**Artist Callout 2020 - All in the Mind Online**

All in the Mind is the ONLY outdoor arts festival in the UK dedicated to mental health.

The festival, run by Fluid Motion Theatre Company, is a free annual one-day event offering a broad range of music, dance, spoken word and theatre set within the water meadows of the River Loddon in Basingstoke. This family friendly festival inspires and delights audiences of all ages offering multiple ways to have your mind blown!

However....

With a global pandemic happening we can't be outside this year, but we can be online!

All in the Mind Festival 2020 will take place on Saturday 12th September as planned, just from the comfort of our homes instead. We are developing a brand new, interactive website that can support a full programme of artists and bring as much of the inspiring and innovative festival experience to audiences as possible.

This is a callout to artists across all art forms who are creating mental health themed work. If you would like to take part in our online festival this year and have a good idea for digital content or have something pre made and ready to go, we would love to hear from you.

**Deadline for applications:** 5pm, Friday 5th June 2020

**Festival:** Saturday 12th September 2020

1. **Contact Information**

All questions with an \* must be completed.

**Full Name\***

**Phone Number\***

**Postcode\***

**Email\***

1. **Your Proposal**

All in the Mind Festival is one of the leading arts festivals in the UK aimed at showcasing work around mental health themes. We want our artistic programme to be ambitious and of the highest quality.

When we come to programming our festival, we measure ALL of our artistic programme against the following quality principles:

● Concept: It was an interesting idea

● Presentation: It was well produced and presented

● Distinctiveness: It was different from things I’ve experienced before

● Challenge: It was thought-provoking

● Captivation: It was absorbing and held my attention

● Enthusiasm: I would watch something like this again

● Relevance: It has something to say about mental health

● Suitability: It is digital in format and can be viewed online

● Rigour: It was well thought through and put together

Please take each of the nine quality principles into account when filling in your answers below. Applications are selected based on how well the proposal meets the criteria above. This ensures fairness and transparency.

Fluid Motion are hoping to acquire some microphones, lights and stands to help make video content on phones look more professional. We will be looking to loan\* these out to artists who may need it on a first come, first served basis. Please indicate in your proposal below if you would require this from us.

\*We will charge a deposit to loan the equipment, but this will be refunded once the equipment is returned in the condition it was loaned to you. We can only post equipment to the UK.

Fluid Motion Theatre Company/All in the Mind Festival is committed to paying artists fairly and properly. In the current climate it is more important than ever before that artists are supported to create and make the work that they do.

There is a total pot of £4500 available out of which we hope to programme at least 30 artists.

**Artist Name/Company Name\***

**Your artform\***

Theatre Dance Music Spoken Word Visual Art

Other art form

**Your performance title\***

**About your performance\***

**How long is your performance (if applicable)**

**Will your performance be live or pre-recorded/created?\***

**Is there any additional content you could offer as part of your performance? For example a Q&A, downloadable content or links to additional resources. (If yes, what?)**

**Please send us any examples of your work. If you're performance is already in a digital format, please send it to us at** [**info@fluidmotiontheatre.com**](mailto:info@fluidmotiontheatre.com)

1. **Financial Information**

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If you are successful with your application we will be in touch to discuss your specific financial requirements, but please give us a rough indication of the cost of your performance below.

**Please give an indication of the total cost of your performance for All in the Mind 2020 Online. Please include any time it would take you to prepare your content as well as your time on the day (especially if you're performing live)\***

1. **How to send us your application.**

**Please email your completed application to** [**info@fluidmotiontheatre.com**](mailto:info@fluidmotiontheatre.com) **with the email heading ‘All in the Mind 2020 – Artist Application’**

[**Equality Monitoring Form**](file:///Users/leighjohnstone/Library/Mobile%20Documents/com~apple~CloudDocs/Documents/Fluid%20Motion/FM%20Equality%20Monitoring%20Form%202020.docx)