

# THE LATE SHOWS

A Guide for Participants 2019

Co-ordinated by:



In association with:



**BALTIC**



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## Background

Running annually since 2007 during Museums at Night weekend in mid-May, The Late Shows attracts audiences, after hours, to arts and heritage venues in NewcastleGateshead. Its programme, initiated and delivered by participating venues and artists invites visitors to sample a range of museums, galleries, heritage properties, art forms and participatory events. The festival encourages programming that diverts from the norm and is primarily aimed at the Experience Seekers audience demographic outlined by Arts Council England; i.e. adults aged 16-34 seeking new experiences to support and drive their social lives.

The Late Shows is co-ordinated by TWAM via a steering group made of up representatives from Tyne & Wear Archives & Museums, BALTIC, Northern Print, Newcastle Gateshead Initiative, Newcastle and Gateshead Local Authorities, curators and artists. It oversees marketing, co-ordination, finance and fundraising.

In 2019, the 13th edition of The Late Shows will take place on **Friday 17 and Saturday 18 May**. Friday the 17th is specifically for venues and projects occurring in the Ouseburn Valley. Saturday the 18th, is specifically for venues across central Newcastle and central Gateshead. On both nights, venues are traditionally open from 7-11pm.



## Taking Part

In 2018, the 67 attractions profiled in The Late Shows generated 33,142 visits. Participation in The Late Shows offers venues an opportunity to attract a new audience. Existing visitors also enjoy the evening and the opportunity to see a venue they appreciate from a new perspective. A call-out invites arts and heritage venues and artists groups to submit proposals for events via application form.

- All proposals must be submitted by Thursday 28 February 2019.
- All agreed participating venues and events will be included in a promotional brochure/website. Event text and a venue image must be submitted by Thursday 28 February 2019 as part of your proposal.

## Venue Eligibility

Arts and Heritage venues and organisations and Artist Led Projects are invited to submit proposals for inclusion in The Late Shows.

**Arts venues:** Proposals from venues / organisations supporting all art forms are welcome including art, drama, film, literature, poetry, dance, music and craft.

**Heritage venues:** Proposals from venues promoting heritage are welcome, including museums, archives, historical buildings and heritage visitor centres.

**Artist led groups / projects:** Proposals from artists' groups are welcome from studio complexes, pop-up arts venues and groups with or without a base. Submissions directly from non-arts businesses will not be accepted. However, an artist or artists' group may submit a proposal to stage an event in such venues.

**Voluntary Arts groups:** Proposals are welcome from voluntary or community arts organisations.

## Your Event

You will find guidance in this section which may help you plan a successful event. There are three main criteria for inclusion in The Late Shows:

- Primarily (although not exclusively) events should appeal to the 16-34 year old market. Please let us know if your event is suitable for over 18s only.
- Where possible, please avoid performances / activities that can only take place at certain times throughout the evening - if this is necessary, please state the starting times and run them at least hourly.
- Activities / events should last approximately 15-20 minutes in order to encourage people to move around venues. To avoid disappointing visitors there should be at least one event per hour.
- Entrance to venues must be free for Late Shows visitors, however, you may charge for admission to exhibitions or for visitors to participate in activities on the night. Any charges must be made clear in the information you provide for the website and brochure.

## Knowing your Late Shows audience

TLS wishes to support rather than influence programming, which continues to attract, stimulate and challenge Late Shows audiences. However, to take part in The Late Shows it is recommended that venues/projects offer a free Late Shows specific activity or event alongside any venue programme. The Late Shows encourages activities primarily aimed at the Experience Seekers audience demographic outlined by Arts Council England i.e. adults aged 16-34 seeking new experiences to support and drive their social lives. However, older people with an interest in the arts also frequent the weekend. The Late Shows audience is consulted each year and examples of events that interest them has been collated:

- Participatory events in which visitors can take part in a creative activity under the guidance of an artist or practitioner. This may involve creating something simple, 'having a go' in a taster session or contributing to a larger artwork or performance. Popular examples of this have included introductory musical instrument workshops and dance classes, hands-on art or craft activities and collaborative drawing events.
- Short, quirky events or performances which offer visitors a taster of venue practice, an experience out of the ordinary or a spectacle to remember.

Examples from previous years include an interactive séance, spray art demonstrations, light, poetry and music shows and art installation tours by period characters. Often these events work to the strengths of a venue. Programmers use their expertise in the field to select an event or artist who will enrich their programme and appeal also to Late Shows visitors.

- Activities or events in an alternative medium that complement and extend an existing programme. Examples of this include a choral performance on the themes of an exhibition, a 1950s tea dance in a media centre and a tour of a literary venue hosted by dancers.

- Events inspired by the architecture of a building. Highlighting the architecture of a key building, particularly that of heritage venues can offer a fresh perspective for an audience. In previous years successful projects have used light, sound and music and visual art to draw attention to the design history or location of venues.
- Some successful events take the context of The Late Shows as inspiration for their events. Events may embrace the idea of night-time, passing through a place or the phenomenon of quick art. Previous examples of this have included a printmaking relay, a glow in the dark installation and interactive drawing activity and a night-time murder mystery tour.

### **Bookings policy**

Occasionally venues choose to host events open to a limited number of participants who must book in advance. This is not customarily recommended as the spirit of The Late Shows is one of 'turn up, come in and get stuck in'. In limited cases proposals for such events are accepted on the condition bookings are the responsibility of the venue and the event considers all further Late Shows guidance.

### **Collaboration**

TLS would like to encourage collaboration between artists, venues and organisations as it often leads to particularly interesting events in our programme. Proposals will be considered from artists and artists groups who have teamed up with venues to suggest an event. Many arts venues have a programme set well in advance, but heritage and non-art venues may benefit from an artist's event.

## The Late Late Shows

The Late Late Shows occurs from 10pm onwards on the Saturday evening of The Late Shows and showcases further late night culture to Late Shows audiences. As a fringe event the Late Lates is an opportunity for some venues which do not fit the criteria of The Late Shows to participate in the evening, offering culture and entertainment into the night. Criteria for taking part in the Late Late Shows are slightly different to those of the main weekend:

- Venues/ projects based in Central Newcastle or Central Gateshead will be considered.
- Venues promoting arts, heritage and culture of all sorts including film, art, drama, literature, poetry, dance, music and craft are encouraged to participate.
- Arts venues that are customarily open during the evening are eligible to participate in the Late Late Shows. Venues must be prepared to open from 10pm during the Late Late Shows but the duration of an event is the decision of the venue. Please let us know what time your event ends.
- Venues must offer an event for a Late Late Shows audience. Ideally Late Late Shows should offer free events - and free events tend to get a high turn out. However, venues that must charge are able to participate in the Late Lates if they offer a discount to Late Shows glow-stick holders.

Application for proposals is via The Late Shows proposal form. Deadlines for proposals and text apply.

## Tw-Lates

We piloted twilight events successfully at 7 venues in 2018, drawing in new audiences of 12-17 year olds as independent visitors or with their families.

In 2019 we want to expand the programme and are asking all venues to consider offering a Tw-Late event, on the same night as their other Late Shows offer.

To take part in Tw-Lates you will need to offer an event that:

- takes place between 4pm and 7pm on the same night as your other Late Shows event
- is appropriate for teenagers – this is not children, our target audience is 12-17years
- is suitable for 12-17year olds to attend independently, or with families
- takes place in an environment that teenagers and their families will consider safe
- is appropriately supervised and is risk-assessed
- ideally includes interactive activities – young people have told us they prefer to “make” than “see”
- In keeping with the rest of The Late Shows programme, entry to your venue must be free to those attending. Ideally, it should be a drop-in event too, although workshop style activities can be attractive to this age group.

Teenagers tend to like new, fresh and interesting offers, explained in clear language that focuses on the type of activity rather than using art-form specific terminology. Please bear that in mind when submitting details of your Tw-Late event.

Tw-Lates are part of City of Dreams [www.cityofdreams.org.uk](http://www.cityofdreams.org.uk)  
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Twi-Lates

