

Open Call Artists Brief for Glasgow Christmas Lights – Commissioned Artist-Led Projection and Lighting Trail

Vision

Glasgow Life's Events Team manages and delivers a wide range of major events throughout the year.

Glasgow Life are looking to work with Glasgow-based artist(s), who will collaborate on a winter and Christmas themed Commissioned Projection and Lighting Trail, in association with a Glasgow Life appointed lighting company.

This is an initial trial for what has the potential to be a new signature event for the city centre, showcasing the city's heritage and architecture, encouraging citizens and visitors alike to explore the city centre as part of a wider winter experience. Installations will vary in scale, mixing the use of existing city architecture with a target of 5 attractions delivered. There will be a maximum of 4 artists appointed, with one of the installations reserved for a schools' competition.

This format does not preclude any artist from submitting more than one design.

This opportunity is for freelance artists who are based in Glasgow. We are looking for proposals led by individual artists or artist-led collectives and will not be accepting proposals from organisations.

The successful artist(s) will be expected to work closely in collaboration with the appointed Project Manager from the lighting company and Glasgow Life's Events Team in all aspects of the design.

Theme Brief

To mark Glasgow's 850th anniversary, the Christmas lighting trail will shine a light on the people, places and stories of Glasgow.

Glasgow Life are inviting talented Glasgow-based artists to create winter and Christmas-themed designs that celebrate the vibrant spirit of Glasgow over the last 850 years, intertwining nostalgic memories with forward-looking visions of the city's future. The artwork should evoke warmth, community, and Christmas cheer while engaging viewers with a narrative that bridges the past, present and future of Glasgow.

Glasgow Life will ask the artist(s) to:

- produce visually captivating designs that embody winter and the Christmas season's joy and warmth.
- incorporate elements that reflect Glasgow's rich history, cultural identity and architectural landmarks
- explore personal or collective memories associated with Glasgow's winter and Christmas traditions.
- imagine and visualise a hopeful, innovative future for Glasgow through artistic expression

Memories

- Evoke personal or collective memories of Christmas celebrations, community gatherings, or city life during winter

Future Vision

- Envision Glasgow's future with imaginative elements like sustainable cityscapes, technological advancement, or cultural innovation

Christmas Spirit

- Use seasonal colours, ornaments and symbols of joy and togetherness

Design Considerations

- use a colour palette aligned with winter and Christmas themes—reds, greens, golds, silvers, or innovative colour schemes that highlight the city's vibrancy
- balance nostalgic references with imaginative concepts to create a compelling narrative

Background

Winter and Christmas in Glasgow is a time of light, warmth and connection - celebrating the people, multi faith communities, places and stories of Glasgow, and sharing this with the world. Winter in Glasgow is a beacon of inclusive and sustainable practices delivered by a range of different partners working together for the good of all. A diverse range of events and experiences that take place across the city which range from large scale tent-pole events to commercial, cultural and community events of all sizes.

Strategic Objectives

1. To develop an overarching campaign through which Glasgow Life can promote the diverse range of winter events and experiences to encourage visits from out with the city.
2. To showcase what is unique and distinctive about a winter city break experience in Glasgow and why people should choose the city during this time over other UK competitor destinations.
3. To profile the city's signature civic winter programming as well as showcasing the wider offering across entertainment, retail, wining & dining, and attractions

To drive overnight stays for the duration of the extended winter period from November to early January.

About Glasgow Life

Glasgow Life is one of Scotland's largest charities and our mission is to inspire every citizen and visitor to become engaged and active in a city globally renowned for culture and sport. We believe everyone deserves a great Glasgow Life and we find innovative ways to make this happen across the city's diverse communities. Employing approximately 2,400 staff across the city, our programmes, experiences, and events range from grassroots community activities to large-scale cultural, artistic, and sporting events which present Glasgow on an international stage. Our work is designed to promote inclusion, happiness, and health, as well as support the city's visitor economy, in order to enhance Glasgow's mental, physical, and economic wellbeing.

These services include Museums and Collections, Sport, Communities and Libraries, Arts, Music and Cultural Venues, Events, Tourism and Conventions.

Culture and Sport Trading CIC Community Trading CIC (Community Interest Company) (CSG Trading) is registered in Scotland (No SC313850). The company is responsible for commercial development activities such as retail and venue hire. All profit from this trading is gift aided to the charitable company.

Glasgow Life is the sole member of Glasgow Life CSG Trading and is wholly owned by Glasgow Life.

Glasgow Life's Events Team leads and enables the delivery of the Glasgow Events Strategy 2035 on behalf of the city. The team attracts, creates, delivers and partners with a wide range of events and festivals throughout the year, including an annual portfolio of events such as the Glasgow Mela, Merchant City Festival, World Pipe Band Championships, Aye Write and the Great Scottish Run. The team also delivers one-off events including the recent UCI Cycling World Championships 2023, World Athletics Indoor Championships 2024 and is preparing to host the 2026 Commonwealth Games and UEFA EURO 2028.

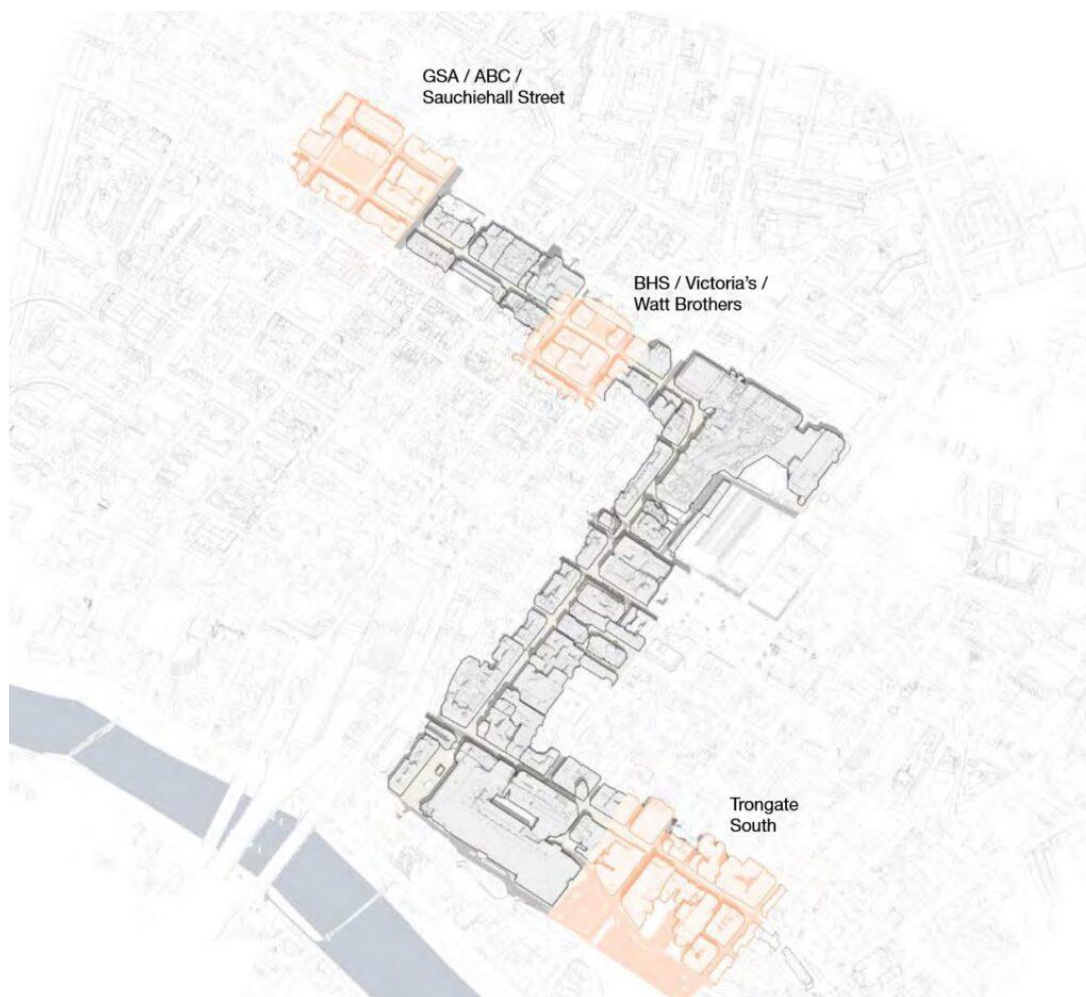
Glasgow's winter events form an important part of the city's annual events calendar and the events team lead the overall coordination of winter events and activation, bringing together civic, commercial and community events under a marketing umbrella to attract residents and visitors alike to the city centre during that time.

Scope of Work

Glasgow Life Event's Team are interested in collaborating with a Glasgow-based artist(s) that has previous experience of working with lighting design and installation companies. The successful artist(s) will explore existing city centre lighting and planned lighting animation across the city spaces to align and integrate with these commissioned projections to create a trail and work in collaboration with the Glasgow Life appointed lighting company to ensure fulfilment and feasibility of the brief.

The commissioned projection and lighting trail concept should encompass a Winter or Christmas theme and provide an opportunity to create a bespoke experience that showcases Glasgow. The marketing and communications plan developed to support this will have a key focus on promoting the trail and experiences, as well as social media strategy to drive content, engagement and appeal of Glasgow city centre in key target audiences and subsequently encourage visits to the city centre.

The installations will be focused on the Glasgow's Golden Z, shown in the image below.



Phase one: Initial Concept Application

Your proposal should include:

- Key artist(s) involved and their experience of working with lighting design and installation companies
- Proposed design(s) and location in line with the scope of requirements
- A brief description and examples demonstrating how the design aligns with the theme

Application format

- A **one-page cover letter** outlining your interest in this opportunity
- Submission of a **one-page proposal**, which identifies and responds to the themed brief, scope of work, and selection criteria below.
- An initial concept sketch(es)
- An up-to-date CV and links to website/social media, or images of work
- Postcode - this opportunity is for freelance artists who are based in Glasgow. We are looking for proposals led by individual artists or artist-led collectives and will not be accepting proposals from organisations.

Selection criteria

Successful Applications will be taken forward based on how strongly the proposal:

- **Demonstrates** a clear, creative and innovative response to the theme outlined above outlining artists/partners involved.
- **Evidences** a willingness to collaborate, share knowledge, and work in partnership with the lighting company to develop the programme.

Selection Process

Panel assessments will take place in two phases:

- **Phase one – Initial Concept Proposal** - applications will be assessed against the Selection Criteria by a panel made up of Glasgow Life representatives, independent panel members and the appointed lighting company.
- **Phase two – Developed Concept Submission** - shortlisted artists will be invited to develop their concept in conversation with the appointed lighting company. **These meetings will take place during the week of 1st September.** There will be a fee of £1000 per artist, for artists who are invited to develop their applications as part of phase two.

For the phase one applications, applicants will be informed of the outcome of their application on or before **Friday 29 August**

Commission Fee

The successful artists from phase two will receive a commission fee of £5000.00 per commission.

This fee will be to further develop designs, liaise with the lighting company to bring the commission vision to life and attend any site visits.

Fee breakdown:-

- Phase two – selected artist development payment £1000.00
- Successful artist fee per commission £5000.00 – we anticipate this to be around 14-16 days of work per commission.

(Our commitment to equity and representing Glasgow requires us to ask applicants to fill in a monitoring form as part of their application. We ask how you self-identify to ensure we have a diverse cohort of artists. If you would like to have a further conversation about diversity)

Phase 1 Deadline: 12 noon Monday 18 August

Email submissions to Glasgowevents@glasgowlife.org.uk with the TITLE Commissioned Artist-Led Projection and Lighting Trail

Please limit the total size of any attachments to under 8MB to ensure your email complies with our IT regulations and arrives safely.

Accessibility

We will also accept your application as a video or voice recording if this is more accessible for you.

If you have access needs, would like support with your application, or have a question to ask about the application process, please email glasgowevents@glasgowlife.org.uk