

A NEW PROGRAMME AROUND NIGHTLIFE CULTURE. FOR THE COMMUNITY, BY THE COMMUNITY

THIS IS AN OPEN CALL FOR ALL JOHANNESBURG -BASED CREATIVES AND COLLECTIVES TO APPLY FOR A ONE-WEEK RESIDENCY AT THE NIGHT EMBASSY JOHANNESBURG BY JÄGERMEISTER THIS SUMMER.

You might be a musician: multi-instrumentalist or House DJ; maybe you're an electroacoustic composer or one-woman underground gqom machine, an afropop vocalist or a Soweto punk bass prodigy; perhaps you've never produced a track in your life and have instead devoted yourself to spinning the perfect amapiano mix. You might be part of an underground skating society or movement bringing the best collaborative streetwear items to your community. You could be a ballroom ace, ready to tell your story through the art of dance. Or maybe you're a visual mastermind of some kind—an immersive media experimentalist, a 3D illustrator, or an imaginative content creator or stylist with an eye for fresh photographic art and disruptive videography. And in case you're wondering; yes, we're looking for sculptors, painters and poets as well.

You could be a media art curator with a focus on a niche interest, the head honcho at the helm of a multi-disciplinary collective or even a dedicated party promoter — we could go on! If any of this sounds familiar, you've found the right application form.

The Night Embassy Johannesburg by Jägermeister is about to open its doors. We want to explore new directions in nightlife and embark on a journey with you and your community. We have space for the four most exciting creative minds and/or creative collectives from our city's art and nightlife scene, so take a deep breath, grab your caffeinated beverage of choice, a handful of coloured pens and get ready to dive deep. Be sure to have fun while you're at it—that's the whole point, after all.

Sincerely yours, The Night Embassy team.





FIRST, THE RULES:

1. Send us some of your work. We'd love to hear/see/read about what you do.

If you're a curator, promoter or a creative organiser - send us a description of your event proposal: the concept, the experience, the movement and why it's so important to the Johannesburg scene and your community. Include some flyers, your favourite event artwork, or even the glowing reviews of what you've done. If you're a creative social media maestro who knows how to build a community, that's important too! Send some examples of how you've built a following in a unique way. Regardless, collect it in a .zip file and send it over. The file should not exceed 25MB.

If you're a DJ, send us a mix of your favourite tracks that runs for no longer than 30 minutes. If you're a musician or producer, we want to hear the music you've made that you are most excited about—again, no more than 30 minutes of material. Tracks can be sent to us directly or as links to compositions hosted online.

If you're a visual artist of any kind, please attach up to 10 stills of your work and/or up to 5 minutes of video. Videos can be sent directly to us or as links to online platforms. We're also excited to review online creative portfolios from those of you who work across digital mediums.

If you're a dancer or choreographer, show us your most beloved performances; we want to understand your expression and connect with the energy you create through movement. You can share videos or links to online platforms.

2. The Night Embassy is open to absolutely any artist, creative or community leader from any background, provided that you love and live for the city's nightlife culture.

3. You need to be at least 21 on 1st October 2021 to apply in accordance with South African law.

4. You or you and your collective need to be available to take part in 4 educational days in Johannesburg between 8th – 11th September 2021. The programme will happen during the day. Content production will also happen during this time. Photo shoots are scheduled on Monday 6th September and video shoots are scheduled during 6th – 17th September.

5. Some of the most exciting ventures are collaborations: We are looking for solo creatives as well as collectives – feel free to apply alone or as part of a creative collective. Collectives selected to be an Ambassador will be treated as one entity.

6. We will need as much time as possible to carefully review all of your input. As such, all application materials must be received by 13th August 2021, the interview days will take place during 18th – 20th August 2021.

7. Please note that we can only accept complete applications, with no exceptions. The questionnaire is long, but please fill it out in its entirety.



PRIVACY DISCLAIMER

Please note that all your data will be handled safely, securely and discretely – all information submitted through this application form will only be used internally and in accordance with local privacy laws.

If you would like more information on this, please visit night-embassy.com/jhb/privacy



HOW TO APPLY.

- send us the questionnaire digitally completed by you and/or you and your co-conspirators in English.
- we only accept digital submissions. So please send in **your application form in pdf format** and **package your application materials as a .zip file**. Then send it to applications@night-embassy.co.za. You can also upload your .zip file to nightembassy.wetransfer.com

WHAT YOU DO FOR THE PROGRAMME.

As Ambassador of the Night, you'll be asked to...

- come up with your own ideas of curating an event, a concept, an installation, a performance or exhibition in a Johannesburg location for five days
- communicate your concept in a clear way.
- be involved in all production related activities of the programme along with our support team
- include your community in this, whether that means involving them directly or getting them to come down to experience your programme.
- be able to keep track of your promotion and finances

WHAT WE DO FOR YOU.

The NIGHT EMBASSY team will provide you with...

- a curation fee [R50 000] (this fee is the same for an individual or a collective).
- a promotion budget [R15 000]
- a production budget [R250 000]
- a location and production crew
- a programme during which you will be educated and inspired by the Creative Board and other seasoned professionals in nightlife. During this time, we will help you develop and prepare your entire programme (creative, promotion, logistics, production, finances, etc.). The Creative Board will also be available for support while the Night Embassy programme is live.



GENERAL INFORMATION. [2 mins]

- . Name
- . Age
- . Gender / preferred pronouns
- . Nationality
- . Contact email
- . Contact phone
- . Website (if applicable)
- . preferred area/location of residency

CREATIVE FOCUS. [2 mins]

- . Tick the box below to describe what you do. Tick as many as you like.

- | | |
|--------------------------------|---|
| DJ | Painter |
| Producer | Sculptor |
| Performer | Skater |
| A light artist | 3D designer |
| Graphic designer | Illustrator |
| Fashion or Streetwear designer | Set designer |
| Installation artist | Stylist |
| Computer and data artist | Dancer/choreographer |
| Photographer | Instrumentalist (Other) (Specify below) |
| Videographer | Visual artist (Other) (Specify below) |
| Curator | Teacher (Specify below) |
| Poet | Mentor (Specify below) |
| Event Promoter | Other (Enter manually in the field below) |

Other Information



- Tell us more about what you do and why it gets you out of bed in the morning. [10 mins]

- Write a quick recap of your journey so far including the 3 most important turning points. These could be landmark gigs you've played, other residencies you've done, formal studies that are relevant, art works that you produced or collaborations that left a lasting impression. [10 mins]

- If you could add one thing to Johannesburg Nightlife, what would it be?



- We'd like you to give us a clear picture of how you see your skills right now. Please score your skills from 0 – 5, 5 is for amazing; 0 as in...room for improvement. Be honest! It's not a competition – it will help us understand what support we might be able to offer you. [10 mins]

SKILLS.

Collaboration
Performance
Developing ideas (Concept)
Decorating a space
Financial handling
Promoting (yourself & others)
Explaining your ideas (talking/ writing)
Booking (artists, artist riders)

PERSONAL.

We want to hear more about your personal experience of Johannesburg. Say aliens have landed in the city on a Friday morning. You need to convey the magic of the nightlife here through experiences. Take them on a tour for 48 hours, and explain why you chose everything on your itinerary. [15 mins]



- . What cafe or restaurant would you recommend for daytime chilling?

- . Which landmarks would you take them to?

- . Which creative community would you introduce them to?

- . Which venues are you heading to on Friday night?

- . Which artists or creatives are you hoping to introduce them to?

- . Would your Night Embassy Concept be open to include some flavour or input from African artists?
If the answer is yes, share some top line examples.



YOUR NIGHT EMBASSY CURATION CONCEPT .

Okay—here are the keys to the embassy. What will you make of your five days? Let's go!

- Explain the theme for the overall experience. Include the title (if you have one) and a short description of what it is about. [30 mins]



- Which artists and/or collaborators do you want to invite to participate and how would they raise the bar in the context of your idea? Include links to your favourite work of theirs. [30 mins]

- What would be unique about the atmosphere of your Night Embassy curation? Describe the culture you want to cultivate, and why that's important to you – it's important to us, too! [15 mins]



- What would the residency programme look like over five days? Fill out the calendar below. [45 mins]

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5

- What technical equipment and support would you need? [15 mins]



- How much do you think it would roughly cost? Sketch out the potential expenses. [20 mins]

- Imagine you have total freedom over the bar staff and the cocktails served: which unique cocktail would you offer in harmony with your concept? [15 mins]



YOU'VE DONE IT!

Make sure that you read through the application again for any missed questions or details. Then send the whole thing off to applications@night-embassy.co.za. We can't wait to see your ideas, and wish you the best of luck!



EXTRA INFORMATION.