

## **CREATIVE BRIEF: THE BIG PICTURE –Project 1: ARTWORK**

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### **1 – The challenge**

London 2012 is seeking a visual artist to work with artistically talented students from four schools across the UK to create artworks inspired by common themes related to London 2012.

The resulting artworks will be submitted for exhibition as photographic images during Games-time

### **2 – Project brief**

Two primary and two secondary schools have been preselected to participate in the project, located in Hackney, Trafford, Wandsworth and Leicestershire.

Students from years 5/6 and 7/8 have been identified by the schools and the schools will provide materials. The work will be created through workshops at the schools equating to three half-day or equivalent, sessions.

A total of 12 artworks are required for submission, a minimum of three per school, although it is possible that more could be used in other areas.

The work should be inspired by the theme of 'Global Welcome' and offer diverse perspectives on sport. The works should be complimentary and present as a body of work.

Outputs should be 2D. The short-listed images will need to be scanned as high-res jpeg files by the artist, saved as files with the watermark information contained in the file name, and the file uploaded onto a LOCOG FTP site. The artist will liaise with the school to nominate the submitted pieces.

### **3 - Further requirements**

The artist is required to have a current enhanced CRB disclosure (processed in the last two years). Due to the high-profile nature of the project, on appointment the artist is also required to sign a non-disclosure agreement.

With support from the schools, a detailed record of all children involved in the process and the final artworks will need to be kept and presented to LOCOG to be credited on the artwork and for the award of certificates to all involved. The records should clearly identify which student(s) created each work.

The artist is required to send high format scans or original artwork to LOCOG by end deadline, at a cost to be covered by LOCOG.

The artist should be mindful that each school will be supporting a team or sport. The work should not focus on this but have parity across sports by guiding the students, if appropriate, towards the following:

- Capturing Emotion
- Focusing in on the emotion of the athletes and action.
- Capturing physical movement
- Using interesting crops, simple compositions, bold colours,
- Showing movement, energy and passion.

No logos or branding should appear in any artwork.

No activity can take place during half term, 13<sup>th</sup>-17<sup>th</sup> February.

Images will feature a footer strapline caption that will include school/ child's name/age/title of the work/school email information so the artwork will need to sympathetic to this. The images of artwork will be block mounted.

The artist is advised to visit the following for visual guidance pertaining to the expected look and feel of the images and for further information regarding the theme:

- L2012 image gallery:  
<http://getset.london2012.com/en/resources/image-bank>
- Get Set, the official London2012 education programme:  
<http://getset.london2012.com/en/home>
- Welcoming the World:  
<http://getset.london2012.com/en/get-set-goes-global/welcome-the-world>

#### **4 - Timeline of activity**

Submission of interest: 5 pm, 30<sup>th</sup> January.

Decision notification: 1<sup>st</sup> February.

Schools workshops delivered: 1<sup>st</sup> February to 22<sup>nd</sup> February (excl half term week 13<sup>th</sup> to 17<sup>th</sup> February).

Schools workshops are to commence as soon as possible with a deadline for the final session and submission of jpegs by 22<sup>nd</sup> February.

## 5 - Fee

A total fee of £4,800 is available, inclusive of all travel, artist equipment etc. Income tax and NICs are the responsibility of the artist.

## 6 - How to respond

Please submit an expression of interest to Cara Courage, Co-Director, Creative Campus Initiative (cara@caracourage.net) include the following by 5 pm, 30<sup>th</sup> January:

- Contact details
- CV and links to supporting information and images
- List of dates available/not available within the time frame (1<sup>st</sup> Feb to 10<sup>th</sup> Feb; and 20<sup>th</sup> Feb to 22<sup>nd</sup> Feb)
- Workshop plans
- Suggestions for preparatory work to be initiated and undertaken by the schools prior to workshops commencing
- List of all materials needed for workshops (for an average class of 30 children)
- Copy of enhanced CRB which will also be required for presentation to the schools

## 7 - Background information on LOCOG and supporting organisations

### (a) LOCOG

The London Organising Committee of the Olympic and Paralympic Games (LOCOG) is responsible for delivering the best possible Olympic and Paralympic Games experience for everyone involved, ensuring a real legacy and inspiring people to join in and truly make these 'everyone's Games'. London 2012 is the 3rd Games to be held in London following the 1908 and 1948 Games.

Organising the Games is a huge challenge. With 26 Olympic sports and 20 Paralympic sports, it is the equivalent of staging 46 World Championships simultaneously. LOCOG will organise these across 36 competition venues, with 14,700 athletes, 21,000 media and broadcasters, and millions of ticket-holders.

As well as staging the Games themselves, LOCOG is also responsible for a series of test events in our venues over the next year; for the Opening and Closing Ceremonies of both the Olympic and Paralympic Games; for the Olympic and Paralympic Torch Relays; for the Inspire programme; for the London 2012 Mascots; and for the London 2012 Festival – the finale to the Cultural Olympiad.



### **(b) Competition Partners**

This competition is run in partnership with Podium – The Further and Higher Education Unit for the 2012 Games [www.podium.ac.uk](http://www.podium.ac.uk) and the Creative Campus Initiative <http://www.creativecampusinitiative.org.uk/>.