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} { HORNIMAN  
MUSEUM  
& GARDENS

# RESIDENT ARTIST

Application Guidelines

The Horniman's 696 Resident Artists programme supports music artists at the cutting edge of south London's music scene.

696 is a project platforming the best new Afrobeat, Jazz, Grime, Rap, R&B, Reggae and Soul music. The project focuses on championing music genres (and the people working in them) that have been disproportionately affected by bias in legislation.



## Programme Overview

As one of the Resident Artists, during your year-long residency, you will develop your own creative project in response to the Horniman's collection of musical instruments. The residency includes:

- A budget of £1,000 - £3,000 to develop your creative project
- Behind the scenes access to our Musical Instrument Collection
- Free access to a series of unique, intimate music masterclasses
- One-to-one mentoring sessions
- Access to free writing/rehearsal space
- Bespoke digital content created about you and your music
- Performance opportunities at the Horniman's summer bandstand series in partnership with Balamii in 2020 and the 696 music festival in 2021
- Access to a network of music partners

## What you'll do

We want your creative project and time with us to enable you to take the next step in your artistic journey, whatever it is you need to do next. This could include things like:

- Creating new music
- Developing your live show
- Holding a special event
- Producing a music video



The Horniman Museum and Gardens has a long history of supporting musicians and running music events. Representing music-making around the world, our Musical Instrument Collection has over 9,500 objects, some of which can be played. More than 1,300 instruments are on display in our dynamic Music Gallery.

You'll use the UK's most comprehensive collection of instruments to shape your next step, whether you want to draw on the stories of their history in your writing, sample one of our playable instruments in the music you make, broaden the possibilities of your live performance and beyond.

Whatever your idea, we're excited to learn how you'd like to use our collection of musical instruments to get a music idea off the ground. So make sure you tell us where you're currently at and what you need to do to get to the next level.



## Application Questions

Please submit a video no longer than six minutes in length answering the following questions. You won't be assessed on the quality of the video, only the content of your answers. Phone selfies are fine, just answer:

1. What is your relationship to south London's music scene? (1 min)
2. Where are you currently at in your music journey and how will this opportunity help you take your next step? (2 mins)
3. What is the creative project you want to do and how will it respond to our collection of musical instruments (3 mins)

You'll then need to upload your video to YouTube or Vimeo and include the link in your application.



In addition to answering these four questions on camera, we will also ask you to provide the following:

- Basic contact information
- Total project cost
- Artist biography
- Two links to music\*
- Links to artist website and/or social media

*\*we recommend you include one link to recorded music and one link to a live performance where possible*

## Criteria & Eligibility

### To apply you must:

- Be aged over 18
- Be based in the UK and be eligible to work here (proof required)
- Not currently in receipt of significant financial backing (by this we mean not receiving significant investment from a record label, publisher or private investor)
- Be a music artist or producer making and/or performing original music
- Be approaching a career tipping point
- Have a strong connection to south London's contemporary music scene



**You must already have an active music career and track record to apply to this programme. We want to support music artists and producers who can clearly demonstrate the following:**

- Exceptional ability within their genre and style
- A strong association with music and culture representative of south London's contemporary scene, with a focus on either Afrobeats, Jazz, Grime, Rap, R&B, Soul or Reggae
- Regularly doing music (performances, commissions, releases) at a professional level
- A growing online presence (using at least one digital platform such as SoundCloud, Bandcamp or Spotify)
- Achievement or the potential to achieve a significant impact\*
- An entrepreneurial spirit and dedication towards building a thriving career
- Control over one or more aspects of their career (e.g. self-managing, self-releasing or self-producing)
- That this programme will make a positive difference to their career as an independent music creator. For example, helping their music to reach new audiences or be more ambitious with their music projects.

\* Some examples we might look for are:

Extensively gigged locally; collaborated with an established artist from their scene; headline show in a notable local venue; established an audience on streaming platforms or social media; press coverage or feature in a notable publication or media platform (such as GRM Daily, LinkUp, Clash Mag, Notion, BBC Introducing etc); local or national radio airplay; supported/opened for a high profile artist.

# Key Dates

**17/08/20**

**Application Deadline**

**If shortlisted, you will need to be available for the following:**

**10/09/20**

**Live Music Sharing (6- 9pm)**

Shortlisted artists will be invited to join an intimate evening of live music and networking with key project partners at the Horniman. You will have the chance to share your music live.

**15/09/20**

**Meet the 696 Music Curator**

Shortlisted artists will be invited to discuss their project idea with the 696 Music Curator

**21/09/20**

**Decision Date**

**06/10/20 TBC**

**Resident Artist Induction Day**

# Questions & Access Requirements

if you have any further questions or require any additional support in completing your application please contact:

Adem Holness

696 Music Curator

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