



## A Guide for Participants 2022

Co-ordinated by:



In association with:



## Background

Running annually since 2007, 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 2022, the 14th edition of The Late Shows will take place on **Friday 13 and Saturday 14 May**. Friday 13, is specifically for venues and projects occurring in the Ouseburn Valley and takes place from 7-11pm. Saturday 14, is specifically for venues across central Newcastle and central Gateshead. Newcastle venues on Saturday 14 are expected to be open from 7-11pm. Gateshead venues on Saturday 14 are expected to be open from 6-10pm.

## Taking Part

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 Monday 28 February 2022.
- All agreed participating venues and events will be included in a promotional brochure/website. Event text and a venue image must be submitted by Monday 28 February 2022 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.

## Covid-19

As we are still living with the Covid-19 pandemic, please ensure your venue follows the government guidance at the time of the event. Tyne & Wear Archives & Museums (TWAM) will make reference to government Covid-19 guidance in all marketing for the event and will state that individual venues may have guidance that is specific to the size and nature of the venue.

If the event has to be cancelled due to Covid-19 TWAM will give venues as much notice as is possible. If your venue has to cancel due to Covid-19 then please give TWAM as much notice as you can.

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