

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 c175,000 people from Cornwall to Hull the opportunity to experience exceptional new music. Since 2001 we've supported over 260 of the world's most original music creators of all genres through more than 90 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?

A new **research and development** (R & D) programme to develop artists and the work they present.

Each year, **Sound Generator** will enable 6 early-career contemporary music artists to each test and develop one bold new idea, 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, six artists will each receive an award of £2000 to research and develop their idea across six months (April to September 2022). The R & D will culminate in the creation of a short audio or video sample of the project, and a proposal for its delivery.

This sample and project outline will be presented by each artist at a sharing at the end of the programme. After which they will be distributed to a wide network of industry contacts by Sound UK.

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

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 and gender spectrum of the UK.

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

WHAT ARE WE LOOKING TO SUPPORT?

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

- In a range of formats; live, digital, installation (excluding recordings)
- that extend your practice and discipline (eg extending your craft, using new tech, interdisciplinary work)
- for a variety of settings and locations to ensure future activity reaches a diverse audience
- that might change the way we think about the environment or social issues
- that demonstrate ambition and quality
- that can adapt and be safely delivered if COVID restrictions in place

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.

You can get an idea of the range of work we produce on our [showreel](#).

You can also meet the Sound Generator 2021 artists [here](#).



Sound Generator 2021 Artists

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 if they were developed for the public, are well thought through, can be produced for the location or setting you have in mind, and adaptable to COVID restrictions should they be in place.

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 creative disciplines but not sure how best to deliver this?

Is there a piece of technology you're keen to use to expand your skills and 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?

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 in person and online to share ideas and learn from each other, as well as from guest speakers.

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.

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 – including one Sound Generator artist each year, this year's, Natalie Sharp.

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 able to adapt to a range of settings and restrictions

Application deadline: 7 February 2022 at 5pm.

Award decision: 23 March 2022

R&D programme runs April to September 2022.

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](#)

If you need to apply by video please let us know.

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

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