brokering of high level relationships to obtain access to some contributors and management of a diverse range of relationships to obtain archive stock, source contributors and to arrange the filming of events and interviews.

Commission Details

This is an opportunity for an independent artist/creator/producer and we are looking for proposals that are artist led. Partnerships between individuals and organizations/production companies are eligible to apply.

Film makers based in the North West with a track record in the moving image production are encouraged to apply. Film makers applying must hold a track record of production.

We are looking for an artist/film maker with bold ideas and an experimental approach. The resulting film project may be animation or live action or a combination of both:

1. **Please submit a written proposal and/or visual material** demonstrating your approach to this brief.
2. **Include one or two examples of previous work relevant to this commission.** Sample material can be in the form of web links or films on DVD format. Video materials cannot be returned. Do not send in originals of material. Please specify whether you made the film independently or with a production company and if you had a budget for it. You can include these details in your brief statement (see below).



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3. **Include a brief statement** (no more than 250 words) of why you would like to take part in the project. Please include your name, contact address, contact number and email address on this statement and details of your sample video material.
4. **Proposals should include a CV and biography** outlining your career history in documentary and/or contemporary film work and your film project management experience.

Deadline: 29th July 2011. Selection Decisions by 12th August 2011

Selection Panel will include: **Debbi Lander** – Creative Programmer for the Cultural Olympiad and WE PLAY programme director, **Stella Hall** – Director of the Preston Guild 2012 and co-director of WE PLAY EXPO; **Mike Stubbs** – CEO and director of FACT and WE PLAY partner in Abandon Normal Devices Festival; **Representative from Vision and Media (TBC), Film Sector/Industry representative** - artist, film maker and/or programmer/curator (TBC)

Address for proposals: **WE PLAY EXPO c/o Guild 2012 Team, Preston City Council, Guild Hall, Lancashire Road, Preston, PR1 1HT**

If you would like to discuss or talk through your proposal please contact: Debbi Lander – **North West Creative Programmer** for the London 2012 Cultural Olympiad in the Northwest and **WE PLAY Programme Director**.
Debbi.Lander@arts council.org.uk. Mobile: 07595091334