



IOU

My Three Words

Part of Junction, Goole's programme for 2021

Creative Brief

IOU has been commissioned by Junction Goole to present a three-part Spring, Summer and Autumn programme to make the most of the unusual and unpredictable art world emerging in 2021. This project makes use of the What3Words app to make connections between online art work and real life locations in and around Goole.

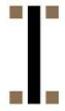
IOU is looking for location inspired animation, poetry, performance, illustration, cartoon, painting, storytelling, fiction, poetry, installation, music, film, dance, duet or a solo jig and more. What do you create? What would you like to create?

This is a call out to professional and non-professional artists and creatives in the Goole area to make high quality Art Miniatures of almost any medium for Junction's new online gallery – showing the creative excellence of local people using many forms of artistic expression.

This is a call for online content to make Junction's website a liberating destination for audiences to experience new work made for inclusion on Junction's and IOU's My Three Words Gallery.

After a year of varying degrees of lockdown we ask you to liberate your imagination and link this to a real place that is in some way special to you, or it's where something significant happened to you, or it simply makes the perfect setting for your idea. We do ask though that you avoid choosing your house or a private location.

There is an app called What3Words used by the emergency services, that identifies every three-meter square area of land on the planet using just three words. If you don't know it, take a look, it's amazing! <https://what3words.com/>



The three words of the What3Word location app will be the means to identify the real life place that has inspired your work, and a means for audiences to visit the location after seeing the work online. We welcome the idea that the identifying three words themselves can be incorporated into the work itself, perhaps as an inspirational starting point for your idea for example, in a title, poem, or story and so on.

How it works

You can also view a video of IOU's Artistic Director, David Wheeler, introducing the project on [YouTube here](#).

Choose your location which must be within a 2K (or 1.25mile) radius of Junction, Goole.

Identify the location using the What3Word App.

For example the area in front of the Lowther Hotel in Goole is identified by the three words:

///trendy.cowboy.argued

The work you create must be contained within a 3-metre square area identified with the What3Words app; this is the physical location for you to use. For example, you could create a mechanical installation that is then filmed in the location, and it's this film that is uploaded online. However, you don't necessarily have to create online content that features the location either in film or performance, it can be that the location is the inspiration for a story or poem or a piece of music.

We also recommend using Google Earth and What3Words to identify your chosen location, and that you only spend time at the location if Covid restrictions allow.

If chosen, your final work will be presented with a full page on the My Three Words website Gallery, shared via Junction Goole's website and the IOU website.



The idea and art form you use, must fit on that one 'page'. There is no linking to other pages. If you make a video, it will play embedded in this page, as will all time-based work – e.g. music or spoken word. The work will be displayed alongside a picture of the location, with its What3Words identification and your list of credits.

Conditions

IOU and Junction will choose to display the content based on artistic merit and compliance with the Conditions below:

- The location must be accessible to the public, or, that the location square for the work can be viewed from an adjacent or nearby square.
- Any intervention, construction or adaptation of the space must be done with the owner's or council's approval (we can help you with this).
- You must not break any of the Covid-19 restrictions in force at the time.
- There will be Junior and Senior areas in the website, so work with grown-up themes and content will be considered for display. We encourage your freedom of expression, but we will give appropriate protection to vulnerable groups and avoid causing unjustifiable offence.
- No work containing racist, sexist or any discriminatory content.
- No overtly political content.
- No commercial advertising or product placement.
- You must not reveal your or other people's private information or addresses to the public.
- If we consider content to be harmful or inappropriate in any way, the work will be excluded.

Submission requirements

- Please email applications@IOUtheatre.org with a one page cover letter that describes your idea and a one page attachment that summarises your artistic process and has a maximum of four hyperlinks to examples of your work.



- Please also complete this anonymous monitoring form:
<https://www.surveymonkey.co.uk/r/86XXSHB>
- The application deadline is the 1st March 2021 at 12:00.
- IOU and Junction will be hosting a Zoom space on 22:02:21 at 19:00 where we will discuss the project and be available to answer any questions that you may have, attendance is not compulsory at this event, it would be nice to meet you and hear your thoughts:
<https://zoom.us/j/94285461427>
- IOU is an equal opportunities employer, driven by an ambition to break down barriers to inclusion, access and participation in arts activity regardless of individual circumstance. It recognises that diversity within any organisation is a strength and has developed its policy to ensure that no one is excluded from IOU related activities for any reason. We welcome applications and collaborations with artists and practitioners from all sections of society.