

UKSFN: The Compass touring project

Project Guidelines

The UK Science Festivals Network (UKSFN) is extremely pleased to have the opportunity to enable two UKSFN member festivals to host specially designed versions of the immersive art installation *The Compass* as part of their upcoming programmes in 2023/2024.

This document contains an outline of and guidance for the project that will be running between 1 June 2023 and 29 February 2024.

The UKSFN is managed by the British Science Association (BSA), who will be facilitating the overall project.

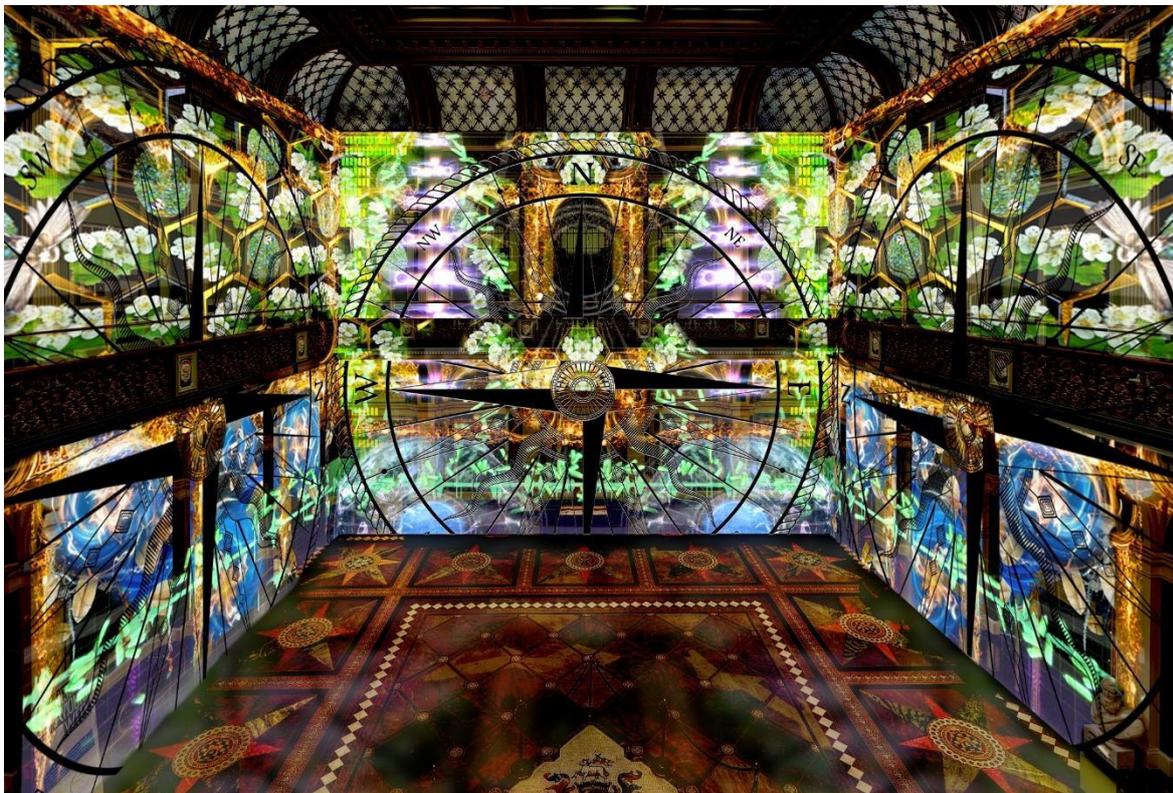


Figure 1: Artist concept of projection-based installation using the interior of a building, to indicate potential.

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1. Project background, overview and criteria

1.1 Background

The Compass is an immersive, projection mapped installation, bringing to life how we navigate knowledge and how scientific research can be a compass to guide our curiosity.

In 2022, it was commissioned as a headline installation for the British Science Festival, hosted by De Montfort University (DMU) in Leicester, receiving nearly 5,000 visitor engagements during the five-day Festival. In addition, it was able to build a new and diverse audience for science and promoted the social relevance of science from the perspective of young people living, learning and working in Leicester. This was achieved through an extensive programme of community engagement, which saw local young people involved in a steering group to co-develop the artwork, working as Navigators during the festival, and working on the production of a legacy film.

The following text accompanied the installation:

“...take a journey of exploration at The Compass, a unique spectacle of story, sound and light.

British science researchers are revealed as pioneering explorers on voyages of discovery, with new horizons to explore. Just as a compass helps us plot a course, find our bearings, and explore new worlds, The Compass shows us that scientific endeavours resonate directly with our own lives; blending research stories with those of young people embarking on their own scientific journeys.

As you explore the installation, you will hear the voices and stories of researchers working in the UK who started their science endeavours from all four corners of the globe. Their diverse real-life experiences have helped to shape our ambition of celebrating British science research.

Venture inside The Compass by day to interact with stories from across British research, projected as flowing, animated journeys. Then marvel at The Compass by night as it ignites in a spectacular projection, as we navigate knowledge together.”

The four themes addressed within each point of the compass are as follows:

- **Where research takes you:** What inspires and drives our researchers and creates a sense of wonder?
- **What affects true north:** When have things gone off course or altered their path?
- **Wider world impact:** How is their journey shaped by the world around them, and how does knowledge ripple out into the wider world?
- **Progress:** How do they know when progress has been made and decide what to push forward?

This visually spectacular artwork was developed by Matt and Rob Vale from creative production company [Illuminos](#), with event production and project management services provided by Leicester-based social enterprise [Inspirate](#).

A short video featuring The Compass can be seen [here](#).



Figure 2: Audience members enjoying The Compass at the British Science Festival 2022



Figure 3: Artist concept of projection-based installation using exterior of a building, to indicate potential.

1.2 Project overview

The UKSFN is very pleased to have the opportunity to support two members of the Network to bring a new version of The Compass to their own programmes **between 1 June 2023 and 29 February 2024**.

Selected Festivals will host The Compass over a **three-day period**, either as part of their own festival programme or at another point during the delivery window. Any applications to host The Compass during a time period that falls outside of a festival's 2023/2024 dates will need to clearly demonstrate how they anticipate providing a high return on investment during their proposed project delivery dates.

Participating Festivals will work closely with the teams at Illuminos and Inspirate to adapt the installation to the dimensions and layout of their proposed venue. As part of the selection process the BSA, Inspirate and Illuminos Teams may organise site visits to any proposed venues.

This process will allow The Compass to be recreated as projection mapped content specifically redesigned to map to an existing building or venue at the chosen Festival. The original animated content will be fully reconfigured, to make use of architectural features and spaces, bringing to life a building or space as a new iteration, bespoke to its location. The Creative Team from Illuminos will work with the Festivals to assess and determine these locations, based on the different requirements of the Festivals. An overview of things to consider when applying and when suggesting potential locations to host The Compass can be seen in **Appendix A**.

Please note: Successful festivals will receive only the reconfigured projection and necessary equipment and staffing required to facilitate the projection – rather than any structure onto which the projection is displayed. Illuminos will re-edit and animate The Compass content to be mapped to the physical specifications of the proposed venue. The content elements of the installation is finalised and it will not be possible to accommodate any requests for alterations related to the scientific content, storytelling, or animation style within it. While Festivals are welcome to create additional supporting materials if they wish to (e.g. explanation boards, flyers, imagery etc.), this must only take place after Illuminos and Inspirate have given written permission and an agreement around Intellectual Property has been reached.

As part of this project, the BSA is responsible for managing the administration of the application process and bringing together the final evaluation report. Illuminos will provide the installation and work with participating Festivals to adapt it to the chosen venue, alongside Inspirate who will be responsible for the project management (including the build, running, and take down of the installation, as well as licencing, working with the council, event management plans and Health & Safety).

The Festival will work collaboratively with Illuminate and Inspirate to bring The Compass to the chosen venue and will be responsible for any costs and responsibilities not directly related to adapting and bringing the installation to the venue, including but not limited to marketing and promotion, staffing with event assistants, venue hire, community engagement, printing and distribution of evaluation materials etc. The Festival will be expected to act as an active liaison between Inspirate and any local stakeholders relevant to the success of the installation (e.g., the venue, local council, SAG groups, the public, the Festival's marketing teams etc).

Please note: there is no funding available from the UKSFN as part of the application process, and the selected Festival is solely responsible for any costs not directly related to the project management of the installation and compiling the final evaluation report for the project, unless otherwise agreed with the BSA.

1.3 Project criteria and conditions

The British Science Festival is looking to support two festivals to host The Compass as part of this project. You must be a current member of the UKSFN to apply for this project.

The most successful applications will show evidence of a strategy to use this project as an opportunity to engage audiences that are not interested in science and are typically underserved in terms of science engagement content, including but not limited to those from low socioeconomic backgrounds, Black, Asian and Minority Ethnic backgrounds and young people aged 18-34. These audiences should be engaged through community partnerships (i.e. with local community/grassroot groups).

Site visits to promising applicants may be organised on a case-by-case basis as applications are received. Therefore, applications may be prioritised if they are submitted in a timely manner.

When applying for this project, you are asked to agree to the following conditions:

- The project you deliver should align with the information provided in your application unless otherwise agreed with your BSA contact.
- If needed, you will cooperate with the BSA, Inspirate and Illuminos teams to arrange a site visit to your proposed venue(s) as part of the application process.
- Your project delivery dates must not start before 1 June 2023,
- The project delivery dates must have taken place before 1 March 2024.
- Your proposed venue(s) must be available during your proposed dates and must be happy for you to proceed with this application.
- The installation must be open to the public over three consecutive days, with access to location provided for approximately 3 days before and 2 after the installation to allow for set up and break down. The exact number of days will be agreed with the Festival upon appointment.
- The installation must run as part of the Festival's wider programme, unless explicitly agreed with the BSA and Inspirate
- You should maintain frequent communication with the specified BSA, Inspirate and Illuminos contacts regarding any developments associated with your project and should notify them of any developments as soon as it is reasonably practicable to do so.
- You must be responsible for providing on-site assistants or stewards to support the delivery of this event.
- You must complete all of the required evaluation procedures including completing an organiser feedback survey after the project has taken place, distributing a short feedback form (provided by the BSA) to your audiences and collecting photo consent forms (templates to be provided by the BSA) from any participants who agree to be photographed/filmed as part of the event, and share them with the BSA.
- You agree to return any evaluation materials to the BSA head office, either by post or electronically i.e. via email, within 14 days following the completion of the project.

- You agree to put in place contingency plans to account for any unforeseen circumstances that could result in the postponement or cancellation of the project. Details of such plans will be outlined in a partnership agreement.
- Any collateral associated with the project should carry the UKSFN logo.

2. What should you do before you apply?

We encourage you to speak with us before submitting your application so we can support you to develop it. The teams from Inspirate and Illuminate are also available and happy to speak with any prospective applicants.

Please contact info@sciencefestivals.uk if you would like to discuss your application.

Before applying, you must have confirmed with the venue that that you plan to partner with and determine whether they are available during your proposed dates and are happy for you to proceed with the application

3. What information will be asked for as part of your application?

In your application you will be asked to provide the following key information:

Proposed town/city

Where in the UK will the project be held?

Proposed event venues

You should provide details of the venue or venues within the above town/city where you would like to host The Compass. You are welcome to suggest more than one venue at this stage. Please read Appendix A before completing this section of the form. As part of the application process these proposed venues will be narrowed down and all options explored through discussions with the BSA, Illuminos and Inspirate teams and through site visits, where appropriate. Illuminos are happy to answer questions about proposed venues, with regard to their suitability. If your proposed venue has a website or, if you have any photos of the space, please either link these to the form or email them separately to info@sciencefestivals.uk

Proposed project delivery date

All activities must not start before 1 June 2023 and must be finished by 1 March 2024. You will need to host The Compass over a three-day period in which it will be open to the public, either as part of your own festival programme or at another point during the delivery window. In addition, you will need to factor in time on either side of your proposed project delivery dates (a minimum of two or three days) for the set-up and pack-down of the installation.

Does your proposed project delivery date fall outside of your Festival dates and, if so, how do you intend to produce a high return on investment? (Max. 250 words)

How would you promote this project and, in particular how will you ensure the project reaches the target audience for this programme? (Max. 300 words)

The target audience includes those that are not interested in science and are typically underserved in terms of science engagement content, including but not limited to those from low socioeconomic backgrounds, Black, Asian and Minority Ethnic backgrounds and young people aged 18-34.

Do you plan to work with any community partners or involve them in the delivery of your project and, if so, provide details of who they are, how you will work together and whether the partnership is already in place. (Max. 250 words)

As outlined in the project guidelines, we are looking for projects that reach the target audience through local community partner collaborations.

What do you hope to learn from running this project? (Max. 250 words)

Are you prepared to cover any and all costs associated with this project that are not directly related to bringing The Compass to your chosen venue?

This costs include but are not limited to marketing and promotion, venue hire, community engagement, printing and distribution of evaluation materials etc.

We encourage you to contact us prior to submitting your application if you have any questions around costs. You are welcome to submit an application if you are not able to cover additional project costs. However, it may strengthen your application if you are able to do so.

4. Evaluation processes

If your application is successful, you will be required to undertake the following evaluation processes:

- Evaluate your audiences in line with the processes agreed with the BSA prior your project taking place;
- Participate in the organiser evaluation (may include feedback questions and short interviews), reflecting learnings from this project; and
- Send the above to your specified BSA contact within 14 days of your project's completion.

PLEASE NOTE: The final evaluation report will be coordinated by the BSA, however participating festivals are responsible for any costs related to carrying out the required evaluation procedures such as printing and distributing feedback forms.

5. How to apply and what happens if you are successful

The project application form and can be found [here](#) and the **deadline** for applications is **23.59 on Sunday 2 April 2023**. For this UKSFN project, we will not be able to consider applications received after this deadline.

You will be contacted as soon as possible after you have submitted your application or after the deadline to discuss next steps, which will potentially involve a site visit.

Please note that the BSA is not liable for any lost deposits or payments if your application is unsuccessful.

If you have any questions, please contact info@sciencefestivals.uk.

Appendix A – Guidance from Illuminos and Inspirate around proposing venues

Your Space

The original Compass was made of projection mapped original content, projected on the inside and outside of a custom designed and manufactured cross-shaped walkway/cloister-like temporary building. This was custom made to fit the specific location for Leicester. In this touring version we are looking to project content onto an existing building or within an existing space, offering the opportunity to create *The Compass* on an even bigger scale, and entirely mapped to its new venue.

There are many aspects to consider when thinking about a potential location. We've outlined some of them below, just so that you can be thinking about them when imagining *The Compass* in its new form in your festival. We don't expect you to know all the answers around suitability of spaces at all - we can work with you on determining this, but thinking around the below aspects might be useful when considering potential spaces and places.



Figure 4: Still from *The Compass*

Building shape/design

The Compass concept is based around a visualisation of the compass form itself. There is a North, South, East and West, orbiting around a central pivot point, in much the same way as the needle of a compass operates. These sections of content reflect one another and expand/contract from a central point. In thinking about either the facade of a building, or an internal space, buildings that have symmetry, or repeating elements may work well. They don't need to be circular or in four sections like the original, but the general approach is to transform a whole building facade or internal space into an actual Compass - the space itself becomes the object through the projected content, that people then engage with. So it may be a facade which symmetrically spreads from a central tower or portico, or four sides of a courtyard, or perhaps a tall building rising like a needle. Internal spaces might make use of the floor space and walls - churches often follow compass like shapes in their designs, or event halls can have feature ceilings that offer opportunities for projection.

Spaces and buildings with architectural features offer the opportunity to really tailor the content to the new space. Pillars, windows, archways, facets etc can all be used as features to place

content onto. So fish or bicycles, cogs or elephants can all be made to fit and move along these features. Or the shape of the whole building itself might offer that opportunity as well. Buildings or spaces made mostly of glass won't work, as the projection has to hit something more solid, but those with windows within them are fine, especially where those windows can be covered or curtains/blinds drawn.

Light/Dark/Inside/Outside/Scale

The Compass in its new touring form can either be created as an internal installation piece accessible by day, or an external large scale projection artwork after dark. For the daytime option any interior space will need to have daylight control, so covering of windows or significant reduction in daylight within the space will need to be considered. It doesn't necessarily have to be a full blackout, but bright spaces where light levels can't be controlled would be difficult.

For the external, full facade projection option, this only becomes visible after dark, but offers a grand scale and potential large public audience and event. Having a piece by day or by night will of course also need to fit into the wider festival context.

The installation can be large scale - large internal spaces used for gatherings and events, spaces that have capacity for audiences to move in and out of. Externally, think town hall, clock tower, office block, courtyard, buildings that can be observed and enjoyed.

Projector positions and infrastructure

One of the key aspects of putting together *The Compass* in your space will be around where projectors can be positioned. We will work closely with chosen festivals to make this work, but it is worth keeping in mind as you think about potential locations. Projection onto the floor requires projectors to be mounted above a space. Towers or truss may be needed in certain locations. Access to the spaces for setup and takedown would be required.

Externally, there would need to be space outside of any building facade for audiences to gather in and experience the artwork, and distance away from any facade to allow for projection. Street lighting, roads and other public space aspects would need to be considered.

All of these considerations are just outlined at this stage for information. Please do not worry too much about whether you can answer them all - the most important thing is to think about exciting spaces or buildings that might be transformed into *The Compass*, to think about spaces and buildings that connect to your wider festival or are significant to your locality - spaces that the public know but that they could re-experience through this installation. We're very happy to discuss any locations you might be thinking about, and to then advise or work with shortlisted festivals as part of the process. We have created projections with everything from castles to trains, submarines to stately homes, so we can work with successful festivals on all of this.