

Artist's Brief – Middle Eastern Cultural Group

How we chose to decorate our homes is an expression of our identity. People chose different textures and elements depending on their culture, personal experience and journey.

Interior Design has a huge impact on cultural identity, as it showcases the culture through various lifestyles. The varying design elements capture the attention of others and opens their eyes to aspects of identity, connecting them through cultural and historical stories of family as well as providing an insight into the development of traditional patterns and designs.

The Middle Eastern Cultural Group (MECG) is working with the Arts and Heritage Alliance Milton Keynes on a cultural inclusion and diversity bridging project, to build greater understanding between the MK arts and heritage sector and the diverse communities it serves. This is one of six projects that facilitates creative processes that links communities to cultural sector organisations and new audiences.

This project will use designs, patterns, rituals and habits found within both traditional and modern Middle Eastern interiors and architecture. This will provide a way for sector organisations and other communities in MK to connect and engage with what is important to members of the MECG, understanding their passions, interests and how cultural design expresses their day to day identities.

We are looking to appoint a professional artist of Middle Eastern heritage. The artist will:

- Have an excellent understanding of both traditional and modern Middle Eastern interior design, art and architecture;
- Creatively showcase a modern Middle Eastern identity representative of those living in Milton Keynes/UK, using traditional and modern Middle Eastern interior design as a starting point;
- Work with people who have originated from the Middle East, and now live in England as refugees or those with settled status and/or first/second/third generation British Citizenship, to create a high quality community arts project;
- Envision, devise and deliver an innovative and exciting piece of work that is accessible to a wide range of audiences;
- Incorporate the group's existing skillsets (e.g. stitching, painting, sewing) into the final creative outcome;
- Work with the MECG and AHA-MK and cultural sector partners to find the most suitable space to display / promote the final creative piece.

The final presentation of work can cross over a variety of mediums and art forms that help tell the story, for example: design / spoken word / choral work / dance / digital / soundscape, etc.

To create legacy, at the end of the project the MECG would like some products they have made to take away to sell as examples of their craft. With these products, the group would like to explore sustainability within the luxury goods market.

TIMELINE:

January 2022 - June/July 2022.

PAYMENT:

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

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: Utilising both traditional Middle Eastern skills and modern day technology, how do you propose to show the progression of Middle Eastern Interior Design from past to present?**
2. 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.
3. Please include a breakdown of days and costs.
4. Please apply by 5 pm on Friday October 8th, 2021.