

*Spirit of the Highlands – what is it?*

*Is it the land? The people? The sights, sounds and smells?*

*All of these...and more...*

*The spirit is captured in its stories*

## **Invitation to Artists**

**Spirit:360** is a commissioning programme for emerging and established creative professionals - writers, musicians, filmmakers, visual artists, and others - to create new work inspired by local stories that reflect the theme '*Spirit of the Highlands*'.

**Spirit:360** is open to creative professionals based within, or originally from, The Highland Council region.

The commissioned work will be showcased on a new online platform, alongside the story which has inspired the piece. Details about each creative professional will also be promoted online (e.g. location, business information, links to business website and/or sales channels).

The *Spirit of the Highlands* project is crowdsourcing stories from local communities and artists are invited to read these stories and use them as a source of inspiration. Using their own or other stories is also welcome<sup>1</sup>. Links to story sources will be provided as part of the application process.

Applications are encouraged from those practising professionally across all art forms, including textiles, visual art, crafts, jewellery, music, film, photography, dance, written word and theatre. Applications in Gaelic are also welcome. Commissions awarded are for new work only and must be completed within the project timescale outlined below.

Commissions are available up to a maximum of £1,000. The amount awarded should cover all development and production costs associated with a final showcase piece. Costs for inclusion on the online platform will be met separately by the project.

**Spirit:360** is supported by the Creative Scotland Place Partnership programme and will be administered by High Life Highland as part of the *Spirit of the Highlands* project.

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<sup>1</sup> All stories used to inspire a successful *Spirit:360* commission will automatically be included in the *Spirit of the Highlands Spirit:Autobiography* archive.

## Timescales

30 <sup>th</sup> July 2021	Closing date for applications
27 <sup>th</sup> August 2021	Applicants informed of outcome
September 2021 – February 2022	Development and production
February-March 2022	Recording of commissioned pieces
April 2022	Launch of online platform
Summer 2022 onwards	<i>Spirit 360</i> Exhibition/Showcase Trail (TBC)

## How to Apply

Emerging or established creative professionals, based in or from The Highland Council region, can register interest in the *Spirit:360* commissioning programme at <https://spirit360.spiritofthehighlands.com>

Upon registration, artists will receive a *Spirit:360* application form and details of how to access the crowd-sourced *Spirit of the Highlands* stories.

**Completed applications and any supporting materials should be submitted to [spirit.360@highlifehighland.com](mailto:spirit.360@highlifehighland.com) by 5pm on Friday 30<sup>th</sup> July 2021.** We will acknowledge receipt of each application. All applications will be assessed within four weeks of the closing date.

## Further Information

There are two parts to the application form:

1. Artist details: demonstrating the eligibility of the applicant by reflecting their skills and ability in the form of an Artist Statement and supporting materials that demonstrate previous work.
2. The Proposal: an outline of the applicant's idea and how it reflects the *Spirit of the Highlands*, supported by a budget and timescale for completion of the work. Details of the story from which the idea is inspired should also be included.

Applications will be considered by a panel comprising representatives of Highland-based arts and cultural organisations, Creative Scotland and the *Spirit of the Highlands* team. Proposals will be assessed by the quality of the idea and how well it fits the brief i.e. a story that reflects the *Spirit of the Highlands*. Feedback will be provided to all applicants.

Successful artists will be required to return a signed contract agreement detailing their planned commission. 75% of the fee will be paid on point of commission (receipt of signed contract) and 25% on completion and submission of the work.

Successful applicants will be expected to:

- Deliver the completed commission by February 2022.

- Liaise with the *Spirit of the Highlands* team as required throughout the project<sup>2</sup>.
- Supply a short biography, details of the commission, links and/or contact details for websites and/or studio spaces for use on the online platform.
- Acknowledge the *Spirit of the Highlands* project in any material linked to the commission.

The artist will retain copyright of the work and all reproduction rights. *Spirit of the Highlands* will have rights to access the final commission piece from the point of commission through to March 2024 and may use for the following purposes:

- Documentation of the creative commission process
- An exhibition of completed *Spirit:360* commissioned pieces
- For use in publicity and promotion of the *Spirit of the Highlands* project

High Life Highland and Creative Scotland may use images taken of the commission as part of the *Spirit:360* and *Spirit of the Highlands* projects, including for the following purposes:

- An online project showcase
- Reproduction in, but not limited to, catalogues, education packs and interpretation materials (including digital).
- Reproduction for use in publicity, marketing and reporting material, including but not limited to media promotion, website, social media platforms
- Critical review of project
- Archive providing a record of project history and consisting of a non-lending and non-income generating reference and research resource.

For all enquiries regarding *Spirit:360*, including eligibility to apply and the application process, please contact [spirit.360@highlifehighland.com](mailto:spirit.360@highlifehighland.com)

## **Background**

*Spirit:360* is an artist commissioning scheme that is part of *Inverness Castle - Spirit of the Highlands*, one of the Inverness and Highland City Region Deal projects. The Inverness and Highland City Region deal is a joint initiative supported by up to £315m investment from the UK and Scottish governments, The Highland Council, Highlands and Islands Enterprise and University of the Highlands and Islands, aimed at stimulating sustainable regional economic growth.

The *Inverness Castle - Spirit of the Highlands* project aims to create a gateway for Highland tourism, contributing to reinvigoration of tourism across the area and providing much needed investment for the industry to aid the recovery from the effects of the Covid-19 pandemic. The project will support economic growth throughout the Highland area, creating a sustainable, viable and “must-see” attraction that will celebrate the spirit of the Highlands. For more information visit [www.spiritofthehighlands.com](http://www.spiritofthehighlands.com)

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<sup>2</sup> We intend documenting the *Spirit:360* project through film and audio recording and all successful applicants will be invited to share their experience about the commission and the creative process through this documentary.