



Are you a Greater Manchester based artist/creative practitioner/collective interested in exploring, learning and experimenting with digital technology?
Are you interested in engaging with creative exchange, collaboration and R&D opportunities?

Cultural Accelerator is an exciting opportunity for Manchester artists working across VR, Gametech and immersive experiences to engage with experts, learn new skills and present R&D sharings at MediaCity!

THE BRIEF

Led by FutureEverything for the [Media City Immersive Technologies Innovation Hub](#), the Cultural Accelerator is designed to support creative collaborations between Private Sector organisations and creatives working in the following three contexts:

Virtual Production

Virtual production is a method of filmmaking and television production that uses computer-generated imagery (CGI), Realtime technologies, augmented reality, motion capture, and other technologies such as LED volumes, AI & Green screen and to blend real and virtual worlds, characters and effects.

Immersive Experiences

Immersive technology transforms the digital experience by bringing together the virtual with users' sight, sound and event touch. Ranging from virtual reality and augmented reality to haptics, immersive technologies provide new ways of creating, displaying and interacting with applications, content and experiences and performances.



Gametech

It is a broad term that encompasses using games technologies and game engines in all forms, from playing video games, creating new worlds to immersive experiences and participating in e-sports

This opportunity aims to foster collaborations between private sector companies and creatives from a variety of artforms working within the contexts listed. Commissioned projects will enable participants to experiment, take risks and innovate with these rapidly advancing creative mediums. Cultural Accelerator offers tailored access to a broad community of companies and technologists, along with facilities, and hands-on support from MITIH and FutureEverything to help you realise the ambition for your project.

WHO CAN APPLY

The Cultural Accelerator programme is open to applications from the following groups:

Creatives

Collective's, companies or individuals working or seeking to work in the three contexts listed. These individuals must have a measurable track record of delivering projects on a professional level and have gathered the foundations of a project that they wish to bring to the Cultural Accelerator programme.

Creatives can come from the arts sector but also will be welcomed from the private sector as creatives and their companies aim to make a step change, develop innovation or reach new clients/customers.

**Foundations = Partner support, a supporting team, match funding, a clear plan of what the project and its outcomes could be.*

Private sector

Organisations or individuals who work across a variety of platforms or sectors who are wishing to use this opportunity to develop a key aspect of their business model, unlock new income streams or experiment with artistic methodologies for content creation.

If a company is wishing to apply but does not have a key artist or artform in place that they wish to explore, FutureEverything can support them with this.

COMMISSIONING AMOUNTS

FutureEverything has two commissioning strands for the MITIH Accelerator Programme:

R&D FUND - AWARDS UP TO £2,500

FutureEverything will award up to eight seed fund commissions to support artists developing new ideas or seeking to incorporate new skills into their practice.



PRESENT FUND – AWARDS UP TO £25,000

FutureEverything will award larger commissions to up to three artists who have projects that are closer to fruition and would have completed projects to present by Nov 2024.

KEY DATES

- Application deadline - Wed 10th July at 17:00
- Shortlisted applicants informal interview - Thurs 11th July
- Results & contracts shared - Mon 15th July
- Artist networking meeting - 24th July
- Beyond Conference - 25-27 Nov

REQUIREMENTS

The commissioned artists will be required to participate in the following:

- Partner with private sector organisations who have the resources, skills and capacity to support the development of the idea.
- Attend a series of four networking events that are designed to share key stages in the creative process, develop/galvanise collaborative relationships with the private sector network and develop opportunities for the artists work beyond the life of the Accelerator programme.
- Attend support meetings with FutureEverything to help develop a strategy for the work and their approach to presenting art to enable a trajectory for the artist that the commission can help them develop.
- An opportunity to share your work at a showcase event of projects during the [Beyond Conference 2024](#) which arrives for the first time in Salford (a first for the conference outside of regional capitals).

Locations

- The Process
The work can be developed at a variety of locations across the Greater Manchester region depending on the needs of the project
- The Presentation
The work/s will be presented at/near the Beyond Conference 2024 which will be held at Media City Salford Quays



ABOUT THIS PROJECT

The Cultural Accelerator project will use the collaboration between the arts sector and the private sector to achieve the following:

- Encourage a stronger sense of community, co-creation and collaboration amongst the business community.
- Exploit MediaCity's assets as a living lab to deliver additional research, development and innovation activity. This will be available through programmes of R&D, innovation labs and community events which will be focused on live industry requirements and opportunities.
- Deliver tangible impact on R&D outputs, productivity, skills and jobs by using the best collection of business and academic minds to address the technology barriers and seize market opportunities.

HOW TO APPLY

We are inviting interested artists/artist collectives to submit an expression of interest which should cover:

- An initial response to this brief including a description of your current artistic practice, your approach to both phases of the project, potential creative tools/platforms/formats that you would use, and the reasons for your interest in this project (not longer than a double-sided A4). We'll also accept a video presentation or recorded audio version of the application, and must not exceed 10 mins in duration.
- Examples of current work or portfolio relevant to the brief including links to screen-based work and participatory projects (in PDF format), CV (in PDF format)
- Completed [Equal Opportunities Form](#)

Please send applications to info@futureeverything.org with the subject line CULTURAL ACCELERATOR 24 Additional information on the project is available upon request. For a short informal conversation on the project or if you have any accessibility requirements, email FutureEverything Producer [jonathan](#) who will arrange a phone/video call within 24 hrs of the request.

Deadline: July 10th at 17:00 GMT

ABOUT FUTUREEVERYTHING

Established in Manchester, [FutureEverything](#) exists at the convergence of art, technology and society. As an award-winning arts organisation with a year-round programme of cultural activity, we've helped shape digital culture locally, nationally and internationally for over 25 years.



Through a curated programme of public artwork, cross-sector collaborations and digital debates, FutureEverything pushes creative boundaries and stimulates new ways of thinking, across a diverse range of sectors, disciplines and audiences. Taking an action-research, artist-led and human-centred approach, we're passionate about bringing people together to discover, share and experience new ideas for the future, creating opportunities to question and reflect on the world around us.

Our work is international from US, Qatar, Singapore to Europe, Russia and Taiwan, and we have worked with prestigious and exciting partners including British Council, Ars Electronica Linz, Onassis Foundation, Sonar, CTM and many more.

ABOUT MITIH

The MediaCity Immersive Technologies Innovation Hub is funded by the Greater Manchester Innovation Accelerator programme. Led by Innovate UK on behalf of UK Research and Innovation, the pilot Innovation Accelerators programme is investing £100m in 26 transformative R&D projects to accelerate the growth of three high-potential innovation clusters – Glasgow City Region, Greater Manchester and West Midlands. Supporting the Government's levelling-up agenda, this is a new model of R&D decision making that empowers local leaders to harness innovation in support of regional economic growth and help attract private R&D investment and develop future technologies.