



**NORTHERN ROOTS**  
GROWN IN OLDHAM

## **Illuminate at Northern Roots 2024: Artist Commission**

Northern Roots is creating the UK's largest urban farm and eco-park on 160 acres of stunning green space, ten minutes on foot from Oldham town centre. A unique new community asset and visitor destination.

[www.northern-roots.uk](http://www.northern-roots.uk)

Northern Roots aims to create a bold, inspiring and surprising arts and culture offer, that helps to animate the site, bring local communities and visitors together, and support the creative community. Over the last 12 months we've commissioned artists and arts organisations working across diverse disciplines, delivered five outdoor arts events on the Northern Roots site, and developed an initial arts and culture strategy.

We are delighted to be partnering with Oldham Council on Oldham's Illuminate 2024 celebrations and are now inviting proposals for an **Illuminate at Northern Roots 2024** commission.

### ***CREATIVE BRIEF***

**Opportunity:** Create a magical, light-night, site-specific experience for children and adults.

**Location:** Northern Roots site, Oldham, OL8 2BJ.

**Site:** [https://www.google.com/maps/place/Northern+Roots/@53.530799,-](https://www.google.com/maps/place/Northern+Roots/@53.530799,-2.1017555,15z/data=!4m6!3m5!1s0x487bb7b37f553e9d:0x32e346ffda5aa53!8m2!3d53.530799!4d-2.1017555!16s%2Fg%2F11k06dxsql?entry=ttu)

[2.1017555,15z/data=!4m6!3m5!1s0x487bb7b37f553e9d:0x32e346ffda5aa53!8m2!3d53.530799!4d-2.1017555!16s%2Fg%2F11k06dxsql?entry=ttu](https://www.google.com/maps/place/Northern+Roots/@53.530799,-2.1017555,15z/data=!4m6!3m5!1s0x487bb7b37f553e9d:0x32e346ffda5aa53!8m2!3d53.530799!4d-2.1017555!16s%2Fg%2F11k06dxsql?entry=ttu)

**Pre application site visit:** 10-11.30am, Tuesday 18<sup>th</sup> July 2023 at Northern Roots.

**Event date:** Sunday 25th February 2024.

**Budget:** £12,000 (VAT inclusive).

**Application Deadline:** Friday 11<sup>th</sup> August 2023.



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Could you create a **magical, memorable, participatory light-night experience** for audiences of all ages in an outdoor landscape setting after nightfall? Northern Roots is inviting proposals from artists, creatives and makers working in any artform. Your response could involve or combine music, film, storytelling, sculpture, performance, installation, projection, lighting or fire – whatever inspires you. Your response could be a completely new piece of work or involve repurposing and reimagining existing pieces or performances within a new setting.

Your proposal needs to respond to and be inspired by the landscape at Northern Roots. The 160-acre site has woodland glades and clearings, large open grass pitches, and footpaths and tracks that criss-cross the site.

You can use the landscape in many ways, suspending or attaching elements to trees, creating standalone structures, using it as a performative space, a canvas. You have the possibility of creating illuminated trails and journeys, creating intimate experiences, creating at scale. You could create something fun, playful and high energy or something more introspective and contemplative. Above all, we are looking for proposals that will **light up the landscape** in a way that **delights** and **surprises** visitors of all ages.

## **NEED TO KNOW**

- Your proposal needs to be family-friendly and suitable for audiences of all ages.
- It needs to proactively attract and work as an experience for 1000 visitors plus, and work as an un-ticketed experience.
- It needs to create opportunities for audience participation and engagement, and to maximise dwell time.
- Your proposal should include **2 workshops** that enable local communities to get involved in learning, making, creating, participating in and contributing to the realisation of your proposal.



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- There is currently no power source on site, so your proposal needs to include and account for necessary power supply i.e. batteries, generator.
- We encourage artists to think about using sustainable materials where possible. Proposals will be selected in part on how little impact they make on the environment. We operate a leave no trace policy on the Northern Roots site.
- The successful commission will be selected by a panel of producers from Northern Roots and Gallery Oldham.
- Northern Roots will lead on communications and marketing of the event, as part of Illuminate 2024 marketing.
- The Northern Roots team will work with you to support the development and production of your commission, supporting the initial development stage, site visits and providing access to existing community contacts and facilities in Oldham.
- Northern Roots will support event production support by providing event stewarding, security and a Northern Roots Event Producer as your primary liaison.
- Northern Roots will develop and produce an offer around your commission involving additional entertainment, which we will be fully responsible for producing.
- The successful Illuminate 24 commission will receive £12,000 (VAT inclusive) to develop, make, deliver and install/perform work for the Illuminate at Northern Roots event on **Sunday 25th February 2024** on the Northern Roots site in Oldham.

### **COMMISSION TIMELINE**

- **Applications open:** Monday 3<sup>rd</sup> July 2023.
- **Site visit:** Any artist/organisation wishing to meet the Northern Roots team and visit the site before submitting an application, is welcome to join us for an informal site tour and conversation on Tuesday 18<sup>th</sup> July at 10am. Please email [kimomorrison@northern-roots.uk](mailto:kimomorrison@northern-roots.uk) to book your place.
- **Applications close:** Please complete and return the Application Form to [kimomorrison@northern-roots.uk](mailto:kimomorrison@northern-roots.uk) by Friday 11<sup>th</sup> August.



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- **Shortlisting and secondary conversations:** We will shortlist proposals and set up meetings with shortlisted applicants (by Teams or Zoom) between Monday 14<sup>th</sup> August to Friday 1<sup>st</sup> September 2023.
- **Final decision:** Applicants will be notified of the outcome by email the week commencing Monday 4<sup>th</sup> September 2023.

Please contact Kimo Morrison, Communications, Arts & Engagement Lead, Northern Roots, at [kimomorrison@northern-roots.uk](mailto:kimomorrison@northern-roots.uk) if you have any questions about the commission, your application or if you have any access requirements.

Thank you for your interest in this opportunity, we look forward to receiving your proposals!

### **Northern Roots, Oldham**

The Northern Roots charity is creating the UK's largest urban farm and eco-park on 160-acres of under-used green space, ten minutes on foot from Oldham town centre in Greater Manchester. Developed for and with local communities, the vision for Northern Roots is to create sustainable economic, social and environmental benefits for those communities. The project aims to:

- Develop a range of new facilities and activities to create a unique new community asset and visitor destination.
- Create jobs, training and business opportunities for local people.
- Stimulate the local economy and attract increased visitor numbers to the wider borough.
- Improve the health and wellbeing of local residents and communities.
- Protect and enhance the habitat, biodiversity and environmental value of the 160-acre Northern Roots site.

Follow Northern Roots on **Twitter**, **Instagram** and **Facebook** for daily updates, news and opportunities.