

NINE ELMS ADVENT CALENDAR

TRAIL 2021



The Nine Elms Advent Calendar is back for its 3rd fantastic year, and we are looking for artists to be involved in creating the 24 installations that will make up the trail.

What is the Nine Elms Advent Calendar?

In 2020 TimeOut rated the Advent Calendar Art Trail in the Top 3 things to do at Christmas.

In 2021 we will once again transform Nine Elms into a giant Advent Calendar of art. The Calendar brings together the artists with the local business and residential community, to create the walking trail. We are planning once again to co-ordinate 24 beautiful windows and installations with developers and in business and community locations.

What's the Theme?

This year's theme is 'Peace on Earth – and we need your talent and creativity to help spread that Peace! As well as celebrating the season in more traditional ways, we will be encouraging venues and artists to explore the theme in relation to caring for the earth, working for peace and justice, and celebrating the many cultures and faiths which make our area so special. We want the trail to be inspirational, provocative and joy filled. and created in sustainable ways that protect our planet. We want the installations to be as varied as possible – we just ask that each window contains the word 'Peace' somewhere.

What sort of artists can be involved?

The more varied the installations, the more exciting the trail. We are therefore looking for a wide range of art-forms: paintings and sculptures, textiles and collage, photography and film, light installations and nature art – the possibilities are as wide as the creativity of the artists. As well as the windows of businesses the installations will be on developer hoardings, in marketing suites, in empty units – even in open air locations (subject to weatherproofing and permissions). We have an emphasis on using artists with a strong link to the area, many living or working in Wandsworth and Lambeth, but we are also delighted to hear from artists from further afield. Whilst some artists will work solely with the venue, we are also looking for artists who have experience of working with community groups (adults or younger people) to create some more collaborative installations.

How will the artists be chosen?

This is not a competitive call-out. We seek to create a 'catalogue' of interested artists, who we will seek to match with suitable venues and community partners. We anticipate that some artists will be commissioned directly by Nine Elms Arts Ministry and some by businesses or developers.

When will the art be created and how will it be shown?

We aim to 'match' venues and artists by the end of October so that the commissions can be completed by 30th November to 'open' on 1st December, with a launch event and a co-ordinated 'switch-on'. This will allow people to walk the trail throughout the festive season. Each day from 1st-24th December one venue and artwork will be spotlighted on social media, as we build up the calendar. To make the trail easier to walk there will be four distinct area trails, and we plan (subject to any changes in restrictions) to host an event in each area during December.

How will people know about it?

Being the third year, the calendar already has a great following and reputation. This year we are exploring exciting new ways to make the trail even more accessible – with more online resources and interactive maps. Last year we distributed 15,000 flyers across the area and were featured in a range of media outlets, and we plan to build on that further in 2021. All venues and artists will receive full marketing and social media assets as this is very much a collaborative and co-created event.

What's the remuneration

We seek to make the Advent Calendar something that everyone can be involved in, regardless of budget, whilst at the same time ensuring that artists are paid for their work and the quality of the installations is high. This is a community rather than a commercial event but includes a wide range of stakeholders from developers and high-end businesses to small community venues, so we will work with each artist to agree an appropriate fee & materials package

How to get involved!

We would love YOU to be part of co-creating this year's window trail. If you are interested in being one of our artists please complete the Expression of Interest Form by 11th October at the latest. (attached or email us for the link)

Contact

Project Director: **Betsy Blatchley - Pioneer Minister in the Arts in Nine Elms**

email: betsy.blatchley@nineelmsartsministry.org

Call: **07538 234774**

www.nineelmsartsministry.org

@[nineelmsartsministry](https://twitter.com/nineelmsartsministry)