



**Invitation for proposal for land, bridge and river based activities for the NewcastleGateshead Bridges Festival 13<sup>th</sup> – 14<sup>th</sup> August 2011**

**Background:** NewcastleGateshead Initiative has had discussions with cultural and local authority partners for NewcastleGateshead to develop a river or bridges-based festival in the lead up to 2012 and beyond. Part of the aim of this activity as well as developing and presenting high quality work is to build capacity, enabling NewcastleGateshead to develop a network of strong working relationships in both the commercial and cultural sectors.

2011 will be a pilot year as a test bed for a further Festival in 2012, during the time NewcastleGateshead plays host to the Olympic Football at St James Park 28<sup>th</sup> July – 4<sup>th</sup> August 2012.

**Partners:** The NewcastleGateshead Bridges festival will be curated by NewcastleGateshead Initiative in partnership with Gateshead Council and Newcastle City Council and will work in partnership with NE1, Port of Tyne Authority and key commercial organisations (including restaurants, bars, hotels and tourist attractions) and cultural and sporting venues and organisations on both sides of the river. A definitive list of partners will develop throughout the project scoping period.

**Dates: Saturday 13<sup>th</sup> and Sunday 14<sup>th</sup> August**

The festival will be focused on the Newcastle and Gateshead quaysides and the river working within the footprint of the Swing Bridge and the Gateshead Millennium Bridge. (For information - the Gateshead Millennium Bridge celebrates its 10<sup>th</sup> anniversary on the 17<sup>th</sup> September 2011.)

**Brief:** Taking the bridges of NewcastleGateshead as a starting point (from the Swing Bridge through to the Gateshead Millennium Bridge) we're interested in a range of artistic / recreational / sporting proposals that respond to the Bridges and river in unusual and surprising ways. Your proposal may use the following as inspiration

- living bridges,
- bridge mythologies /legends
- heritage, including river heritage
- use of unusual unnoticed spaces
- activity on the river

We will select a range of ideas to programme a full weekend of activity along the North & South Quaysides, in the river and on the Gateshead Millennium Bridge and the Swing Bridge. This footprint will form the backdrop and stage for this activity works which could include; street arts, boating, watersports, performance, carnival, dance,

pyrotechnics, illuminations, art installations, exhibitions, sporting, river events, massed choirs, music and dance, food and feasting

**Timing/Duration of work/activity:** The NewcastleGateshead Bridges Festival will look to commission new work **and** incorporate existing ideas that animate the bridges, river and quaysides and engage the public (in large numbers as well as smaller more intimate groups). Our aim is to surprise and delight the public with activities they can take part in as well as watch both throughout the day and into the evening.

We would expect the main focus of activity to run / take place from mid afternoon until early evening, the optimum times for on water activity (due to tide times) will be:

Saturday 13<sup>th</sup> 3.30 – 5.30 p.m

Sunday 14<sup>th</sup> 4.00 p.m – 6.00 p.m

As well as smaller scale daytime activity we are planning a festival finale on the evening of the 14<sup>th</sup>, we would expect this event to have a minimum duration of 30mins and could include further development of daytime activities and the use of light / projection or pyrotechnics and sound.

Selection to be included in the festival will be based on the quality of the proposal, the strength of the idea, and the ability to realise the idea in line with our overall ambition for the festival, initially as a pilot in 2011 and our aspirations for 2012 and beyond.

**How to put forward a proposal to be considered:** Please email a written proposal for your idea including brief details of any financial / technical support required (no more than 2 sides of A4) and some low res supporting images to [vikki.leaney@ngi.org.uk](mailto:vikki.leaney@ngi.org.uk). If you wish to discuss your idea please call Carol Bell, Head of Culture and Major Events on 0191 4405742 or Vikki Leaney Programme Manager on 0191 4405747.

**Closing date for proposals:** Tuesday 29<sup>th</sup> March (no later than 5pm)

