

## **THE MUSEUMS AT NIGHTCLUB TOUR – OPEN CALL FOR VENUE PARTNERS**

The Museums at Nightclub will be an artist-led, touring event series produced by a consortium of venues in conjunction with Culture24, taking place in autumn / winter 2015 in areas of low engagement in the arts. It will feature artists who specialise in live arts and have worked on the Connect10 project in previous years.

The events will be exciting, participatory experiences. The artists will devise new iterations of previous work especially for this project, designed to get audiences immersed and involved in the world of contemporary art. The bulk of the funding will come from the Arts Council's Strategic Touring Programme and requires at least some cash match-funding from participating venues.

### **SOME BACKGROUND**

#### **What is Culture24?**

Culture24 exists to support the cultural sector to reach audiences across digital platforms. A quick glance at [our company website](#) demonstrates how our mission to connect cultural venues with audiences now encompasses action research [projects](#), a 6,000+ strong [network of venues](#), [editorial and data sharing services](#) and [research, workshops and conferences](#). We have run the UK-wide [Museums at Night](#) festival since 2009.

#### **What is Museums at Night?**

Museums at Night is the annual UK-wide festival of inspiring after-hours events, which takes place in a huge range of arts, heritage and cultural venues. In 2014 over 500 venues put on 700 events in places as diverse as historic ships, national art galleries and heritage allotments! The festival was covered across multiple BBC platforms, including an hour-long Saturday night BBC2 programme hosted by Will Gompertz.

#### **What is Connect10?**

Connect10 is a public vote competition which enables audiences to choose which venues will 'win' artists to conduct participatory events during the Museums at Night festival. The project creates new and lasting connections between artists, venues and audiences.

#### **The history of Connect10**

Connect10 ran for the third time in 2014. Since its inception we have worked with [Grayson Perry](#), [Martin Creed](#), [Jake Chapman](#), [Martin Parr](#), [Polly Morgan](#), [Spencer Tunick](#), [Jessica Voorsanger](#), [Julian Wild](#), [Julia Vogl](#), [Bompas & Parr](#), [Richard Wentworth](#), [Mat Collishaw](#) and [Susan Stockwell](#) among others.

In 2014 over 60,000 votes were cast in the competition, with coverage in local media all over the country including BBC South East television. In May 2014, Museums at Night events derived from the Connect10 competition were covered by BBC2, BBC Arts Online, BBC Radio2, BBC local radio, Independent Radio, the Guardian, the Times, other broadsheets and tabloids, numerous monthlies and International media in the Middle East and the Far East.

## MUSEUMS AT NIGHTCLUB

### Identifying the consortia venues

Culture24 have carried out some preliminary research indicating there is demand from venues and audiences for more participatory live art events along the lines created by the Connect10 competition. Many of the 30 artists that have taken part in Connect10 in the past are keen and able to build on the success of their original events and would like to develop their ideas and reach more people.

We want to help nurture a consortium of venues that haven't worked together before to come together to host a range of events created by these artists under the banner of the Museums at Nightclub. We have identified a long-list of venues in our network located in areas of low engagement in the arts as defined by the Active People Survey (2008-2010) which could fit into this category.

Once the participating venues have been identified and the artists' event ideas have been more fully developed Culture24 can proceed to application stage. This fund works on a staged application process so the application will be submitted by one of the following deadlines:

| Round | Deadline               | When you will hear the outcome |
|-------|------------------------|--------------------------------|
| 17    | Friday 24 October 2014 | Monday 15 December 2014        |
| 18    | Friday 9 January 2015  | Monday 2 March 2015            |

The expectation is that the events will take place as closely together as is logistically possible (i.e. within a month), in Autumn / Winter 2015.

### How will the Museums at Nightclub project work?

This is not a Connect10 competition mechanism – all the venues in the project will host an event. Each participating venue will work together and with Culture24 to coordinate the events into a coherent tour. The artists will work with venues to tailor their part of the events to each venue, and we would expect there to be input before the event in some way from the target audience group.

This project is about creating a new model of visual arts touring, creating new capacity for after-hours events based audience development, reaching new and hard-to-reach demographics and building sustainable legacy.

The events will be free for visitors but will not necessarily take place during the Museums at Night festival weekend. We will contract Bullet PR to fully promote the events. The marketing will concentrate on selling the events as part of a 'rock' type tour with merchandising to match. So the target demographic is likely to include young adults, possibly in the 16 – 35 age groups, but the final decision will be led by venues based on their distinct objectives.

**What support will Culture24 give venue partners?**

Culture24 will be at the centre of the project and support participating venues all the way through. The principle of this project is to work with venues where there is a real need to build capacity and learning and to reach new audiences so we will seek to mentor venue staff and empower them to continue this development work independently in the future.

All artists' fees, expenses and production costs will be covered plus there will be a budget for planning the event, the event itself and the legacy. Culture24 will coordinate and pay for consortia meetings, PR, marketing, design, branding, merchandising, resources and evaluation funded by a combination of the grant award and sponsorship.

**What are we looking for from a venue partner?**

A participating venue will be expected to contribute a minimum of £1,500 cash (per venue), aggregating to approximately 10% of the ACE grant (c£230K over two years), but there may be an opportunity to make some of that back through merchandising sales. We expect the venue's cash contribution to go towards the event itself, in some way enhancing the experience.

Each venue must identify a target audience demographic and contribute to an audience development plan, including details on how they would like to extend the legacy of the event beyond the night. They will also host a planning meeting before the event and liaise with other participating venues during and beyond the project.

If this project sounds interesting to you then please get in touch with us to talk through the proposal in more detail.

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