

# I Am Festival 2025

## Brief for artists and organisations

### Overview



We are looking for 3 artists or organisations to work with us.



You will explore the theme “Make Some Noise”




You will work with schools in our I Am network to co-plan an activity for I Am Festival 2025.



You will also deliver a workshop for the Cultural Ambassadors – a group of 10 Deaf, disabled and neurodivergent young people.


	<p>Budget:</p> <p>Up to £5,300 including VAT (this needs to include all resources, facilitator and material costs)</p>
	<p>There is also £1000 available to support any access requirements.</p>
	<p>Dates:</p> <p>Project planning will take place from June 2024 – October 2024.</p> <p>Project delivery will take place from October 2024 – March 2025</p>
	<p>We are interested in hearing from individuals who identify as disabled.</p>

## About the I Am Network

	<p>The I Am network is for educators working with Deaf, disabled and neurodivergent children and young people in London's schools.</p>
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	<p>They meet twice a term.</p>
	<p>The network aims to:</p> <ul style="list-style-type: none"> <li>- Improve creative and cultural opportunities for young people</li> <li>- Share good practice</li> <li>- Connect with cultural organisations across London</li> </ul>
	<p>Last year's network meetings were hosted at:</p> <ul style="list-style-type: none"> <li>- Little Angel Theatre</li> <li>- Young V&amp;A</li> <li>- Kensington Palace</li> </ul>

## About the Cultural Ambassador programme:

	<p>This is a work experience programme for 10 Deaf, disabled and neurodivergent young people.</p>
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	<p>It will take place over 22 weeks.</p>
	<p>A New Direction delivers this programme in partnership with a charity called AFK. They provide education, training and work experience programmes for disabled young people.</p>
	<p>During the programme, the Cultural Ambassadors will learn more about the cultural sector and gain employability skills.</p>
	<p>They will also plan and deliver a creative project as part of I Am Festival 2025 and support events during the festival week.</p>
	<p>The 3 artists and organisations will deliver a workshop for the Cultural Ambassadors.</p>
	<p>This year the Cultural Ambassadors programme will have 4 key aims:</p>



To develop skills in creativity, communication, teamwork, problem-solving and independence.



To enable the Cultural Ambassadors to become leaders and role models.




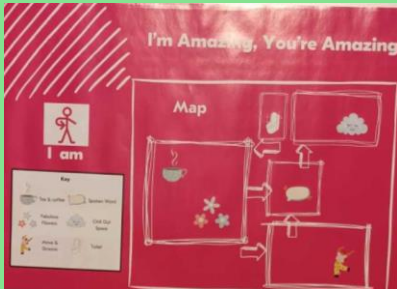


To support readiness for future work-experience opportunities and employment



To enhance knowledge of the roles and opportunities available in the creative and cultural sector.

## About the I Am Festival

	<p>The I Am Festival takes place every year.</p>
	<p>The festival celebrates the creativity of Deaf, disabled and neurodivergent children and young people.</p>
	<p>In 2024, the festival took place in 4 venues across London.</p>
	<p>The theme of I Am Festival 2024 was “See Me, Hear Me”.</p>

	<p>Over 150 students from SEND settings came to experience the festival.</p>
	<p>The Cultural Ambassadors planned and delivered an event called I'm Amazing, You're Amazing.</p>
	<p>2025 is the 10-year anniversary of the I Am Festival.</p>
	<p>The theme for I Am Festival 2025 will be "Make Some Noise".</p>



## About the Commission



We are particularly looking for artists or organisations who are experienced in:

- Interactive arts
- Digital arts
- Dance or movement
- Theatre or performance
- Music
- Storytelling



Each artist or organisation will work with 1 school from our I Am network.



Together, you will plan an activity that will be part of I Am Festival 2025.



Participants who were part of the last Cultural Ambassador programme will also be involved with the planning.



	<p>The planning session will take place on Tuesday 8<sup>th</sup> October from 9:30am – 12:20pm.</p>
	<p>At this planning session you will:</p> <ul style="list-style-type: none"> <li>- Learn more about the school you are working with</li> <li>- Share ideas</li> <li>- Hear from the Cultural Ambassadors about what worked well at I Am Festival 2024.</li> </ul>
	<p>In total, we expect the planning to take 1.5 days.</p>

	<p>The festival activity will explore 1 area of focus listed below:</p>
	<p><b>Celebrate</b></p> <p>Celebrating 10 years of I Am Festival.</p> <p>Activity examples:</p> <ul style="list-style-type: none"> <li>- Designing an inclusive celebration</li> <li>- An inclusive club night for students 16+</li> </ul>



## Sensory

Exploring the senses and the idea of a sensory space.

Activity examples:

- A physical space or event that explores sensory and calming techniques
- A soundscape
- Sensory installation or sensory play space



## Welcome

Exploring how students are immersed into the festival when they arrive.

Activity examples:

- Physical interactive entrance way
- Opening ceremony
- Welcome performance



## Parade

Exploring how students can make some noise and take up space in cultural institutions.]

Activity examples:

- Parades happening in multiple spaces at the same time
- A closing parade for the festival



## Exchange

Exploring how students can share their creativity, knowledge and/or interests with other festival visitors.

Activity examples:





- A gift exchange between students
- Creating a 10th anniversary logo/image
- Designing an item that is given out at the festival








You will also deliver workshops in the network school to explore the project focus with students.



The workshops will be delivered over 1 or 2 days depending on the school.

	<p>You will also deliver a 30-minute talk or activity to the I Am network exploring the project and your practice.</p>
	<p>This will take 0.5 days and will happen in January or February 2025.</p>
	<p>As part of this commission you will also deliver a workshop for the Cultural Ambassadors.</p>
	<p>In the workshop you will:</p> <p>Explore 1 of the key aims of the Cultural Ambassador programme (listed in the About the Cultural Ambassadors section)</p>

	<p>Introduce your practice.</p>
	<p>Share your pathway into employment so that the Cultural Ambassadors can understand about different routes into the creative industry.</p>
	<p>Tell the Cultural Ambassadors about any opportunities for personal or professional development</p> <p>For example:</p> <ul style="list-style-type: none"> <li>- Young companies</li> <li>- Internships</li> <li>- Youth boards</li> </ul>
	<p>The workshop delivery will take 1 day.</p>

	<p>At the end of the project, you will take part in an evaluation call with A New Direction.</p>
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This will take 1 or 2 hours.

## Key Dates

Planning	June 2024 – October 2024
Planning meeting with schools and Cultural Ambassador alumni	Tuesday 8 <sup>th</sup> October 1pm – 5pm
Activity delivery in schools	October 2024 – March 2025
30-minute talk at an I Am network meeting	January or February 2025
I Am Festival	Monday 17 <sup>th</sup> March to Friday 21 <sup>st</sup> March 2025.
Evaluation call	End of March 2025



## Expression of interest

To express your interest in working with us please send:



An Expression of Interest document no longer than 2 sides of A4



OR  
A 5-minute video



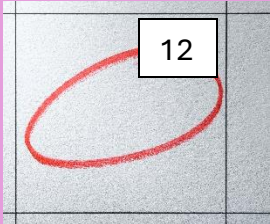

OR  
A 5-minute audio recording



In your Expression of Interest, you should include:

	<p>Your or your organisation's ethos and approach to working</p>
	<p>A brief idea of an activity or engagement piece for I Am Festival 2025 which explores 1 of the areas of focus.</p>
	<p>How this idea will be explored through school workshops.</p>
	<p>A brief idea for a Cultural Ambassador workshop and the programme aim you will focus on.</p>

	<p>Please also let us know:</p> <ul style="list-style-type: none"> <li>- If you are available on Tuesday 8<sup>th</sup> October for a planning meeting with teachers</li> <li>- Your availability on Thursdays between September to February to deliver the Cultural Ambassador masterclass</li> <li>- Your available for 1 day of delivering during the I Am Festival week (18<sup>th</sup> March – 21<sup>st</sup> March 2025)</li> </ul>
	<p>An estimated, outline budget (e.g. practitioner fees, materials and applicable VAT)</p>
	<p>Please send your Expression of Interest to <a href="mailto:schools@anewdirection.org.uk">schools@anewdirection.org.uk</a></p>
	<p>If you would like to have a chat with us before submitting your application, you can email us at <a href="mailto:schools@anewdirection.org.uk">schools@anewdirection.org.uk</a></p>
	<p>You can also call us on 020 7608 2132.</p>

	<p>The deadline for sending this is 5pm on Wednesday 12<sup>th</sup> June.</p>
	<p>If there is any additional support you may need to complete this application or fulfil this role, please let us know by calling 020 7608 2132 or emailing <a href="mailto:schools@anewdirection.org.uk">schools@anewdirection.org.uk</a>.</p>