

My Bradford

A major photographic competition for young people in Bradford

Photography can help people to better understand and appreciate themselves, their environment and the people that live in the world around them

INTRODUCTION

Some months ago, Anne McNeill, Director at Impressions Gallery, gave a talk at the Rotary Club of Bradford Bronte. At the end of her impressive and enlightening talk, she divulged her ambition for Bradford to become synonymous with photography. So that when photography is mentioned, anywhere in the world, Bradford comes to mind.

With this grand ambition in mind, a plan for a jointly run photographic competition was hatched. The aims being:

- to find and develop real talent in the area
- to promote Rotary as a relevant, concerned and effective force
- to promote Impressions Gallery and Culture Fusion as outstanding centres of excellence
- to highlight Bradford's excellent photographic credentials
- to create more reasons to feel good about the City of Bradford both within and without the city

KEY PARTNERS

Rotary – *the Bradford 10 group of clubs plus the possibility of other clubs who reside within the Bradford Metropolitan district*

Involvement: project inception, funding and promotion

Impressions Gallery –

Involvement: project management, brief development, marketing, mentoring and professional development

Culture Fusion (YMCA) –

Involvement: artist hosting, event promotion

OTHER PARTNERS (to be confirmed):

We are keen to develop as much interest locally as possible and expect that other partners will step forward with offers of assistance

OBJECTIVES & PROJECT OVERVIEW

- A high profile, highly professional, photographic competition for Bradford Metropolitan district designed to reveal and develop talent from within the district
- The main prize will be a year's mentoring and professional development, resulting in the creation of a focused, structured body of work, which will be launched and exhibited to a high standard. This is a major life-changing opportunity for the talented winner
- The winner will be announced at a celebration party which will also feature the best work from the competition's entrants
- The winner will be resident for one year at the amazing new young people's centre in the heart of Bradford, Culture Fusion. They will use their allocated space as both studio and thinking space and as a base to develop the final exhibition show=
- During the year, Impressions Gallery will deliver and arrange 10 workshop sessions, mentoring, study trips to exhibitions, meetings and discussion opportunities with key figures in the world of photography, exhibition space, curating and publishing. They will also plan, market and administer the project. This is where the bulk of the funding will be used

TARGET GROUP

- 18 to 25 currently residing in BMD
(We initially considered 15 at the lower end but felt that the extra year's maturity would be beneficial in terms of the quality of entries and interpretation of the brief)
- Have not taken an arts-based degree or not currently taking part in one.
(We would like to encourage those who have the talent but lack confidence or have not had the opportunity or means to enter further education)

THE BRIEF

Capture and present images (4 to 8) that represent a theme (working title: 'My Bradford'). We want this to be about the environment, people and issues that the young people of the Bradford district are experiencing. This includes topics such as history, landscape, society and culture.

We are specifically looking for creative and clear thinking in the way entrants answer and interpret the brief. Composition and artistic approach will be important factors too in the judging process.

There are no technical limitations, thus making this a very democratic process. Excellent and thought-provoking images can be captured with even the most basic mobile phone. Sometimes, the way an image has been captured can be part of the creative solution. Eg. The use of a passport photo booth.

TIMESCALES/SCHEDULE

APRIL 2012 – competition launch

End of August 2012 – entries

September 2012 - judging process

October 2012 – celebration party and unveiling of winner

DATE TBC - Commencement of Rotary bursary year

DATE TBC - Final show launch and exhibition

PUBLICITY AND MARKETING

This will be handled, in the main, by Impressions who will utilise all channels available. However, as well as the communication channels of the partners, we are hoping to capitalise on the many groups who are already expressing interest in this competition.

Impressions have a long track record of excellent and professional marketing and promotion of their events. The recent 'Ways of looking' festival was an excellent example of this.

FUNDING/COSTS

Management, planning, marketing, administration, artist workshops, mentoring, curating, exhibiting, publishing - £5,000

Final show and exhibition (printing, framing, lighting, prep of exhibition area, technician, interpretation) - £3,500

We are asking for each Rotary club to contribute £600. We hope to acquire further financial assistance from other sources.

WHY ARE WE DOING THIS?

Increased and much needed confidence amongst the young people of Bradford

The positives of such an event will rub off on the young people involved and can only create more confidence and aspiration amongst young people in the city as a whole.

Too often, young people feel marginalised and uncomfortable in places they feel 'are not for them'. We hope that, as with the 'Gentlemen of Bradford' project and exhibition run by Impressions last year, there will be a real sense that they can make a valuable contribution by being part of it and not on the outside.

This is an inclusive event.

Due to the democratic nature of photography, young people from any background or with minimal photographic knowledge can shine.

The promotion and increased profile of Rotary locally and nationally.

The organisation will benefit from exposure to a wide audience and in particular, parents, young people and the media. Rotary will be viewed in a positive, progressive, contemporary and professional light.

Increased positive profile for Bradford district.

Bradford is already a premier centre for photography and has the best photographic offer in the UK in terms of permanent galleries and access. Visitors travel to the city to take in the varied and excellent work regularly exhibited. Everyone in the city benefits from such positivity.

This is the lifeblood of Impressions Gallery

Though Impressions have many irons in fires, this kind of project helps them massively in terms of their portfolio and when they are required to justify their existence for Arts Council and other funding. It shows that they can and do connect with the community at every level and make a difference. Impressions is important to Bradford and vice versa.

Much needed profile for Culture Fusion

This unbelievable centre for young people can only benefit from such a high-profile and prestigious partnership. We are pleased that they are part of this proposition and proud to have such a fabulous facility in our city.

An amazing opportunity for a talented individual

This is important and again can only help to foster more aspiration amongst the peers of the winner.

Impressions Gallery

www.impressions-gallery.com

Is one of the UK's independent leading venues for photography and shows the best of today's photographers. Moving from York they have reopened in a purpose-built new building in the heart of Bradford's city centre. Exhibitions change regularly so there's always something different to see. They are keen to reach out to the community and encourage people to get involved.

Impressions Gallery promotes photography that gets people looking, thinking and talking. Ambition, artistic risks and ideas are at their creative heart.

Impressions has helped launched the career of such photographic luminaries as Magnum Agency's Martin Parr

Culture Fusion

www.culturefusion.org.uk

Bradford's state of the art youth centre

Culture Fusion will be a way of life, leading by example, showing the world how children, young people and partners from different backgrounds are able to come together to make a real difference.

It will be a 'second home' for children and young people in their time of need, and an exciting, ever-changing and inspirational place for children and young people to have fun, learn, relax and fulfil their potential.

Young people of Bradford have, for a long time, wanted a central location where they can come together. At the start of the project there were many consultations with young people. They all stated how important this is and what it should look like.