

## Artist's Brief – Milton Keynes Hindu Association

The Milton Keynes Hindu Association 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 Milton Keynes Hindu Association and The Arts and Heritage Alliance Milton Keynes are now looking to appoint a professional artist of Hindu heritage, with an excellent understanding of yoga. Working with the Hindu Association as a community group, the artist will creatively showcase the Hindu community within in Milton Keynes, using yoga and the theme of 'Mind, Body and Soul' as a starting point.**

Yoga can be practised in many different ways and it is influenced by traditions that come from regions across India. The practice was first conceived by Rishis (sages) who were in search of a blissful state. The concept became known as yoga, embodying the idea of unity between mind, body and spirit. Since the 1960s, yoga has become integrated into Western cultures and it has become a phenomenon of alternative Western therapy. The artist will be required to explore with the group the influence yoga has had on Western culture to create a high quality community arts project.

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 Hindu Community, understanding their passions, interests.

The group that the artist will work with will be made of up at least ten people of all ages from the Hindu community in Milton Keynes.

The end artistic product can cross over a variety of mediums and art forms that help tell the narrative, for example: dance / choral work / digital / soundscape, etc.

Produced by the Arts and Heritage Alliance MK, the artist will work with the Hindu Association, the producers and the local cultural sector to find the most suitable space to display / promote the final creative piece.

### TO APPLY:

1. Please 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: **The proposal should respond to the information outlined here and the following question: what has the ancient Indian practice of yoga brought to Western culture?**
2. Include a CV and some samples of your work.

3. Include a breakdown of days and costs
4. Deadline: 5 pm, Friday, October 15<sup>th</sup>, 2021
5. Email: [hello@aha-mk.org](mailto:hello@aha-mk.org)

In the creative proposal we are looking for innovation, potential for teamwork, experience of community engagement, and accessibility. As your previous experience will also be taken into consideration, please include a CV and some samples of your work.

TIMELINE: January 2022 – June/July 2022

**PAYMENT:**

- £6,000 (inclusive of VAT), plus £500 for expenses
- Materials budget: £2,000