



### **The Institute of Imagination**

The Institute of Imagination (iOi) has been established to champion the power of imagination and to create space for children and families to re-imagine the world.

In 2017, we launched our temporary space, the Imagination Lab, the capital's most exciting space for imagining, exploring, investigating and creating, offering access to cutting edge and innovative activities and materials.

Since opening the Imagination Lab, we have delivered over 200 days of activity, reaching over 17,000 children, teachers and families through a range of activities including school workshops and events for families and the local community. The design and layout of the Imagination Lab evolves from event to event, offering our visitors a new and unique experience each time they come to the space.

With the generous support of the International Charitable Foundation (ICF), we are now inviting applications to take up the first iOi Cultural Residency, at the Imagination Lab, between March and June 2018.

As the first Cultural Residency of the Institute of Imagination, it is our ambition to deliver an experience outside of the normal boundaries of an artistic residency programme. Providing children, families and teachers the opportunity to engage with and contribute to the development and creation of a unique exhibit.

We are inviting individuals from, from a wide variety of disciplines from science, technology, and the arts, to submit applications for a four-month residency that will bring the Imagination Lab to life and spark the imaginations of all our visitors throughout, and provide a strong legacy for our future iOi Cultural Residency Programme at the iOi campus.

### **The brief**

We recently launched the [Imagination Matters](#) campaign; championing a global societal shift to challenge the common preconception that imagination is nothing more than a frivolous pastime.

We seek to create a climate within which children are empowered, enabled and inspired to achieve the potential of their imagination in the here and now. This Cultural Residency is the focus for the 'here and now' aspect of the Imagination Matters campaign and is therefore aligned with one of the headline themes 'Places to Imagine':

### **Residency theme: Places to Imagine**

How do physical places, either those that we create or those that are naturally occurring, have the power to fire the imagination? We are interested in what their constituent parts might be, how real and imaginary places relate to each other, and what impact the physicality of where we find ourselves as individuals or groups has on our imaginative abilities.



#### **At a glance:**

##### **What?**

An innovative and inspiring four-month Cultural Residency, which under the theme of 'Places to Imagine' will spark the imaginations of children and families.

##### **Where?**

The Imagination Lab,  
Vauxhall, London

##### **When?**

March to June 2018.

Deadline for initial  
submissions 5pm Wednesday  
31 January 2018

##### **Fee:**

£8,000

##### **For more info:**

Please visit [www.ioi.london](http://www.ioi.london)



We want this Cultural Residency to inspire everyone who enters the Imagination Lab, and allow them to engage with it in a unique way, enabling moments of connection between children and families. It will be interactive and playful, encouraging children to explore and experiment.

We want you to be imaginative and tell us in detail, on no more than two sides of A4 (plus additional visuals if you choose), how you would use £8,000 to interpret the theme of 'Places to Imagine' into an innovative and interactive residency at the Imagination Lab. You can interpret this how you would like – be it physically, digitally or in a more abstract way.

This is the first of two pilot Cultural Residencies that will take place at the Imagination Lab throughout 2018, the learning from which will inform how we transition the programme from the Imagination Lab to the iOi campus, a permanent, 100,000sq ft., world-class cultural destination to be built in the Capital. 'Places to Imagine' is therefore a poignant theme at this time, for both the future of our visitors, and the Institute of Imagination.

Our expert panel will be shortlisting three applications. The chosen three will then be scrutinised by the real experts, the children and families at one of our events at the Imagination Lab. After this, the winning concept will be decided by the panel. The two runners up will be awarded £500.

**Key considerations:**

All iOi activities are interdisciplinary, spanning technology, science and the arts, and we would like you to consider how you can include this multidisciplinary approach in your residency. Workshops, events and installations are interactive and accessible to children aged 5-14 years, with all needs.

The artist in residence will be given the opportunity to incorporate the following iOi activity programme throughout their four months at the imagination Lab:

Lab Learn	Minimum 6 days of schools workshops
Lab Live/Life	Minimum 2 Lab Live/Life events (family events where children and families will given the opportunity to work with the artist on the residency programme)
Lab Late	Minimum two evening events for adults to hear from the iOi Experience and Learning team and the artist in residence to give a talk about the process and outcomes of creating the artwork

How you spend your time in the Lab will be organised with our Experience and Learning team. The Lab can be used as a working space and has visual projection and fibre Broadband.





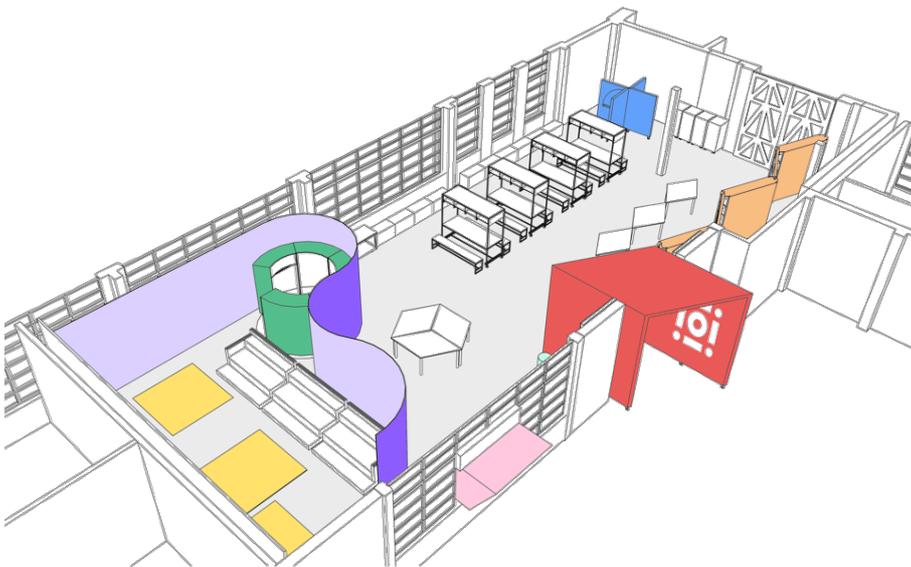
We would like you to think about the following questions when developing your proposal for this residency:

- How will you engage children and communities to achieve maximum reach throughout the residency? How will your residency permeate the walls of the Lab and live beyond the space?
- In what ways can 'interactive' be interpreted – do you see this as digital, physical, transactive, reactive and could the interaction reach beyond the Imagination Lab to other institutions around the world?
- What inspiration can you take from iOi's visual identity and the theme of 'Places to Imagine'?
- How will the residency adapt with the changing and flexible nature of Imagination Lab?



**The Imagination Lab:**

The Imagination Lab is 2,700sq ft. and at capacity will host approx. 160 people. There is movable furniture throughout the space, which can be reconfigured depending on the activities taking place within it. The image below gives an example of one of these configurations.



"The Imagination Lab has been providing an inspiring space to let imaginations flourish since it opened in February 2017. As a Patron of the Institute of Imagination, I look forward to being part of the selection process for the iOi's first Cultural Residency and to see how interdisciplinary responses to the theme 'Places to Imagine' can further animate the space for children and young people. We are looking for engaging, playful and flexible concepts which reflect the essence of the Imagination Lab and its programme, bringing together technology, science and the arts."

Mark Wallinger,  
Artist, and Patron of the  
Institute of Imagination



**The application process:**

Wednesday 31 January	Deadline for applications (5pm)
Week commencing 5 February	3 shortlisted applicants notified
Saturday 10 February	Shortlisted applicants will be invited to share their ideas to children and families at the Imagination Lab for feedback. <b>If you are applying, we ask you to save this date</b>
Week commencing 26 February	Winning application chosen by the panel
Monday 5 March	Residency commences
Friday 22 June	Residency ends
Week commencing 25 June	Preview and presentation



**Contact:**

Please submit your proposal via email to [culturalresidency@ioi.london](mailto:culturalresidency@ioi.london) by 5pm on Wednesday 31 January.