

696

RESIDENT ARTISTS

Application Guidelines

The Horniman's 696 Resident Artists programme is for 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 an artistic project in response to the Horniman's collection of musical instruments. The residency includes:

- A budget of up to £3,000 to develop your project
- Behind the scenes access to our Musical Instrument Collection
- One-to-one coaching sessions
- Access to free writing/rehearsal space
- Free and exclusive access to Museum gallery, work and performance spaces
- Bespoke digital content created about you and your work
- Performance slots at the Horniman's summer festival in partnership with Balamii in 2021

What you'll do

We want to support you to make new work inspired by our collection of musical instruments. Your project must be time-limited and take no longer than a year to finish, but could take less.

This could include things like:

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

We particularly encourage applications with a significant digital element.



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.

Whatever your idea, we're excited to hear how you'd like to use the UK's most comprehensive collection of instruments to try something new. You can draw on the instrument's historic stories in your writing, sample one of our playable instruments in the music you make, or spend time exploring new possibilities for live performance and beyond.

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 at currently in your music journey and how will this opportunity help you to take your next step? (2 mins)
3. What is the artistic 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 Afrobeat, 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 of or the potential to achieve a significant impact*
- An entrepreneurial spirit and dedication towards building a thriving career
- That this programme will make a positive difference to your career as an independent music creator. For example, helping your music to reach new audiences or be more ambitious with your 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

7 September 2020

Application deadline

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

22 September 2020

Meet the 696 Music Team

Shortlisted artists will be invited to discuss their project idea with the 696 Music Curator and Keeper of Musical Instruments via Zoom

28 September 2020

Decision date

13 October 2020 TBC

Resident Artist Induction Day

Please note:

Original dates for the Resident Artists programme have been changed due to the Museum's recent closure from 18 March to 30 July 2020, following the advice from Public Health England regarding coronavirus.

The above schedule has been updated to reflect this.

Questions & Access Requirements

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

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