

The logo for RiverLight 2024 features the text "RiverLight" in a bold, pink, sans-serif font, with "2024" in a slightly smaller, matching pink font directly below it. The text is centered within a bright yellow rectangular background.The logo for "hub" consists of the word "hub" in a bold, black, lowercase sans-serif font. A thick black horizontal line is positioned directly beneath the letters.

Artist Brief - Billboard Project

Introduction:

RiverLight is a celebration of Sleaford - its history, stories and unique spaces, with the river at its heart. The festival launched in March 2022 as part of post-pandemic celebrations, and continued with great success in October 2023. The third RiverLight event is scheduled for June 2024 coinciding with the summer solstice.

RiverLight Festival Fringe: 15 - 21 June 2024

RiverLight Festival Finale: Sat 22 June 2024 (event times tbc 10am - 8pm)

Location: Sleaford town centre

RiverLight is supported by North Kesteven District Council and the UK Government through the UK Shared Prosperity Fund (SPF). It has been funded under the Communities & Place investment priority, specifically to strengthen social fabric and foster a sense of local pride and belonging, enhance physical, cultural and social ties and increase access to amenities such as community infrastructure, local green spaces and community-led projects.

We are seeking an artist to create new artwork for a billboard in Sleaford town centre to promote and celebrate RiverLight 2024.

DEADLINE: Wednesday 31 January 2024

Riverlight ethos:

RiverLight showcases the best of Sleaford, and shines a light on all the creativity that flourishes here. Our festival programme, artworks, commissions and installations will:

- Be inspiring and joyful
- Be sustainable and ethical
- Be inclusive and accessible
- Connect people together
- Develop local pride of place
- Celebrate the culture and heritage of Sleaford and the River Sle.

What we are looking for:

We're looking for a visual artist with experience of creating large-scale works for outdoor walls, e.g. those working within graffiti / mural illustration / graphic design. The artist will design and install a new artwork for the billboard, which sits outside the Rewind Bar, on Southgate in the centre of Sleaford. The

work must be either painted directly onto the surface of the board or printed on a PVC type banner material and then installed.

The artwork design must:

- Connect with the festival branding
- Contribute to a vibrant festival atmosphere
- Be bright, fun and full of impact
- Be weatherproof and consider vandalism issues

The artwork will stay up for the lead up to and the duration of the festival, and if appropriate may stay up for longer. The design could potentially be flexible, to allow us to update certain sections, this can be discussed on appointment.

The site:

The billboard is currently blank, painted black and constructed of twelve plywood panels which are not in their best condition. In 2023 it was used to advertise the festival with a bespoke large-scale poster using the RiverLight branding. Sadly, the extreme weather conditions during and immediately following installation meant that the promo poster quickly deteriorated. We want to ensure we commission a more robust and creative artwork for 2024.

The billboard is owned by the adjacent Rewind Bar. We have their full permission to use the billboard for festival purposes.

Dimensions: 3m high by 6m width.





Proposed Timescale:

Appoint and contract artist	by Mid February
Designs signed-off	by Friday 15 March
Artwork completed	by Monday 15 April

Budget:

The total budget for this commission is £2,500 +VAT, inclusive of all materials, fees and expenses, including installation costs. Please note that the billboard is situated on the street and at height.

Selection process:

Please complete a proposal form here:

<https://hub-sleaford.org.uk/news/riverlight-festival-2024-call-out-for-artists> and email a maximum of 10 examples of your previous work to marion@hub-sleaford.org.uk. We Transfer or other shared online files can also be accepted. Please include an image list (artwork title, date, location etc) so we understand what we are looking at.

Please ensure you put your name and RiverLight Artist Proposal in the email subject line, and include your name and an image reference on all of your images files.

DEADLINE: Wednesday 31 January 2024

Proposals can be submitted at any time, but those received after the deadline will not be considered.

If you need any further support or have any questions, please email marion@hub-sleaford.org.uk

