# A colorful city with a pin on top of a book Description automatically generated Edmonton Symbols | City of Edmonton

# Edmonton Choose Your Adventure

**Musician – Actor – Visual artist APPLICATION FORM**

**Submission Deadline: 5pm Friday 22nd December 2023 to** [info@storycity.app](mailto:info@storycity.app)

Please read all information & fill out the form at the end of this document.

**ABOUT STORY CITY**

*Story City* is an app and digital story project that uses either choose your own adventures, stories, games, or interesting info and combines them with physical locations, allowing a fictional adventure to become ‘real’ to the adventurer (user). A mix of cultural tourism and adventure, each story, game or information pack is created specifically to highlight the beautiful or intriguing parts of a real-world site and to appeal to and excite a young, tech savvy audience.Story City only works with local creators, and to date has provided professional development for 400+ creators, employed 120+ creators, and published 100+ interactive story experiences world-wide.

For an example of previous stories, [download the Story City app](https://storycity.app/forward-to-store), and use [Spoiler mode](https://www.youtube.com/watch?v=ZJi6siJLAOA) to explore previous stories from across the world from your home.

**ABOUT THE CITY OF EDMONTON DOWNTOWN VIBRANCY FUND**

This project is funded by the City of Edmonton Downtown Vibrancy Fund. The City of Edmonton Downtown Vibrancy Strategy is built upon a commitment of collaboration and partnership with businesses and organizations with a vested interest in downtown Edmonton, and is supported by: Downtown Edmonton Community League, Edmonton Downtown Business Association, Explore Edmonton, and NAIOP (Commercial Real Estate Development Association). This agile approach to supporting vibrancy in the heart of our city focuses on four pillars: Downtown as a Home, Economic Hub, Safe and Welcoming Place, and most importantly for this project, Downtown as a Destination.

In this activation project the aim is to make the downtown more fun for both locals and visitors, inclusive, connected and walkable, and promote downtown in a way that encourages repeat visitation, while expanding public spaces for more people in new ways via place making. Place making is more than just activating a space; it is about the creation of meaningful areas that reflect the needs of the people who live there, the businesses that work there, and the people that visit them.

**EDMONTON CHOOSE YOUR ADVENTURE PROJECT OVERVIEW: To Be Launched May 2024**

Story City, with the support of the City of Edmonton Downtown Vibrancy Fund, will commission the creation of SEVEN fictional, interactive *Choose Your Adventure* or *outdoor-escape-room-style* experiences, meant to be experienced within the [**Edmonton Downtown boundaries**](https://www.edmonton.ca/sites/default/files/public-files/Appendix2_Downtown_Vibrancy_Map.pdf?cb=1695836384).

Story City takes a story experience from the traditional printed page, screen or stage and delivers it to smart phones and mobile devices. These stories will appeal to both locals and tourists, combining fiction, historical fact, public art and personal choice to illuminate the area in a new and exciting way.

Story City will commission 7 local writers or storytellers, 4-7 visual artists, 4-7 musicians and 3-4 voiceover narrators to collaborate on each story and deliver something truly unique to the streets of Edmonton downtown.

**BRIEF**

The Project is seeking:

* **4-7 visual or digital artists**
* **4-7 musician/composer/sound artists**
* **3-4 voiceover narrators/actors**

to participate in the project alongside a selected writer. The idea is to enhance the created stories with graphic, musical, and audio performance elements.

**ARTIST:** Once the writer completes their adventure, **the artist will create illustrations or graphic elements for each story section.** While the graphics will include fictional/imagined elements, you need to be proficient in creating graphics/illustrations of recognisable real-world landscapes as the Story City stories are location-based. Each story will require between 8-15 illustrations, depending on the number of locations the author chooses. Images need to display at high resolution on a phone or tablet. Potentially if we feel an artist’s style suits more than one story, and that artist has the capacity, the artist will be contracted to do the illustrations for 2 or more stories.

**MUSICIAN:** will **create instrumental or sound elements to build/enhance mood and suspense for each story location**. They will be creating a background soundtrack to a narrated audio track. For musical creations you can use voice elements but it is preferred that your final songs be free of lyrics**.** Composers are highly encouraged to apply (as long as they are able to record and produce the songs they compose for the project).

We will give preference to musicians who show they can be versatile in their composition and can compose across varied genres. The story you are handed to score might be a ghost story, or a love story or an action adventure, so just keep that in mind. You will need to create music for 8-15 locations (2-3 mins each). Re-use of some musical elements across the project is allowed in order to produce the required content for the given payment. Potentially if we feel an musician’s style suits more than one story, and that musician has the capacity, the musician will be contracted to do the sound design/score for 2 or more stories.

**ACTOR:** The actors will **perform the scripts for the created stories** (which is expected to include a combination of narration and dialogue) to bring the characters to life and allow for accessibility of the content for all Edmontonians. Actors require their own recording equipment (or access to recording equipment via universities, EPL etc) and will need to deliver clean/edited final narration tracks as their completed deliverable. Each actor will work on 2 or more stories and will be paid per story.

**Voiceover actors will have 2 weeks to deliver narration, and both the Artist and the Musician will have 4-5 weeks to complete their content.**

**PROFESSIONAL DEVELOPMENT WORKSHOP & ELIGABILITY**

Part of this project short-listed writers will be invited to a professional development work ($200 in value covered by the Downtown Vibrancy fund for all short-listed creators). This workshop will help you to create, and collaborate on your final story (even if you’re a newbie), and provide possible opportunities to still develop and generate revenue with your ideas post workshop even if you are not selected for this specific project.

To be eligible, the creators must be based in Edmonton and, **be able to attend a 3.5 hour workshop on either Friday January 5th from 1pm-4:30pm or January 6th from 10am-1:30pm**. Those who are selected for the final team will **be required for 3-4 hours in the week of January 8th for a walk around downtown** with the Producers to finalise locations. The creators must be willing to align with the City’s values and create the work in the next 6 months, suitable for a public space and appropriate for a wide-ranging audience.

**PAYMENT**

A **$1000 per story** fee will be paid to the voiceover actor (with an expected 30-45mins of narration per story), **$1100 per story** fee to the artist (for an expected 10-15 images) and a **$1100 per story** fee will be paid to the musician (with an expected 30-45mins of composition per story) for provision of the required content.

This fee grants Story City and the City of Edmonton a non-exclusive license to use and promote the work. The associated expenses in the development of the work i.e. recording fees/expenses or art materials, are the artist and musician’s responsibility.

**THIS EXPRESSION OF INTEREST APPLICATION**

This EOI will be asking you to **answer all the questions at the end of this document, as well as attach relevant supporting material such as CVs or examples of previous work.**

Submissions should be emailed to: [info@storycity.app](mailto:info@storycity.app) with “Story City – Edmonton Artist/Musician/Actor EOI” in the Subject line. Please email your:

* Completed Application Form (Do not miss filling your answers to the questions on the final page below – please rename the file ”Your name – EOI form”)
* Current CV (maximum 2 pages – please name your file “Your name - CV”)
* Up to 3 examples of your illustrative, graphic, musical or performance work (any audio to be 30 seconds to 1 minute in length in total for that example)

The creators will work with the selected writers and Story City producers, to develop work for use in the Choose Your Adventure or escape-room style story.

**The deadline to submit your Expression of Interest is strictly 5pm Friday 22nd December 2023.**

Applicants should expect a response to their expression of interest by 5pm Thurs 28th Dec 2023.

**All shortlisted applicants are expected to attend the 3.5-hour workshop and the successful candidates selected from that workshop, a walk through the potential sites for your stories**.

If you cannot attend the workshop we will take that to mean you are withdrawing your application. Any commercial or artistic information you have supplied for this application will be regarded as confidential and any personal details will be dealt with in accordance with the City of Edmonton’s Privacy Policy.

**CONTACT**

For further information or enquiries, please contact Story City at [info@storycity.app](mailto:info@storycity.app)

**Call for Expressions of Interest**

**Information Sheet**

|  |  |
| --- | --- |
| Date of Application: |  |
| Contact Name: |  |
| Postal Address: |  |
| Street / Physical Address: |  |
| Phone Numbers: |  |
| Website: |  |
| Email: |  |
| Experience: | *Attach your CV to your email (max 2 pages). Please name your attachment using the following syntax: [Your Name] – CV. This document can be a PDF or Word document. Please note, if you have few creative projects to include in your CV, then we are happy for you to include in your CV a short 200 word or less blurb about why you believe you will be able to handle this role, and what skills you might have to offer.* |
| Available for workshop? | The workshop will be held on 5th Jan 1pm-4pm or 6th Jan 10am-1.30pm. If you are shortlisted for Story City you *must* attend the workshop. In addition to providing professional development essential to your creation in this project, this is also where we make our final decision on who will be a part of the Story City team. If you can’t attend the workshop please email us to withdraw your application.  Fri 5th Jan 1-4.30pm ☐ Yes Sat 6th Jan 10am-1.30pm ☐ Yes  ☐ No ☐ No |
| Preferred availability to attend a walkthrough on the week of Jan 8th. Tick all potential options: | If you are selected as one of the 7 writers you will need to join the walk around where we walk through the city as a team checking out sites and discovering features to include in the stories etc so we can make this as immersive an experience as possible. The walk-a-round normally takes 3-4hrs.  ☐ Mon ☐ Tues ☐ Weds ☐ Thurs ☐ Fri ☐ Sat ☐ Sun |
| *Personal Statement:*  *Briefly describe why you would like to be the artist/musician/ actor for Story City.*  *(max 250 words)*  *Consider your:*   * *Inspiration/passions* * *artistic style and skill* * *Connection to Edmonton* * *What it is about that area that makes you want to bring it to life* * *How it will affect/influence your career* |  |
| Portfolio/Work Examples  *Please provide links to examples of your work online. Alternatively, you may attach a maximum of 3 images/mp3 files of support material to your application form.* | URL:  URL:  URL:  Facebook:  YouTube:  Soundcloud: |