



Associate Artists Scheme

Guidelines & Application



What is Art B&B:

Art B&B will be a traditional Blackpool Bed and Breakfast re-imagined by artists as a small-scale space for exhibiting, developing and staging artists' work whilst still functioning as a small hotel for paying guests. We have recently acquired a fantastic seafront property immersed within the Illuminations stretch on Blackpool Promenade, and are moving rapidly towards our renovation phase of works before a grand opening in 2018.

There is exciting scope to inhabit the space with inter/national artist's commission; from the room design to the breakfast menu, it is the vision of the project to immerse people in a contemporary visual language.

Alongside the day to day operations A B&B will aspire to self-generate a programme of talent development for the arts and cultural sector, creative conversations, artist residencies and new project development.

It will create a new way for residents and visitors alike to experience high quality arts activities in a familiar and popular environment.



Associate Artists Scheme

Whilst the arts offer is acting as the main attraction and focus of the CIC and its premises, it will be serviced by a commercial operation incorporating:

- Guest accommodation of up to 18 rooms
- A bar and catering operation offering a significantly different healthy and high quality menu
- Meeting and function rooms with related catering

Art B&B is an experiment to develop a sustainable, scalable business model to fund ongoing creative activities for communities.

What is the Art B&B Associate Artist scheme & how will it work:

The Associate Artist programme will offer up to 5 opportunities for locally based artists, who want to develop their professional arts practice/careers, by developing work within the context of our ground breaking and exciting Art B&B. The first phase of associate artist placements will take place during the renovation and opening phase of the project. So it's a great opportunity for artists who want to get involved at the early stages of our development and create work that can help inform and shape the programme as it emerges.

Becoming an Art B&B Associate artist does not mean that we expect all of your practice to focus on the Art B&B project all of the time. Rather that you work alongside us and are able to integrate & build on your existing practice through the opportunities provided.

The Art B&B Associate Artist scheme aims to:

- Connect more people with Arts & Culture
- Explore alternative spaces for art to exist
- Develop the artistic talent on our doorstep
- Promote artist profiles within a critically engaged national context
- Reward ambitious, risk taking practice and approaches to making art

Outcomes include:

- Positive perception change of Blackpool as a place to make and engage in art
- Increased networks/relationships and conversations about art in Blackpool
- Creating future programme for Art B&B lead by locally based practitioners
- Evidence base of locally based artists development needs



Associate Artists Scheme

- Increased opportunities for locally based artists to work within wider arts contexts
- Increased investment in independent arts practice.

So what's on offer for you if you're successful in your application?

An 18 month period of time as an Associate Artist of Art B&B including:

- Mentoring & 1 to 1 guidance and support from the LeftCoast and Art B&B team
- Peer Group development sessions
- Connections to and opportunities to work alongside established Art B&B commissioned artists
- Access to a collaborative workspace and initial exhibition opportunities at our partner venue Abingdon Studios
- A £1000 Express Professional Development grant that can be spent on a personalised programme of courses, conferences, travel to exhibitions and events, and meeting the people who can really help you develop your ideas and practice.
- Up to £2000 towards match funding to allow you to bid for an Arts Council G4A grant to realise some of your project ideas.
- Space to exhibit the outcomes of your activity within the Art B&B ongoing programme of activity, once the building is open.

Who are we looking for to become Art B&B Associate Artists?

We want to work with artists who are actively working in their field of practice, and who demonstrate a desire to make artistic practice their full time occupation.

This is an interdisciplinary opportunity, and artists working across all disciplines are encouraged to apply. We want to see evidence of a pro-active working practice, recent exhibitions, projects, performances and work in development etc.

You must be committed to undertaking the development process that comes with the Associate Artist status, so you must make yourself available for regular 1 to 1's with the LeftCoast & Art B&B teams, and group sessions with the other associate artists.



Associate Artists Scheme

You must also be willing to travel to undertake the Express R&D / professional development programme of activity.

We're keen to support artists who demonstrate a need for space to make work, and artists who are excited about the Art B&B as a Community Interest Company, project and venue.

You must also be willing to write funding bids to support the projects that develop from your associate artist activity, and present the outcomes within Art B&B.

We are:

- Looking for artists who demonstrate innovative, ambitious and risk taking practice, whose work is conceptually strong and aesthetically impactful.
- Interested in artists whose work engages with communities in a critically developed way.
- Excited by artists who have an interest in place & developing work within that context, particularly those who demonstrate curiosity about coastal culture.
- Interested in work that interrogates popular culture

Who is eligible to apply?

You must be currently based on the Fylde Coast – Blackpool, Wyre or Fylde.

You must be over 18.

You should be registered as self-employed already, or be willing to register when accepted onto the programme.

You must be eligible to live & work in the UK.

What are we not looking for?

We won't accept applications from people currently studying full time at college or university at A'Level, BTEC, HND or undergraduate degree level. (If you are at this stage of your career, then we have other opportunities for you to connect with LeftCoast & Art B&B via the LeftCoast Studio programme, check out our website for more details <https://www.leftcoast.org.uk/all/introducing-leftcoast-studio/>)



Associate Artists Scheme

We're not interested in artists who reproduce or imitate existing cultural practice.

We're not interested in work that directly references traditional and stereotypical views of Blackpool.

And we're not interested in artists who are unwilling to work collaboratively with their peers and other more experienced artists to develop their professional practice.

How to apply:

To apply to become an Art B&B Associate Artist you need to send us:

1. A portfolio of images & or videos of your work to date. Please carefully choose a maximum of 10 images and/or 3 videos that best demonstrate the work you make. Please include titles and descriptions of each piece. If sending video links please ensure the web url provided is a direct link to the video and any passwords required to access it, are included. If sending images please bundle into 1 PDF file (max 10mb) with descriptions and titles included.
2. An Artist Statement – of no more than 300 words, describing your work and why you make it, your influences and what inspires you.
3. Finally please answer the following questions in no more than 1000 words in total.
 - Why do you want to become an Art B&B Associate Artist?
 - How would you approach your first 3 months as an Art B&B Associate Artist?
 - When you come to the end of your Associate Artist period, what would you hope to have achieved?

Please send your application to Jenny Rutter jenny.rutter@leftcoast.org.uk , copying in Kay Trayford kay.trayford@leftcoast.org.uk

There are no deadlines for this scheme – but we do not intend to have more than 5 Associate Artist at any one time. So please apply if you're interested and we'll let you know if the scheme is fully subscribed then keep your application on file for when the next slot becomes available.

All applicants will be offered feedback on their applications if requested.

If you have any questions about the scheme then do give us a call on **01253 477973** and ask for Jenny Rutter or Garth Gratrix.

