

call for  
submissions  
2014

NOUR نور



THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA

## ***About this brief***

This briefing provides information on how to submit a proposal to be part of this year's Nour Festival. Submissions that demonstrate the vision and values of the festival are welcome from arts organisations and artists working across all art forms, and residing in the UK and beyond.

## ***What is Nour Festival of Arts?***

Nour Festival of Arts celebrates contemporary arts and culture of the Middle East and North Africa (MENA) every October and November within the Royal Borough of Kensington and Chelsea. Now in its fifth year, Nour continues to expand its programme and the range of organisations involved. Last year's festival was the most successful yet: 63 events across 16 venues with 38 partners. Highlights included the Ferozkoh exhibition at Leighton House Museum in partnership with Doha's Museum of Islamic Art; Natacha Atlas at the Royal Albert Hall; and the exploration of science fiction narratives between East and West at the Science Museum's Dana Centre.



## ***Nour Festival Vision***

The Nour Festival of Arts is an important festival of contemporary Middle Eastern and North African arts and culture in London. Nour celebrates the arts and cultures of these regions, and also from their diaspora communities in the UK and elsewhere. The festival is as inclusive as possible, so embraces artists and cultural practitioners whose work is inspired by this region of the world. The programme celebrates film, literature, music, visual arts, fashion, cuisine and far more, priding itself on the contemporary nature of its programme, its artistic excellence, and the thought-provoking, often challenging nature of the work.

## ***Aims and Values***

The Nour Festival promotes an understanding of a culturally vibrant and diverse Middle East and North Africa through:

- Highlighting the creative talent of emerging Middle Eastern and North African artists to UK audiences
- Assisting UK based artists of Middle Eastern and North African origin in gaining a platform for their work
- Facilitating forums and discussions whereby British audiences can encounter contemporary artistic forms from these regions of the world and engage with these sectors Offering the visiting public insights into the diverse make-up of the Middle East and North Africa today
- Challenging stereotypes of this region of the world and its people through cultural expression
- Delivering an education and community outreach programme to promote understanding and share skills.

To ensure the continued success of the Nour Festival, it is essential to remain true to its core principles. Nour is a festival celebrating contemporary arts and culture of the Middle East and North Africa. It is committed to artistic excellence and work that is thought-provoking and challenging. It aims to appeal to all sectors of the local community, and also attract visitors from across the Capital and beyond. The Nour Festival itself is non-religious in nature but recognises that faith can inspire great art.

## ***Management***

The Royal Borough of Kensington and Chelsea Culture Service plays the lead role for the Nour Festival, working alongside a variety of partners. The Service provides the overall 'umbrella' for the festival and acts as curator, key co-ordinator and point of liaison for all festival partners. Partners work with the Service to bring together the very best festival content, although each partner has responsibility for its own elements of the Nour programme, including curating, management, ticket sales and budgets. So as to ensure a strong festival identity, all partners commit to upholding agreed protocols regarding marketing and branding of festival events.





## *Your Submission*

Please complete the separate form, including any additional material that supports your submission. Due to high volumes of submissions, please do not send anything that you would wish to be returned.

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**Email submission is preferable to: [nour@rbkc.gov.uk](mailto:nour@rbkc.gov.uk)**

**Alternatively, post your submission to:**

**Nour Festival of Arts 2014 | Arts and Culture Service Council Offices 37 Pembroke Road  
London W8 6PW**

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***Closing Date: 12:00 noon Wednesday 30 April 2014***

Submissions will be considered throughout May and June, during which time the Nour Festival team may be in touch with you. The final programme will be selected in June. If you have not heard from us by then, your application has been unsuccessful this year.

*Note: As the Festival's commissioning resource is limited, proposals that already have funding in place or a strategy for fund-raising will be at an advantage.*

## *Connect with us*

[www.nourfestival.co.uk](http://www.nourfestival.co.uk)

020 7361 3618

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