

Call out for a set designer or artist for a creative festive installation

A Very Croydon Christmas **4 – 8 December 2024**

Croydon Council is leading a legacy culture programme following its year as London Borough of Culture (LBoC), **This is Croydon**. The programme aims to:

- continue to develop Croydon's reputation as a creative and welcoming borough
- encourage increased footfall and longer dwell time in the town centre (supporting regeneration and economic development objectives)
- provide learning opportunities for children and young people
- bring communities together to celebrate our diverse and vibrant borough and to engender wellbeing
- to develop pride in Croydon

Since the end of LBoC, the culture team has delivered a number of initiatives and artistic commissions including exhibitions, summer family events, **Croydon Harvest** and **Reclaiming Narratives**. Our next project will be **A Very Croydon Christmas** which will run 4 – 8 December in Croydon Clocktower and in the town centre. The programme takes an inclusive multi-faith approach to winter festivities and has a focus on peace and togetherness with something for all ages. The overall festival will bring thousands of visitors to the town centre with creative workshops, dance, puppetry, installation, a choir and more.

We are now looking for a set designer or artist to create a festive installation for the Croydon Clocktower Atrium & Braithwaite Hall areas as part of **A Very Croydon Christmas 2024**.

About the Braithwaite Hall & Atrium

The Braithwaite Hall was once the borough reference library, it has a Grade II listed interior from the Victorian period and is one of our flagship venues for the festival. We are looking for a talented artist or designer to create an eye-catching Winter-themed installation that celebrates the multi-faith nature of our communities, whilst respecting/highlighting the immense Victorian architecture of the site. The building is used by people from all groups within the community so the installation must be appropriate for a hub which hosts a diverse range of groups and ideally would be promoting messages of peace. The installation could also (but doesn't necessarily have to) reflect elements which are typically Croydon.

The Atrium is a mid-1990s extension to the Victorian Town Hall, connecting it to the library. This space can be more flexible.

The installation cannot add to the combustibility of the building and materials should be fire-retardant and appropriate for these spaces which are used frequently by people of different faiths, as a private venue, and for The Atrium as a thoroughfare as well as a gallery space. Please see photo references below.

We anticipate installing on the weekend on Saturday 30 November/Sunday 1 December. The event runs from Wednesday 4 – Sunday 8 December inclusive. The installation can stay in-situ until the end of December. Thursday 27 December is a possible de-rig day.

How to Apply

We have a maximum budget of £10,000 to include artist fee, producer fee, additional staff/technicians, materials (including fire protection), lighting, installation/de-rig, participative workshops, risk assessments/method statements, transport, any other expenses. We would also be interested to hear from any designers/artists who could run a participative element of this process so that families could take part in creating or adding to the installation once in-situ. Note: any technical elements including methodologies for installation/de-rig and build will be the responsibility of the designer/artist.

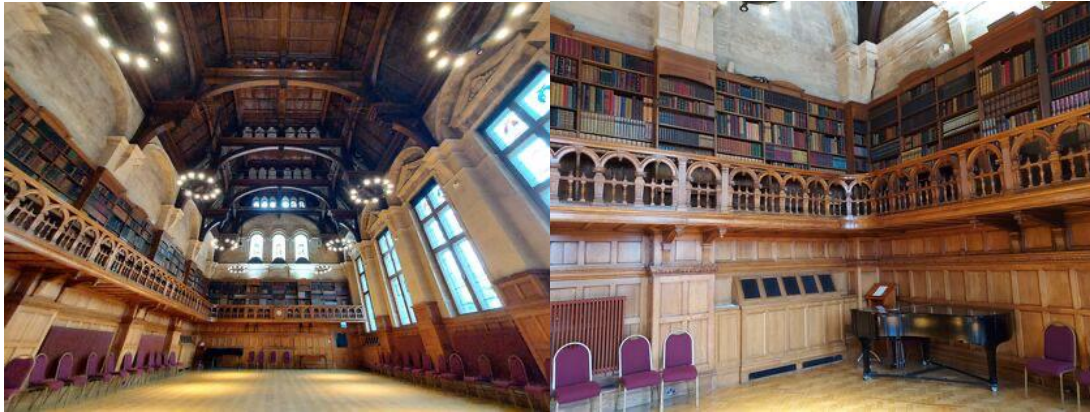
Please include in your email the following

- A brief synopsis of your idea
- Photo references of materials or themes you are proposing to use
- Installation time needed (set up and de-rig)
- Information on your experience of delivering similar projects (website or CV is fine)
- A timeline of how you would approach the work including your availability
- A proposed budget

Proposals should be sent through to croydonchristmas@gmail.com and addressed to (freelance) Production Manager Joanna Penso with the subject title 'Festive Installation Proposal'.

Proposals should be received by 6pm on Sunday 10 November.

Images



Braithwaite Hall



Croydon Clocktower, Atrium