



## **PROPOSALS PROCESS GUIDANCE**

This summer over 50,000 people attended the first ever Great Exhibition Road Festival to enjoy a mixture of art and science, culture and local history, technology and curiosity. Now the Festival has been confirmed as an annual tradition, Imperial's Festival organising team are seeking proposals for 2020.

### **Contacts**

If you would like to discuss the development of your ideas, please contact James Romero, Public Engagement Programmes Manager, on [j.romero@imperial.ac.uk](mailto:j.romero@imperial.ac.uk) or 020 7594 8198, or attend one of two Festival Proposals Clinics, by registering here:

- [12:30 - 14:00, Monday 4th November](#)
- [16:30 - 18:00, Monday 11<sup>th</sup> November](#)

We are also hosting a matchmaking event bringing together Imperial teams with interested parties from across the Festival partner organisations. If you are interested, please email [festival@imperial.ac.uk](mailto:festival@imperial.ac.uk) to add your name to the invitee list and we will email shortly with further details of how to attend.

### **Great Exhibition Road Festival – Aims:**

1. To create a unique festival that connects some of the world's most iconic institutions in an inspirational fusion of the arts and sciences.
2. To deliver a dynamic range of participatory visitor experiences that generate curiosity and a pioneering spirit among our audiences and our institutions.
3. To engage 70,000 people through events taking place on Exhibition Road and across partner institutions over the three days of the Festival
4. To engage communities and audiences who do not usually access our institutions through co-created projects that are part of the Festival weekend.
5. To celebrate diversity – the diversity of our communities, and that within art and science.
6. To reinvigorate the vision of Albertopolis and enable collective action on issues of importance to partners and participants



### **What we are looking for in 2020**

Each year we evaluate the Festival and collect feedback from exhibitors, visitors and volunteers, to find out what they most valued. Based on this, and the Festival aims listed above, we have the following suggestions for teams wanting to take part in 2020. Whilst we are not expecting each



proposal to include all of the elements below, we recommend at least considering how you might incorporate each into what you are submitting:

### **Link to the yearly theme**

This second iteration of the Great Exhibition Road Festival will include for the first time a theme that will unite a selection of content across the Festival programme. Depending on the proposals we receive from Imperial staff and Festival partners, the theme could be turned into a physical zone and / or talks programme. It will likely be packaged up for press as an example of what is 'new' for 2020. Importantly, it will sit under the more general Festival concept of celebrating Albertopolis as a pioneering cultural quarter for the collective impact of the arts and science since 1851. As a result we will not be obligating all contributions to next year's festival to fit within the 2020 specific theme. However, we would encourage those who can, to think about how their ideas can be positioned to take advantage of this focus.

For 2020, this theme will see Imperial and the other Festival partners telling stories of individuals, groups, communities of trailblazers! It will be a celebration of those from within our Imperial community, and those outside, who have creatively solved problems, disrupted the norm, shaped perspectives and challenged society to do more and be better. These are people, who continue to directly or indirectly inspire us. For Imperial teams this could mean celebrating those responsible for:

- a major breakthrough in research or practice that continues to influence the field
- a revolutionary new perspective on, or vision for your science from outside of academia – e.g. from literature, the arts , music...etc
- a pioneering new approach to carrying out scientific research, sharing it with the world, or opening new pathways into the profession itself that promotes inclusivity and diversity

N.B. This theme provides an opportunity to promote diversity in the arts and sciences, so please highlight a diverse range of trailblazing communities and role models.

### **Interactive fun on Exhibition Road**

The ability to close the iconic Exhibition Road is a unique opportunity for the Festival, and in 2019 the public loved being able to explore this road in a new way without cars and buses going up and down. The popularity of this area for the public and its open space create opportunities for large-scale hands on workshops and making areas that can engage large numbers of people with a fun activity for all the family.





### **Adult specific content**

One piece of feedback we often receive from Festival attendees, particularly from adult visitors, is a difficulty in finding activities or parts of the Festival that are particularly aimed at them. As a result, for 2020 we are asking for proposals to specify which audience groups their activity would be most suitable for, so we can help our visitors to access this.

### **Science and art collaborations**

In the surveys of GERF attendees from 2019, our visitors loved the mixture of science and arts based content. However, a common comment in the feedback was a request for greater interaction between those two disciplines.



As well as new collaborations that might come out of the matching making session, the Festival is also well placed to support existing partnerships around our research, and able to host your partners (academic or otherwise). So if you are already have an active creative partnership, or simply an idea for how art or a new creative approach could help the public engage in your research in a new way, we would be delighted to hear it and support your ideas.

### **Research involvement**

The Festival aims to create a platform for two-way connections around Imperial's work. As a result, we welcome proposals that include creative ways to illicit, record and/or display public ideas or opinions on issues related to a research topic. Alternatively, we know the public really enjoy getting actively involved in research. Whilst we understand it is not possible for every research discipline to collect data at a public event like a Festival, if you are interested in exploring the possibility of running a live experiment across the weekend, we can advise on best practice and put you in touch with teams who have published data collected at the Festival.

### **Science themed music and dance performances**

We aim to provide a range of ways to engage the public with our research, and often music and dance can be a memorable and fun way to do this. As a Festival organising team we are in contact with numerous musicians, dancers and choreographers who have expressed an interest in working with our researchers, so if you are interested, we can introduce you to professionals to work with.





**Type of contributions:**

The Festival proposals form lists six different types of experiences that we could offer visitors in 2020 as well as another option for ideas that don't fit into these categories.

1. Exhibit – This is a permanent activity that occupies a space within a Festival zone throughout the weekend. These are staffed by the teams who create them, and bring visual and/or interactive components that will help to tell the story of their research. This could be a demonstration related to a specific area of research, or something creative or attention-grabbing, aimed at drawing people in to find out more. Having members of the teams staffing the exhibits over the weekend means that the public can ask questions and meet the people carrying out the research
2. Installation – Similar to an exhibit, an installation is a permanent feature of the Festival but doesn't need to be constantly staffed and often takes a more artistic or creative approach to introducing the research topic. Installations might include immersive sculptures, art or photography displays linked to Imperial research.
3. Discussions – the Festival delivers popular talks programmes, which are hosted in the largest lecture theatres around Exhibition Road. They give a predominantly adult audience (16+) a chance to hear about a particular subject in a bit more depth. Talks are generally 20-30 minutes in length with additional time for discussion and questions. They must be developed and delivered in a style that will be interesting and engaging for non-experts with a publically appealing title. As well as individual speakers, we are always interested in panel sessions that bring speakers from different backgrounds and worlds together to discuss a single topic.
4. Workshops – giving members of the public a chance to get involved in making, creating or contributing to something with guidance from you and your team. Workshops work best when your team is present to have conversations about the research linked to the workshop, whilst we can likely cover workshop material costs and put you in contact with professionals to help develop and/or deliver the activity with you if required.
5. Tour – Our visitors really enjoy behind-the-scenes tours of our facilities and/or laboratories. We will be responsible for registrations and bringing groups of people over at agreed times, so all you will need to do is prepare exciting hands on demos and presentations that can be delivered within the facility and be repeated easily throughout the weekend.
6. Music and dance performances – The Festival has numerous stages and tents which are open to proposals from both professional and amateur performers. We are keen for ideas that include audience interaction, and / or where music or dance can be used to illustrate areas of Imperial research.