



## { experience }

It's late evening and dusk begins to gather. Out of the corner of your eye, you notice something glowing. It catches your attention, you look more closely and see that two dozen paper lanterns have appeared close by. You're sure that they weren't there before.

Suddenly you're aware someone else has noticed and quickly a crowd begins to gather. Word spreads that other groups of lanterns have appeared at the same time. You can't quite work out why they're there but you're sure wondering about it! Anyway, it's certainly brought a smile to your face and you go off to hunt for more...

## { summary }

**Flashlight invites members of a local community to combine forces and illuminate their neighbourhood. It's art by flashmob!**

## { detail }

In the run up to the event, A3 flyers will be distributed to communities locally and in the surrounding area. Methods for this could include schools, libraries, shops, letterbox drops and the internet (for home printing).

Each flyer can be folded to make one of a number styles of origami lantern using the instructions printed on them.

A counterfoil on the flyer can be returned to the artists in exchange for a kit of parts including an LED light, battery and further instructions.

The instructions will give the participant a simple method to connect the LED and battery to make the lantern glow; and a web address to visit on the day of the event (alternatively, we may collect an email address / mobile number and contact them, or use Facebook / Twitter, or a combination).

On the day of the event the participant will visit the website / receive instructions. These will ask them to assemble their light, put it in their lantern and place it in a specific location at specific time and in a specific way e.g. "place your lanterns in a row along the path through the graveyard by the green. Space them about a metre apart." or "hang your lanterns in the trees in the park".

Participants will be asked to place their lanterns as covertly as possible so that installations suddenly magically appear and grow.

Locations will be selected where the installations might be unexpected but are likely to be stumbled upon. We'd like it if the installations led members of the public into areas that they would not normally enter. Other factors to be considered in this selection include public safety, practicality, landowner permissions and ability to recover the work after the event to avoid litter / environmental impact. Volunteer invigilators will unobtrusively monitor each location.

The work will create installations with a strong aesthetic quality. It has two main audiences:

Participants will enjoy being part of 'those in the know' and a bonding to their community. On the night I would expect spontaneous interaction between lantern carriers and for them to speak to people who they might not otherwise have something in common with. The involvement of the community is critical to the success of the installation and this message will be conveyed to the participants.

As well as appreciating the aesthetic of the installations, members of the public who stumble across them will hopefully pause for a minute - if only to wonder why the lanterns are there - which will give them the chance to perhaps observe a detail or see something they hadn't seen in that way before.

## { budget }

This work can be scaled and adapted to available budgets.

20 - 30 lanterns are required for each installation site and we suggest that the work needs a minimum of 3 sites.

### **Lanterns**

We estimate that at least 10-15 flyers will need to be distributed per lantern constructed. Should this figure be higher, more lanterns can be accommodated. We will have advance notice of final numbers once counterfoils are returned.

We don't offer an in-house printing service and suggest that flyers be printed as part of other promotional material to reduce costs. Printed separately, flyers cost between 4p and 14p, depending on volume.

We're happy to work with you to liaise with printers.

### **Light Kits**

1 kit is required per lantern.

The cost of these is low (c. £0.70p depending on quantities bought). To secure their buy-in, it's important that participants purchase these kits. We suggest that a charge of £1 is appropriate.

### **Fee**

Our fee is negotiable depending on the scale and location of the event, the promotion and support it can give us and the amount of input which we need to give. We're always keen to find ways to make things happen.

## { contact }

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