

The Show Windows

POET & SOUND ARTIST CALL OUT: THE SHOW WINDOWS X POETS / SOUND ARTISTS

Programme: The Show Windows
Co-produced by Coventry City of Culture Trust,
Coventry Business Improvement District and RIBA West Midlands

Issued: 06 August 2021

Deadline for submission: 06 September 2021, 10am.

OVERVIEW

Coventry Business Improvement District (BID) and Coventry City of Culture Trust (CCCT), are working together on a series of commissions as part of The Show Windows Programme during Coventry City of Culture 2021. The particular open call is to spotlight and celebrate ten of Coventry's poets and sound artists and creatives with a CV postcode or a Coventry association who we are inviting to respond to the windows being produced, its overarching theme and Coventry's city centre.

The Show Windows overarching theme is inspired by L Frank Baum (author of the Oz books) who wrote a book (The art of decorating dry goods windows and interiors) about the art of shop window displays, within which he described these windows as 'show windows'.

COMMISSION

Coventry BID and CCCT, with curator Charlie Levine, are inviting poets and sound artists, from or with an association to the CV area, to spotlight and celebrate Coventry City Centre, The Show Windows programme and artists, and L Frank Baum's book as mentioned above. We want the commissioned artists to create an extension to our programme to be experienced as an audio piece or text on the Smartify app, who are The Show Window's main interpretation host.

The works created should be a portal or story-telling and narrative device that highlight The Show Windows artists, windows and locations.

OBJECTIVES

- Create a new poem (written or audio) or soundscape / audio piece that is inspired by The Show Windows
- Create a piece for sharing via The Show Windows interpretation pages on Smartify and social media channels
- Create social media 'snippets' to accompany the launch of the pieces
- Be available to our Digital Content Manager to create additional content, e.g. interviews / behind the scenes sketches / mock ups etc., online content, as well as other social media / digital assets as and when requested
- Be an advocate for the project and positive spokesperson for The Show Windows, to include social media posts and being on Coventry 2021's marcomms list of people available for interview, and to be open to engaging with your allocated shop / business staff

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AMBITIONS

Our ambition is that The Show Windows project builds new partnerships with businesses and stakeholders from Coventry, promoting new ways of working. It will be ambitious, iconic and impactful, putting the work of artists directly in the public eye to reach a broad range of new audiences.

The Show Windows will be high profile and a visually iconic and impactful part of the 2021 programme. Changing public perceptions of the city and influencing public opinion on the value of artists' work, the project should attract audiences from the city as well as visitors from beyond. It should be inclusive and engage a broad range of groups and audiences; we want to develop a project that will speak across cultures and generations.

The Show Window name is taken from Wizard of Oz author L Frank Baum's book entitled The Art of Decorating Dry Goods Windows and Interiors, which was published the same year as the first famous Oz book, 1900. The link to Baum also encapsulates the idea that these windows are to be portals to other worlds, to inspire imagination, adventure and hope.

WE WILL NEED ON 06 SEPTEMBER 2021:

- A short artist bio to include links to website and social media (max 500 words)
- A profile image and minimum of 2 examples of previous works
- A short introduction to your approach / any initial thoughts of what you would do for this commission (max 500 words)
- A short sentence on your thoughts about Coventry 2021, to be included in press & communications
- An Equal Opportunities Monitoring Form

FEE

Artist fee: **£500 + VAT**

There are ten commissions available. We may invite applicants for more than one commission.

Payment schedule: 100% of total fee provided upon installation. Invoices should be sent to Coventry BID

TIMETABLE

- 06 Aug Project Invitation/Open Call
- 10am 06 Sept 2021 Deadline for Proposal Submission
- W/c 20 Sept 2021 Commissioned
- 20 Sept - 18 Oct 2021 Develop new pieces inspired by The Show Window team. Deliver digital content with Digital Content Manager
- W/c 18 Oct 2021 Deliver final pieces for sign off
- Nov 2021 Share pieces online & Smartify

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PROJECT TEAM & MANAGEMENT

The Management Team for this project includes:

- Charlie Levine, Curator, Independent
- Trish Willetts, Director, Coventry BID
- Care Pickering, Visual Arts Programme Producer, Coventry City of Culture Trust

SUPPORTING INFORMATION

BID SUSTAINABILITY & ACCESSIBILITY

We ask that the artist ensure that the project aligns with ethical and sustainable production approaches, with decisions related to the project being made with future generations in mind, foregrounding innovative and creative sustainability solutions.

We ask that the artist ensure that the project aligns with Access requirements, where disability access provision is integral to all planning and delivery, removing or minimizing barriers to engagement for not just the public but all artists, creatives and teams engaged.

BACKGROUND TO COVENTRY BID

Coventry Business Improvement District (BID) is a partnership between the businesses located within the ring road of Coventry city centre.

The aim of the BID is to promote, develop and boost the city centre to make it a great place to work and visit.

Projects are varied and fall under the categories:

- Security and Environment
- Enhancing and Promoting
- Business Voice and Support

These were identified by the businesses in the city centre as their key priorities.

To ensure the BID is delivering results for its contributors it is overseen by the BID board of Directors. A vote takes place every five years to decide whether the scheme should continue. Each business has one vote and in order for the scheme to be renewed there must be a clear majority by both the number of votes received and the total aggregate rateable value of the votes.

After a successful revote in 2018, Coventry BID is now midway through its fourth term, this time as an independent BID. Coventry BID Ltd was formed as the BID separated from Coventry City Council, however there will still be strong partnership working as Coventry BID will be extremely proactive in 'driving the future' of Coventry city centre.

The BID team will be working tirelessly to make sure that it provides an exceptional service for all the companies it represents.

www.coventrybid.co.uk | [@cov_culture](https://twitter.com/cov_culture)

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BACKGROUND TO CITY OF CULTURE

Coventry City of Culture Trust was set up in 2015 to bid to be UK City of Culture in 2021.

Now that we have been successful in securing the prestigious title, we are working to build a cultural programme that reflects Coventry, its people and its ambitions for the future. We are a diverse, modern city which is re-imagining the role culture can play in bringing people together. Coventry is a city of welcome, a city of activists and pioneers, a city of peace and reconciliation, a city of innovation and invention, a City of Culture.

The programme for the year will feature large scale mass participation spectacle and intimate moments of wonder, music, dance, theatre and poetry as well as many more celebratory cultural and heritage experiences in every ward of the city. The programme will touch on the city's rich history, heritage and diverse communities whilst taking a bold, future-facing approach, exploring narratives about the most pressing issues for our citizens, country and planet in the years to come.

The Trust is committed to:

- Welcoming 2.5m additional visitors to Coventry in 2021/22
- 80% of the city's residents experiencing at least three events in 2021/22
- Increasing audience attendance from under-represented communities by 20%
- Activating more than 16,000 volunteers and participants
- Making long-lasting, tangible social change in Coventry
- Transforming who holds the power to create and curate in the city
- Starting a wave of cultural investment across the region