

DESIGN OPPORTUNITY

CHRISTMAS
AT BUTE PARK





From The Field's light trails aim to deliver a contemporary celebration of Christmas festivities in the heart of some of the UK's best loved cities.

Utilising the latest cutting-edge lighting and set design and technology, From The Fields work with an array of artists, lighting designers, and composers, to highlight the unique features of each place they work in.

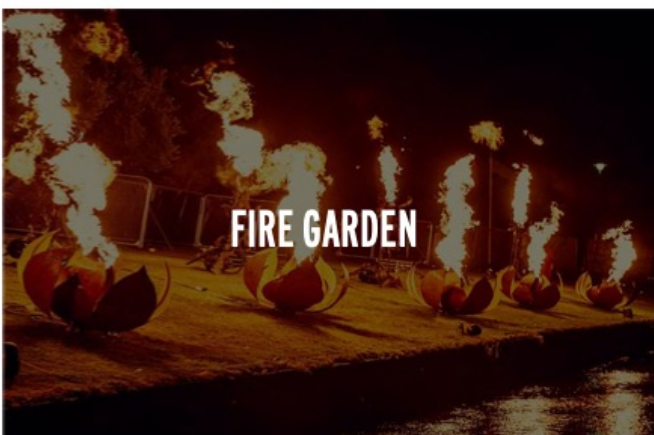
Each trail is designed to immerse audiences in audio and light with a series of installations that can be fun and playful, or bold and striking. At From The Fields we are always trying to raise the bar of what audiences expect to experience.

Christmas in 2024 will see From The Fields expand the festive magic from Christmas at Bute Park to other UK based cities, creating two new festive light trails.

**AN UNFORGETTABLE
AND IMMERSIVE EXPERIENCE**



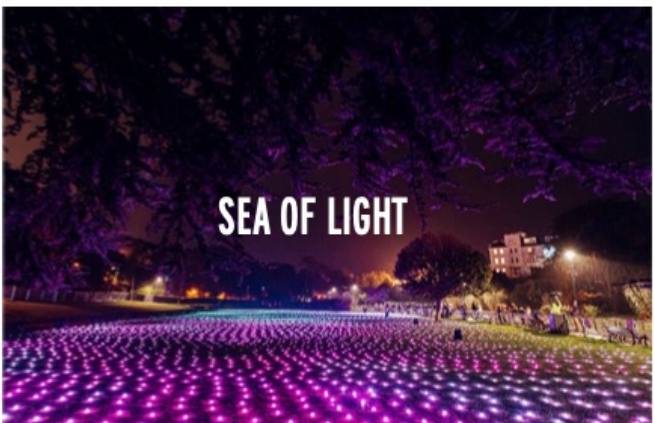
CHRISTMAS AT BUTE PARK



Christmas at Bute Park, FTF's inaugural trail, has become the biggest festive light trail Wales has ever seen, welcoming over 250,000 and becoming the UK's biggest selling light trail outside of London!



Across our trails visitors follow a 90 minute/1km festive trail, illuminated with spectacular lights and installations at every turn, highlighting the natural beauty of each of the historic parks the trails champion.



Audiences journey through a breath-taking range of illuminations, sculptures and special effects. Fire sculptures, lasers, lanterns, moving heads, fairy lights and gobos make up just a small range of the lights and effects we use on the park.





DESIGN FUNDED OPPORTUNITY

From The Fields are offering designers/ artists the opportunity to create their own installation for Christmas at Bute Park. Supported by our creative management and production team, students will be offered the opportunity to experience what it is like to create an installation for an immersive light trail that they would then be able to take on and display at other light trails or similar events.

The project will offer the following opportunities to support the development of any compositions:

- Meeting with the Creative team behind Christmas at Bute Park
- Tour of the site
- Creative brief
- Support and guidance
- Invite to preview the installations ahead of the site opening

WHO CAN APPLY?

To be eligible to apply artists must be Wales-based and perceived as an emerging talent (regardless of age) with the ability to achieve their ideas to a high quality. From the Fields are particularly keen to engage with underrepresented artists within the event industry. You can apply to this opportunity as a single designer / artist or as a collective. We are eager that Christmas at Bute Park gives a platform to Welsh language and culture as such we strongly encourage those with Welsh heritage to apply but this is not essential.

This year we are looking for an artist or designer to create a piece that can be taken forward to be shown at other light trails or events after Christmas at Bute Park. The creative team can facilitate contacts to the artist to encourage this to happen.

WHAT IS REQUIRED?

Please could your proposal include the following:

- An outline of your design with images or drawings. The images can be a mood board of examples of similar designs / installations / items
- A topline breakdown of budget
- The chosen area in the park and a description of how the installation will be laid out in that area
- A brief description of how you want the audience to feel and interpret the design
- It is important to focus on the themes of Christmas and the winter season
- We would love for the installation to be able to go on and tour other events so please bear this in mind



OUR AUDIENCE

Our audiences are a mix of families, friends and couples, with the majority experiencing the trail in groups.

The ages of audiences stretches across the spectrum with audiences often coming in intergenerational groups.

We have a large volume of people who attend the trail. As such installations must be robust to a large volume of people.

ACCESS AND INCLUSIVITY

We believe great events should be enjoyed by everyone. Christmas at Bute Park is now the only light trail in the UK to have been awarded Silver from disability charity Attitude is Everything for its accessibility standard.

Among many initiatives to improve the experience for deaf, disabled and neurodivergent customers, we also offer specific slots for access guests, preferring reduced stimulation. Our goal is that all installations are accessible to everybody.



100,000+

TOTAL ATTENDANCE

5,000

DAILY ATTENDANCE



71%

ATTEND AS A FAMILY



VISTAS AVAILABLE TO ARTISTS: TREE LINED WALKWAYS

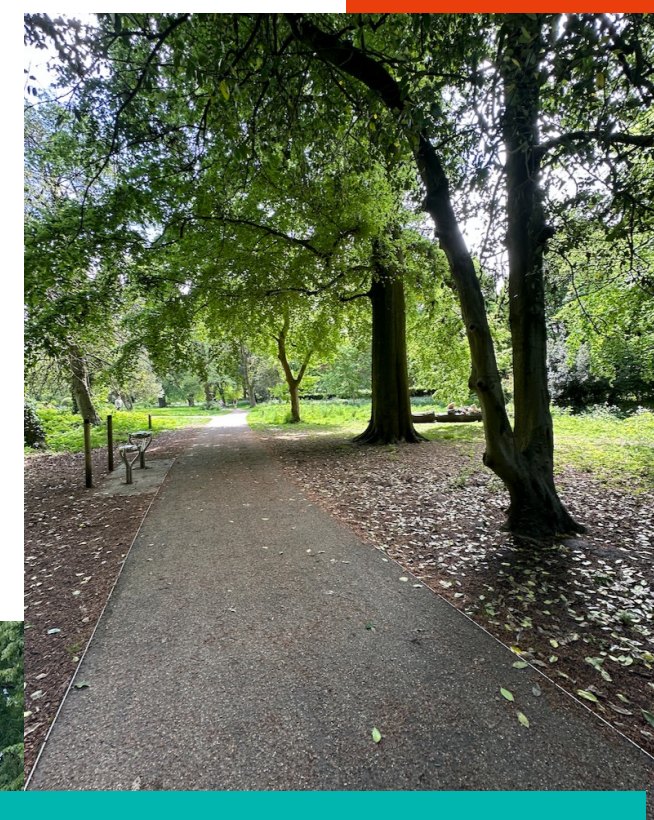
There are two possible locations within Bute Park that could be used for an installation, both are around 25m of hard standing pathway with trees on either side of the path.

The installation could be on one or both sides of the path. We encourage you to use the overhead space, the grass either side of the trees, the edges of the path and the trees themselves.

We strongly recommend that you look at the space in person. The what3 word locations for the proposed areas are as follows:

Location 1: Gotas.bland.month

Location 2: Corner.strike.happy



PROPOSALS

Please consider the following practical considerations when putting a proposal together.

The installation should be durable to 6 weeks of British winter weather, as such it should be workable below freezing (up to -10), withstand 40mph winds and heavy rain

Is it fitting for a Christmas trail – whilst our trail doesn't have the traditional elements of Christmas (Santa, Reindeer etc.) it does focus on the themes of Christmas, whether a cosy fire, celebration, spending time actively together, sense of wonder and awe, and has subtle hints of traditional Christmas sounds throughout.

The park will be open during the day, the safety of the work will be monitored by security staff but considerations should be made as to how any installations can be fixed into the ground or made particularly difficult to move (long ropes of LED's for instance are hard to remove quickly and are therefore suitable)

On site there will be skilled technicians who are able to make simple fixes for any faults that arise in the work during the show run and will check that the artwork is working as intended each day, any major faults will require thorough communication with the artist or fabricator until solved. It remains the responsibility of the artist or fabricator that the artwork works as intended for the 6 weeks it is live at Christmas at Bute Park

The budget for this project is £10,000.00

**A BREATHTAKING
FESTIVAL OF LIGHT**



CONTACT

Please send all enquiries and submissions to:

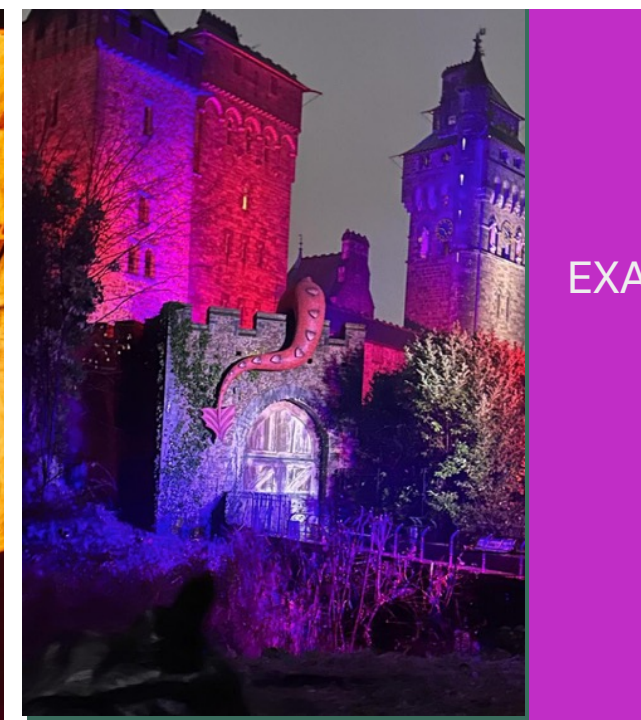
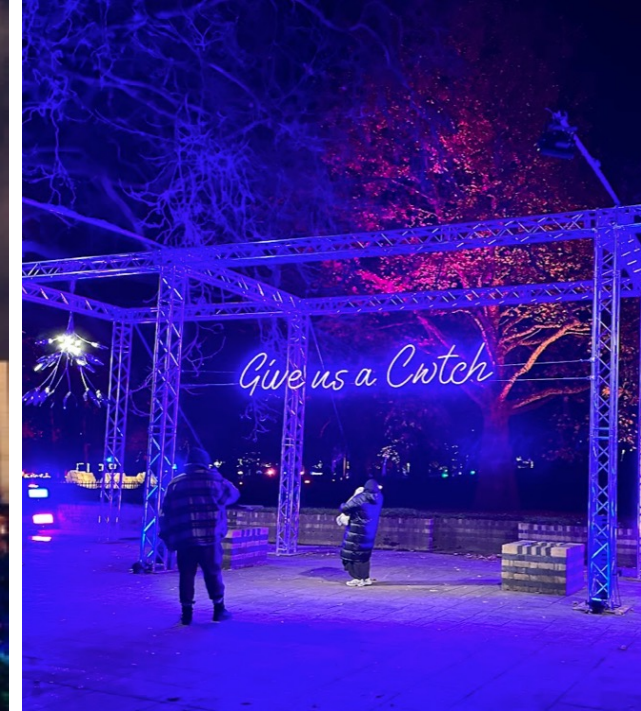
Lizzie@fromthefields.co.uk

If you would like to discuss an idea or proposal or the locations within Bute Park for an installation, please do not hesitate to contact me on the above email address. I am more than happy to assist with ideas and concepts.

If you would prefer to receive this document in Welsh please contact me on the above address.

All submissions must be received by 5pm on 23rd August 2024





**CHRISTMAS
AT BUTE PARK**

EXAMPLES OF WORK

