

Artist's Brief – African Diaspora Foundation

The Milton Keynes African Diaspora Foundation is working with the Arts and Heritage Alliance Milton Keynes on a cultural inclusion and diversity bridging project. A major aim of this project is to build greater understanding between the MK arts and heritage sector and the diverse communities it serves. This is one of six projects that will use identity as a way to facilitate creative processes that link communities and cultural organisations to locals in and around Milton Keynes.

The African Diaspora Foundation and The Arts and Heritage Alliance Milton Keynes are now looking to appoint a professional artist of African heritage, with an excellent understanding of fashion and textiles. Working with the African Diaspora Foundation as a community group, the artist will creatively showcase the African community within Milton Keynes, using fashion to show symbolism, connectivity, diversity and history that can be found across African cultures.

In its annual festival, the African Diaspora Foundation hosts a fashion show. The artist will be required to develop the fashion show with the group to create a high quality community arts project, that provokes meaning and understanding. The artistic outcome must hold legacy for the group, with some educational aspects incorporated. Existing skills within the group (e.g. design, sewing etc.) must be used.

Taking into consideration that a major aim of this project is to build relationships between diverse communities and the arts and heritage sector, **the final creative piece must be accessible to a wide range of audiences.** This will provide a way for people to connect and engage with what is important to members of the Milton Keynes African Community, understanding their passions and interests.

The end artistic product can cross over a variety of mediums and art forms that help highlight any themes or concepts for the work, for example: creative expression of modelling / choral work / digital / soundscape, etc.

Produced by the Arts and Heritage Alliance MK, the artist will work with the African Diaspora Foundation, the producers and the local arts and heritage sector, to find the most suitable space to display / promote the final creative piece.

TIMELINE:

January 2022 - June/July 2022.

PAYMENT:

- Artist fee: £6000 (inclusive of VAT), plus £500 for expenses.
- Materials budget: £2,000.

TO APPLY:

1. Provide an Artist brief (two pages OR 10 PowerPoint slides OR a 5 minute video) with your initial ideas of how to take this project forward. **The proposal should respond to the information outlined here and the following question: Using symbolism, connectivity, diversity and history, how can**

an exploration of fashion connect an audience with everyday life on a continent of cultures?

2. We are looking for innovation, potential for teamwork, experience of community engagement, and accessibility.
3. Include a CV and some samples of your work.
4. Include a breakdown of days and costs.
5. Deadline: 5 pm, Friday October 15th, 2021.
6. Email: hello@aha-mk.org