

## **EXPRESSION OF INTEREST**

### **for participation in the Cultural Program Australian Pavilion World Expo 2020 in Dubai**

#### **1. INTRODUCTION**

Australia will participate in the Dubai World Expo from the 20 October 2020 to 10 April 2021.

The Department of Foreign Affairs and Trade (DFAT) is the agency responsible for Australia's Expo presence on behalf of the Australian Government, ensuring whole-of-government representation.

Jacqui Bonner Marketing and Management (JBMM) has been appointed by DFAT to manage and deliver a Cultural Program that will showcase Australia's cultural assets and heritage at the Australian Pavilion at the World Expo. JBMM's scope includes talent identification, program coordination and associated administrative services.

JBMM have appointed Bill Harris as Artistic Director and Jasmine Gulash as Indigenous Artistic Producer. The creative team will oversee the curation of the six month long Cultural Program.

We are now calling for expressions of interest from artists and arts companies nationally to be part of the Cultural Program. The aim of the EOI is to ensure that the Cultural Program reflects the richness and diversity of Australian performing arts, music and culture.

The information below provides more detailed information and outlines what JBMM need to receive from you to be considered.

#### **2. ABOUT WORLD EXPO DUBAI and the UAE**

Expo 2020 Dubai is the first World Expo to be held in the Middle East and North Africa (MENA) region and the first to be hosted by an Arab nation. It will coincide with the 50th anniversary of United Arab Emirates (UAE) nationhood.

The UAE is Australia's largest trade and investment partner in the Middle East and is home to people from more than 200 nationalities. Organisers anticipate approximately 25 million visits to the Expo site over its 173 days of operation, with a daily capacity of up to 300,000 visitors. More than 190 countries have confirmed their participation, as well as major companies, non-government organisations and educational institutions.

Seventy (70) percent of visitors to Expo 2020 Dubai are expected to come from outside the UAE, with around thirty (30) percent each from the Gulf region, South Asia and Western Europe.



*Mobility Pavilion and District*

The Expo theme, 'Connecting Minds, Creating the Future', recognises that generating sustainable solutions to global problems demands collaboration across cultures, nations, and regions. Australia's participation will be delivered primarily through the Australian Pavilion, located in the "mobility" sub-theme district, which will feature a high-impact visitor experience. The Pavilion will also host targeted cultural and business programs, as well as other associated events.



*Mobility Pavilion Entrance View*

### **3. ABOUT THE AUSTRALIAN PAVILLION**

The Australian Pavilion design will be flexible and multi-functional, accommodating large numbers of visitors while simultaneously providing a venue for business events, meetings and performances.

On average, 15,000 visitors are expected to visit the Pavilion each day. The Pavilion will be open to the public daily from 10am to 10pm.

Through the visitor experience, DFAT aims to project a contemporary image of Australia as a culturally diverse and harmonious nation, technologically sophisticated with a dynamic, forward-looking economy.

## **Overview of the Visitor Journey and Performance Spaces**

### ***Queueing Area – Australian terrain***

A semi-sheltered queuing environment which immerses visitors in Australia’s natural landscape whilst providing interactive opportunities (e.g. soundscapes, Augmented Reality) to keep visitors entertained.

There will be limited scope for performances/interaction with visitors in this area.

### ***Main Show Space***

The highlight of the visitor journey will be an audio-visual show which will take place in the Pavilion’s main show galleries. The experience will be immersive and sensory. It is expected that visitors will be guided through two internal spaces, with a group exiting the main space approximately every seven minutes.

Exiting visitors will have the option of progressing into the Pavilion shop, food and beverage zone and/ or to the Pavilion amphitheatre/performance space.

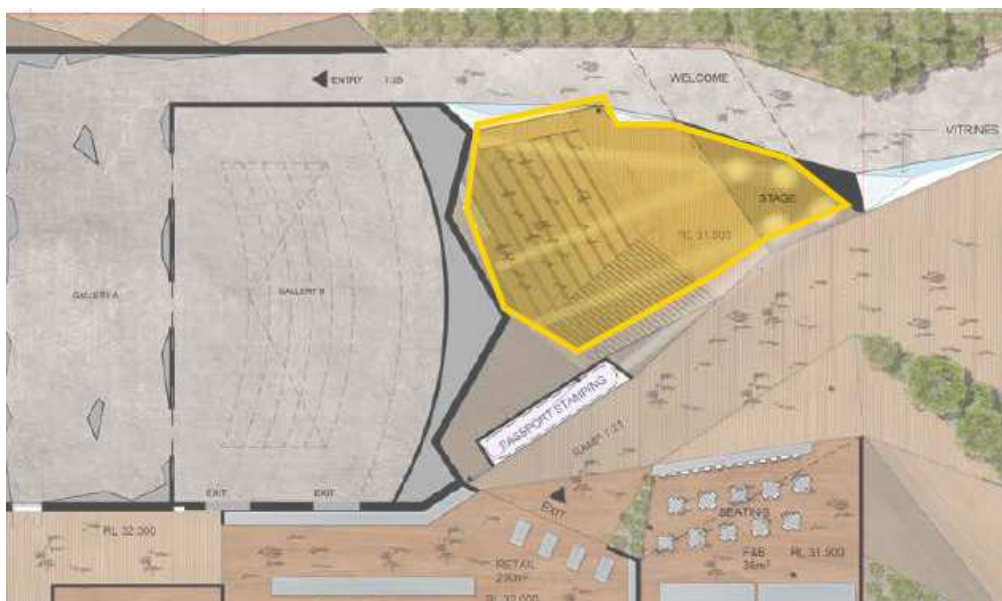
### ***Amphitheatre/Performance Space***

The amphitheatre is a multifunctional event space which supports both live performance and visual content. This is the primary performance area within the Australian Pavilion site.

A raked seating area provides seating for approximately 150 people and includes a performers’ store and technical workshop underneath.

The stage area is nominally 30m<sup>2</sup>, however the stage area is flexible, as it will be at ground level. A mobile stage can be installed where required. Rigging for AV equipment will be installed over the stage area and amphitheatre seating. There will likely be a screen for both stand-alone screen content, and content to support live performance.

The Amphitheatre/Pavilion forecourt will essentially be an outdoor performance space, covered by a shade canopy. It is expected that the underside of the shade canopy will enable aerial performances. There will be reasonably high levels of ambient noise.



### ***Business/VIP Function Space***

The VIP area will host the VIP and business programs and will cater for the approximately 100 functions planned over the six months of Expo. The room is intended to have a fine dining capacity of 80, a standing function capacity of 150 and a dedicated area for small ensemble performances. DFAT also intends to source a piano for this performance area. It is expected that this space will be able to display a selection of artworks.

### ***Expo Site***

There will be opportunities for artists and performers participating in the Cultural Program to perform across the Expo site beyond the Australian Pavilion.

## **4. THE CULTURAL PROGRAM**

JBMM sees this as a great opportunity to create a program that truly reflects the richness and diversity of Australian cultural practice. We aim to deliver a program that welcomes Australian artists from the widest ranging geographical locations and from all arts practices.

JBMM must program, deliver and manage the Cultural Program to contribute to delivering the following outcomes:

- Entertain visitors and contribute to a positive Pavilion experience
- Increase awareness of the diversity and talent of Australia's creative arts sector
- Celebrate the richness of Indigenous arts and culture
- Promote Australia's world-class arts sector as an attractive cultural export

It is envisaged that the six-month long program will comprise of rolling visiting performers, resident companies, small-scale performances, projections and screenings, events, exhibitions and interactive workshops. The Program must be vibrant, fun and engaging.

The program will be guided by the Pavilion design, performance spaces and budget. JBMM aims to deliver a program that includes the performing arts, contemporary music, literature, visual arts & crafts.

There will be opportunities for collaboration with artists and performers from other countries participating in the Expo. JBMM will help to guide discussions when opportunities arise. Respondents could also consider opportunities to participate in existing cultural activities occurring off-site during the Expo period.

### ***National Day***

The 30 January 2021 will be designated as Australia's National Day at the Expo. The National Day will be a special celebration of Australia's presence at the Expo and will offer a platform for larger scale performances through access to performance areas outside of the Australian Pavilion, as well as the participation of high-level dignitaries and media.

## **5. WHAT WILL BE PROVIDED**

- Basic sound and lighting
- A screen for stand-alone content and to support live performance
- Access to basic stage furniture such as chairs and music stands
- Audio operator and stage manager
- Storage and dressing rooms
- On the ground point of contact, and cultural briefings on arrival
- Assistance with sourcing local accommodation

## 6. FINANCIAL ARRANGEMENT

The artist/company will receive a fee. All costs will be negotiated.

For artists/companies on international tours, the fee will cover an agreed proportion of travel costs if there is the ability to add Dubai on to your planned/confirmed international tour schedules for 2020/2021.

## 7. WHO CAN APPLY?

All Australian artists, emerging, and established, suitable for the performance spaces and environment described in Section 3 above.

Performers (solo and groups), visual artists and craftspeople, musicians, film makers, and authors are encouraged to apply.

To be eligible you must be:

- An Australian entity with an Australian Business Number (ABN) or Australian Company number (ACN)
- An Australian citizen or permanent resident of Australia

## 8. HOW TO APPLY?

Please complete the attached template and return by email by close of business **29 March 2019**.

Applications should be addressed to [eoij@jbmandm.com](mailto:eoij@jbmandm.com)

If you have any questions in relation to the EOI, please email [jb@jbmandm.com](mailto:jb@jbmandm.com)

## 9. SELECTION PROCESS

The successful artists/companies will be selected by the team at JBMM and DFAT. There may also be an advisor from a relevant government body.

Artists will be selected based on the following criteria:

- If the proposed work will support the Cultural Program outcomes included in Section 4 above
- Overall fit within the event, format and overall curatorial programming direction
- Strong consideration will be given to interactive, contemporary and original work
- Appropriateness of the performance for the Pavilion's performance spaces
- Equipment required
- Budget viability
- How the proposed work contributes to a positive image of Australia and engages international audiences
- Meet the eligibility requirements outlined in Section 7 above

This is a curated program. Proposals will be assessed on the above criteria with final decisions solely at the discretion of representatives from DFAT and JBMM.

## **10. TIMELINE**

EOI opens in February 2019 and **closes 29 March 2019**.

JBMM may contact you directly to discuss your response, or for further information/clarification.

The EOI process will be finalised by 28 June 2019. All respondents will be notified formally of the outcome.

EOI for participation in the Cultural Program, Australian Pavilion World Expo 2020 in Dubai

**RESPONSE FORM**

*\*\* Please expand each section as required. Ideally written applications will not exceed 6 pages*

<b>Company/Artist Name:</b>	
<b>Contact Name:</b>	
<b>Contact Email:</b>	
<b>Contact Phone:</b>	
<b>Please provide a short company/artist biography.</b> <i>(please include text only, no imbedded links)</i>	
<b>Please provide a short description of the proposed performance/work.</b>	
<b>Please provide links to any relevant websites, social media pages, video/audio clips and reviews.</b>	
<b>What is the duration of the proposed performance/work?</b>	
<b>What is your preferred rest time between performances on any one day?</b>	
<b>Please provide detail of your technical and staging requirements.</b> <i>Be as specific as possible.</i>	
<b>How many people are involved in your performance/work?</b> <i>Please include essential technical/support staff.</i>	
<b>Please provide details of your current availability over the six-month Expo period (20 October 2020 to 10 April 2021). For how long would you/your company be able to participate in Expo? For example, one day, one week, one month?</b>	
<b>Do you have the ability to add Dubai to your existing international tour schedules for 2020/21? If so, please advise indicative dates.</b>	
<b>Please detail indicative costs for the proposed performance/work, including essential travel</b>	
<b>Please outline any potential for collaboration with other performers/artists/companies at the Expo, both Australian and from other countries participating in the Expo. If relevant, please indicate the performer/company and potential dates.</b>	

<b>Is the artist/company flexible to adapt their performance/work to different performance areas on the Expo site? Or to participate in collaborative/workshop scenarios?</b>

Submitted by:

Name:

Position:

Company/ organisation:

Signature:

Date:

**PLEASE EMAIL YOUR COMPLETED RESPONSE FORM TO [eoijbmandm.com](mailto:eoijbmandm.com) BY 29 MARCH 2019.**