SOUND GENERATOR

GUIDELINES AND INFORMATION

Who we are

Sound UK brings music creators and the public together to experience extraordinary music nationwide.

We have a strong track record in delivering high quality, distinctive projects in any setting - from villages to major cities, beaches to online. From National Trust to Barbican Centre, we have collaborated with over 100 leading organisations. We've given c165,000 people from Cornwall to Hull the opportunity to experience exceptional new music. Since 2001 we've supported over 200 of the world's most original music creators of all genres through 80 acclaimed national projects.

Our projects bring excellent music to diverse audiences and explore wider issues, such as the environment and mental health.

What is Sound Generator?

As part of our 20th anniversary season, Sound UK is launching a new R&D programme to develop artists and the work they present.

Each year, **Sound Generator** will enable 6 early-career contemporary music artists to test and develop bold new ideas, supported by a national network of industry experts.

Sound Generator creates a space for artists to develop and test ambitious project ideas. Supported by this scheme, artists will be able to try out new approaches, learn from others and develop their practice. Your project could be indoors or outdoors, venue based or site specific, digital, installation or live, sound, music or multi-disciplinary. You may want to reach a new audience, work with the community or respond to the world we live in.

Following an open call, 6 artists will each receive an award of £2000 to research and develop their idea across 6 months (March to September 2021). The R & D will culminate in the creation of a short audio or video sample of the project, and a proposal for its delivery.

In addition to £2000, the programme includes access to the Sound Generator Network with support sessions from a range of exceptional mentors.

How does it work?

The programme begins with a one-to-one consultation with Sound UK producers to clarify your idea and R&D needs. Together we will design how best to use the award and identify mentors.

You will receive up to 10 hours' support and advice from up to five mentors to help you develop and test your idea. These include:

- high level creative, technical, communication and funding professionals
- programme directors from a range of partners (e.g. venues, heritage organisations and public spaces),
- the Sound UK team.

It may be you want to use that time with just one mentor or across a number of different mentors. The consultation with Sound UK will help decide what will work best for you.

You'll also have regular opportunities to meet other Sound Generator artists online to share ideas and learn from each other.

How can awards be spent?

Sound UK will help each artist decide how best to spend their £2000 award across the 6-month programme. The award will need to cover your time and any costs to create your idea proposal and audio or visual sample. For example you might want to buy some software, book a recording or rehearsal studio, employ a wider creative team to try out work in progress or go on site visits.

The outcome

Upon completion of the R&D period you'll have prepared a video or audio sample and proposal for your idea.

Sound UK will help identify key industry partners to present your idea to. These will include organisations and promoters working across art forms and different settings.

Each year up to a third of Sound Generator project ideas will become Sound UK commissions, reaching a wide, national audience as part of our annual programme.

What are we looking to support?

Is there a creative idea percolating in the back of your head which you need help to realise?

Would you love to explore working with different disciplines but not sure how best to deliver this?

Is there a piece of technology you're keen to use to realise a creative idea?

Do you have a creative idea that will engage a certain audience, type of location or region?

Do you have an idea that can inspire audiences to think differently about what music can do?

Do you have an idea that might change the way we think about the environment or other social issues?

Sound Generator is about supporting artists to test and develop creative ideas:

*that extend your practice and discipline

*for a variety of settings to ensure future activity reaches a diverse audience

*that demonstrate ambition and quality

*that can adapt and be safely delivered within coronavirus restrictions as required

We're looking to support a wide range of ideas in order to support the research and development of work that will benefit diverse audiences. This includes work presented in venues as well as non-arts settings.

Ideas can involve creative collaborators from any music genre or art form. You might be one of the performers or have an idea that will be performed by others.

There's no criteria for musical genre, format, creative medium or collaboration. But do bear in mind we're looking for ideas that are robust and fit for purpose in these times.

Who is it for?

Sound Generator is aimed at any UK* artist pushing the boundaries of contemporary music. Working within, but not exclusively, jazz, sound, folk, classical and electronic music, plus all points in between.

It is designed for creators with 5 – 10 years professional experience who want to develop bold new ideas that extend their practice and discipline.

Awards will be made to artists representing the full cultural diversity of the UK, with 50% to female artists.

*we define a UK artist as someone who has been based and working in the UK for more than 5 years.

How decisions will be made

Sound UK will consider each application before sending to a panel of judges who will select six artists to take part in the programme. The panel includes leading figures across new music: Bengi Unsal (Southbank Centre), Toby Donnelly (ATC Music), Elaine Mitchener (artist), Jennifer Lucy Allan (journalist) and Maxie Gedge (Keychange/PRS Foundation)

Proposals will be considered against the following criteria:

- Artistic vision and musical quality
- Track record of creator for creating and delivering original material
- Diversity of creators
- Diversity of music and creative styles
- Diversity of audiences the project would reach if realised
- Geography of creators across the country
- Ability to be adapt to range of settings and restrictions

Application deadline 5 February 2021 at 5pm.

Award decision 15 March 2021.

R&D programme runs April to September 2021.

Access

We are committed to making Sound Generator accessible to all and supporting applicants facing barriers to apply. If you have any access requirements, require the application form in an alternative format, or need support putting in an application, please contact us info@sounduk.net / 07939 568053 and tell us what you need to apply.

How to apply

Have a good look at our website to find out more about Sound UK's work.

Complete the online application form here: Sound Generator application form

Please note there are character limits on some of the answers.

The form requests the details of two referees.

If you have any questions about the form, please email info@sounduk.net