

D&AD New Blood Awards 2017

Brief set by:
BBC

In Collaboration With:
Hactar

Deadline:
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Help the BBC bring Edinburgh Festivals to everyone, by using technology to capture the event for a wider audience



Related Disciplines

Technological Innovation
Product & Service Design
Digital Design

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Background

The BBC has a strong heritage of covering events with a global audience. From the Olympics to Glastonbury to the Proms, the organisation has always excelled at bringing large performances to listeners and viewers alike.

The Edinburgh Festivals are respected, world renowned events. They bring together all forms of arts, performance, science and literature. They are widely considered the largest annual series of cultural festivals in the world. August is the peak of Festival activity, when the Edinburgh Art Festival, Royal Edinburgh Military Tattoo, Edinburgh International Festival, Edinburgh Festival Fringe, Edinburgh International Book Festival and Edinburgh Mela all take place.

More on the August Edinburgh Festivals:
www.edinburghfestivalcity.com

The Challenge

Unlike other festivals and sporting events – Glastonbury, Football World Cup, etc – the August Edinburgh Festivals blur the lines between performer and audience. By their very nature, as city-wide events spread across hundreds of venues, the festivals encourage interaction between those visiting for pleasure and those actively participating. A significant number of those sat watching a comedy set, play or performance one afternoon might be taking the stage themselves that same evening.

Part of the festivals' appeal is the serendipitous discovery of the new and interesting. If an event is at capacity, it's likely that a couple of doors down there will be another, perhaps smaller performance, something that might just be the find of the festival for a member of the audience.

With this in mind, how might BBC at the Edinburgh Festivals capture the spirit of the events for those who can't attend? Use the

power of technology to help the BBC connect a global audience with the Edinburgh experience.

Who is it for?

Over a three week period in August, there are tens of thousands of performances of thousands of shows. In 2015, almost 2.5 million tickets were issued, with visitors coming to the city from all over the world. The combined audience spans a huge range of interests and ages, and the BBC wants everyone who'd enjoy the festivals to be able to get a taste of the best that's on offer, wherever they may be.

What to Consider

- The BBC continues to be at the forefront of new channel development, and isn't afraid to experiment with the vast array of content at its disposal.
- How might you make use of the millions of people who are physically there in the city and at the shows?
- Which existing platforms, networks or technology could you leverage, and are there new ways you could use them? How could they help you to bring Edinburgh into people's homes, pockets or beyond?
- Think about where, when and how you might engage this wider audience. At home, on their commute, or elsewhere? On an individual level or as part of a group social activity?
- How can you bring the serendipitous nature of the festivals to those who can't attend? How can you empower a remote audience to stumble upon hidden gems?
- How could this be something that the BBC is in a unique position to execute, or that feels uniquely true to the BBC as a brand?

What's Essential

A BBC product or service using technology to connect a wider audience to the Edinburgh Festivals. Present:

- **Your solution.** Clearly explain your idea, how it would work, and how it makes use of available technologies.
- **Your creative process.** Briefly explain how you arrived at your solution and key insights from your research, and visualise your working (eg with annotated illustration, renders, animation, etc).
- **An interactive prototype.** This could be a clickable prototype displayed in browser, a physical product, a live platform...

What and How to Submit

Read **Preparing Your Entries** before you get started for full format guidelines – we won't accept work that doesn't meet these specs.

Main (essential):

- Present your solution and process using either a narrated **video** (max. 90 seconds) OR annotated **JPEG** slides (max. 8). The judges will base initial decisions on this presentation only.
- Submit your interactive prototype as **physical** and / or **interactive** work. The judges will look at this if your entry gets past the initial remote judging round.

Optional:

If your main piece is video, you can also submit **JPEG** slides (max. 4).

