

V&A East Residency

Open Call for Applications

A three-month residency to produce social content experiments that reach and engage our new V&A East audiences

Supported by Google Arts and Culture

April 2021



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1. Summary

'V&A East represents an extraordinary opportunity to open-up the V&A's collection to all: as a vital sourcebook for infinite creative possibilities, as a place where young people can develop their creative skills and critical thinking, and as a platform to interrogate the ideas of our time through the designed world past and present.'

Catherine Ince, Chief
Curator, V&A East

We are looking for a collective or a group of creatives to run a series of social content experiments to engage Gen Z audiences with V&A East. This three-month residency, supported by Google Arts and Culture, aims to uncover what kinds of digital content about the world of art, design and performance younger audiences most want.

2. Critical dates

Residency dates: Late-May – Late-August 2021
Residency budget: £21,000 to cover time and deliverables
Deadline for applying: 5pm, 9 May 2021
Shortlisting: 14 May 2021
Interviews: w/c 17 May 2021

3. Background

This residency is run by V&A East, the V&A's new museum at Stratford Waterfront, and new collection and research centre at Here East. Opening in the coming years, V&A East is situated within the vibrant creative hub of East London and surrounded by four of the city's fastest growing and most diverse boroughs. V&A East will be firmly rooted in its local neighbourhood and global in outlook.

We've done some market research to understand more about our audiences for V&A East. Building on the insights from this research we want to run a series of social content experiments that identify what types of content and content curation our audiences are interested in, what formats these should take, and where they should live online.

4. The residency

Why: Though we know some of our audience segments are engaged with V&A East and already have an awareness of what the new museum and collections centre offer, many don't – particularly younger, Gen Z audiences. Long before the doors open, we want to start finding out what digital content they're interested in. What are the places online that they'd expect to find that content? What do they do with that content? And what form should it take? How can we use our platforms to showcase our community? We think we'll get the best answers to these questions by making and testing content to see what works and what doesn't.

What: The focus of this three-month residency is to run a series of social content experiments to engage younger (Gen Z) audiences in the run up to the opening of V&A East in 2024 and well beyond. The residency outputs will be:

- several* pieces of content (we'd like you to define what those could – and should – be) on different social platforms
- a summary (in the form of a short film and written report) that explains what you did, why and how.

**We won't specify the number of pieces of content we'd like you to make because it depends on what formats you'll be exploring.*

Who: We don't want to define a specific medium or format (because that's part of what we want to test). So, we're looking for a group or collective that have the breadth of skills and expertise to be able to explore lots of different types of content formats so we can get a good understanding of what works and what doesn't.

Where: The residency will be run remotely, but we'll give you an induction to the V&A and to V&A East specifically. We hope that you'll create social content that really reflects the diversity of the local areas V&A East is in. That content will live online – but exactly where is up to you to define. If and when safe to do so, we'll get you on site at the V&A East offices at Here East and introduce you to the team at Google Arts and Culture as well.

How: We'd like you to tell us how you think this should work. But we'd like you to start by digesting the market research we've done recently into who the audience for V&A East is. That will help prioritise who you'll be testing the content and content curation with, when, how and where. But your expertise will shape exactly what that content is.

5. What we're looking for

We think this residency will draw on a range of skills to be able to create different types of social content experiments. So, instead of appointing an individual, we think it's most likely we'll appoint a collective that will have a range of skills and deep experience. You don't have to have experience and skills in every area, but your areas of expertise could include narrative development, editorial, film, audio, production, social media, analytics, research or technology. The precise mix of skills is less important than the breadth.

We'd like the collective to have worked together before and have proven expertise in creating compelling online content for young, diverse audiences (ideally Gen Z). It's also important that you've also got analytical and research skills represented on the team as well as creatives. This is because alongside the content experiments, we'd like analysis on what's working or not, and why.

The content experiments may involve working with our stakeholders and future audiences, so we would like to hear about your experience working with different – sometimes conflicting – audience needs and requirements.

We're prepared for some of these content experiments to fail because we believe we'll learn more about what our audiences like and dislike if we have an appetite for risk.

6. The benefits

This residency will play an important role in shaping the future of V&A East and your involvement will:

- Inform the ways in which V&A East engages with its audiences online
- Help make sure that we put our audiences needs first in the way we make our online content
- Demonstrate ways we can be creative and experimental with the way we make social content.

The residency will also help you:

- Build your profile, through exposure of your work through the V&A's online channels and connection with the growing V&A East brand
- Be part of a dynamic community of V&A East collaborators, partners and fellow residents and researchers.

7. Budget and Deliverables

The overall budget is £21,000 and that needs to cover:

- your team's time and involvement in the project
- the creation and dissemination of the content
- a summary (in the form of a short film and a written report) at the end of the residency that explains what you did, why, and what worked/what didn't.

We don't want to be prescriptive in the number or types of content experiments you produce or which social platforms and channels they live on.

In your application, we'd like to hear how you think this budget should be allocated and on what. We know that things will change once you start the project, but at this stage we'd like to get a sense of how you'll approach allocating the budget.

We will disburse the residency grant over two instalments of 50% of the grant amount, based on your completion of project-specific contract-specified benchmarks that we'll agree on appointment.

8. How to apply

Please submit an application form (enclosed below) and CVs of all your team in a PDF format to eastproject@vam.ac.uk by **5pm on Sunday 9 May 2021**.

We will inform successful shortlisted teams by Friday 14 May 2021.

Please note that, regrettably, we're not able to inform or provide any feedback on unsuccessful applications due to the volume we receive (we will only be able to provide feedback to shortlisted applicants that we interview).

We will be selecting based on the following criteria:

- Understanding of the brief and opportunity
- Solid experience of creating digital content for diverse, young audiences in a range of formats
- Demonstrable experience of creating content and campaigns that drive social media engagement.

9. Appendix

Background on V&A East

This residency is run by V&A East, the V&A's new project in Stratford, London. V&A East will comprise two interconnected sites as part of East Bank in the Queen Elizabeth Olympic Park: a new museum at Stratford Waterfront, and a new collection and research centre at Here East.

V&A East will revolutionise access to the V&A's collection and celebrate new definitions of global creative excellence. Public programmes, displays and research activities across both sites will explore all facets of creative practice; and will generate new ways of thinking through the visual and material culture of the past and present to address the concerns of today's world.

Opening in 2024, V&A East is situated within the vibrant creative hub of East London and surrounded by four of the city's fastest-growing and most diverse boroughs, V&A East will be firmly rooted in its local neighbourhood and global in outlook.

Market research

We will share a digest of insights from our market research on appointment.

Recent market research asked – and answered – the following questions.

- *What and who are we competing with for 'share of leisure' time?*
- *What are the current life-stage realities for our audiences – and how do their needs differ by life-stage and motivation?*
- *What are the relative sizes of the different segments of the overall East audience?*
- *What are the broader cultural consumption habits of each of our segments?*
- *Who is fueling and driving culture, art, community and creativity for our audiences (from influencers to brands to institutions)*
- *What are the digital behaviours and needs of Gen Z and other priority audiences and how are these mapped onto our audience segmentation?*

The market research breaks down the audience by demographics, by psychographic segmentation and by motivation – people who want to learn, people who are interested in a day out, people who want to be inspired,

people who are interested in our event programme, and people who are part of our local community. The insights from both market and user research will be incorporated into an Audience Playbook that informs the work of V&A East by providing vital insights into our audience, their needs and their interests.

10. Application Form

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1. ESSENTIAL INFORMATION (Lead Applicant)

First name:

Last name:

Place of birth:

Nationality (as indicated in passport):

Current address:

Telephone no:

Email address:

Website address:

2. MOTIVATION AND BACKGROUND

- A. Please tell us why you're interested in this residency at V&A East? (maximum 300 words)
- B. Can you tell us a bit about your experience of working in a museum, within a community or educational setting? What were the challenges? (maximum 200 words)
- C. Have you taken part in a residency programme before? If so, please tell us more. (maximum 50 words)

3. EXPERIENCE AND APPROACH

- A. Please describe the team's current roles and experience. (maximum 200 words)
- B. Can you give an example of a project you ran that shows how you've worked successfully with diverse audiences or stakeholders? What was the impact? (maximum 300 words)
- C. Please tell us about the team's breadth of skills and experience in developing and curating social content – this might include narrative development, editorial, film, audio, production, campaigns, social media, technology, etc. (maximum 400 words)

- D. We're looking for a team with creative as well as analytical and research skills. Please tell us about the team's skills in this area. (maximum 400 words)
- E. Please tell us how you will approach allocating the budget for this residency. (maximum 400 words)

4. OUTCOMES

What do you see as the main value you'd create through this residency? (maximum 300 words)

5. REFERENCES

Please include the details of two references. We don't require letters or statements of support at this point.

REFEREE 1

Name:

Title:

Email address:

Relationship to referee:

REFEREE 2

Name:

Title:

Email address:

Relationship to referee:

6. ADDITIONAL INFORMATION

Please compile the following in one email:

- A. A completed version of this application form in PDF format.
- B. CV/resumes for all members of the team
- C. Portfolio (one pdf file with all images and texts).

In the subject line of your email, please write: Team Name – V&A East Summer 21 Residency

Important: Please don't include any important information in the body of your email. We'll only be assessing the information in your application form and the requested documents. Please only submit the required attachments.

6. CONFIRMATION

I confirm this information to be correct. I have completed the application form and submitted all additional required materials, by email only.

Place and date

Electronic signature