



HIGH LIGHT

CARNIVAL OF LIGHTS

2024 EXPRESSIONS OF INTEREST — LIGHT AND PROJECTION INSTALLATIONS

MISSION STATEMENT

HighLight: Carnival of Lights is a uniquely Wellington region event, which provides a creative laboratory for performers, artists and technicians to innovate and grow. This annual event is inclusive, has broad audience appeal and creates mutually beneficial partnerships with business, community and the not-for-profit sector.



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For any enquiries relating to the EOI process please contact:

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THE CARNIVAL EXPERIENCE

The HighLight experience is not one of a traditional light festival. This carnival of lights is much more and delivers a truly unique experience with a careful balance of local, national and international light art installations and a strong live performance emphasis.

Events enable people to have a sense of pride in their city, a connection with their community, a sense of belonging and engagement, and they provide opportunities for fun, learning, sharing and excitement. Events are also a great way to showcase our city to the wider Wellington region and the rest of New Zealand.

The HighLight experience is not one of a traditional light festival. This carnival of lights is much more and delivers a uniquely Wellington region experience. With a careful balance of local, national and international light art installations and a strong live performance emphasis, many of which are designed and developed specifically for HighLight, there is also a core focus from the event delivery team on attendee experience, as ultimately the audiences will be the make or break of the events success and everything that entails.

After a three-year hiatus due to a multitude of reasons including the covid-19 pandemic, a charitable trust was setup and ownership of the event transferred with the aim of bringing this event back to the Hutt Valley. HighLight: Carnival of Lights is now setup and running under Late Night Lights Charitable Trust in its new home in Upper Hutt with the support of Upper Hutt City Council who recognise the contribution that this event can make to the social and economic growth of a city and its residents.

HighLight was delivered again in 2023 attracting more than 55,000 people over the four event nights, an outstanding achievement in a new location as we look to re-establish HighLight as a key annual event in the Wellington regions calendar. To continue on this path we are now seeking expressions of interest for light art installations to feature at this years event with a particular focus on showcasing local talent.



KEY CARNIVAL DETAILS:

- Event dates: Thursday 28 March – Sunday 31 March (Easter weekend)
- Event times: 6pm – 10pm all four evenings
- Location: Brewtown Upper Hutt, Ōrongomai Marae and Upper Hutt CBD
- Attendance: In excess of 50,000
- Audience: Suitable for all ages
- 2024 Charity Partner: To be confirmed
- Proudly owned and produced by Late Night Lights trust
- Cost to attend: Adults \$15, children under 16 are FREE



THE SITE

The main ticketed event hub at Brewtown, Upper Hutt is home to HighLight. The event also includes free to attend satellite sites at Ōrongomai Marae and Upper Hutt CBD.

The majority of the site is outdoor space, however there are some covered areas available for installations, performance and activities.

CHARITY PARTNERSHIP

HighLight is a not for profit event. However, HighLight aligns with a different charity partner each year who can use the event to engage with the community, raise awareness for their cause and raise funds through donations, low level activity costs and individual sponsor activations.

Charity partner for 2024 is yet to be announced.



THE PROCESS

All application details can be found at highlight.org.nz

Expressions of interest applications for installations will be open from 1 September 2023. In order to be considered a completed application and all required supporting information needs to be submitted by 30 September 2023.

Applications will be assessed by the HighLight team and supporting stakeholders, with all applicants being advised of the outcomes by 10 October 2023.

As part of the assessment process the team has the right to seek clarification from any applicant in relation to their application, to waive any irregularities in any application and to amend decision dates at its discretion.

Installations will be assessed based on the following criteria:

- Quality design
- Suitability to location and durability
- Interactive elements being suitable for large audiences
- Feasibility
- Value for money
- Creativity and uniqueness
- Suitability for all audiences
- The story/message of the installation
- Technical requirements
- Potential health and safety, and vandalism risks

The HighLight teams decision is final and no correspondence will be entered into. Applicants acknowledge that the HighLight team are not required to give reasons for any decision relating to the EOI process.

Successful applicants will be required to enter into a loan agreement with Late Night Lights Trust for the installation.





THE LOAN AGREEMENT

The loan agreement will include, but is not limited to the following conditions.

The applicant/lender/artist will:

Retain all intellectual property rights relating to the installation, but they will grant Late Night Lights Trust a permission to display the work for the period of the event and conduct all related publicity and marketing, including photography of the work for future promotional purposes. Agree to Late Night Lights assigning a sponsor to the installation, and allowing that sponsor to leverage the installation for promotional purposes.

Work collaboratively in relation to the installation including abiding by all Late Night Lights and/or its contractor's instructions regarding health and safety.

Comply with relevant law and obtain and maintain at its cost all licences, approvals, permits and authorisations required for it to undertake and display the installation.

Not display any material, make any announcements or comment to the media or in any form of social media on matters relating to the event unless

prior written approval has been obtained from Late Night Lights Trust or their nominated representative. Work with Late Night Lights Trust and their approved contractors to agree how and when the installation will be installed, and by whom. Late Night Lights Trust reserves the right to relocate the installation prior to it being installed or during the event for operational reasons.

Be responsible for transporting the installation to and from the designated event site.

Work in good faith to attempt to resolve any defective work and be responsible for the restoring, preserving and maintaining of the installation during the event period, with the support of Late Night Lights Trust and approved contractors.

Make themselves available for publicity and marketing purposes in relation to the event, including being interviewed, providing further details about themselves and/or the installation and supplying photographs, if requested.

Late Night Lights Trust will:

Where practicable, ensure that the artist/lender is acknowledged in the marketing and promotion of the event, including materials produced.

At its discretion provide equipment and resources to assist with aspects of the installation.

Be responsible for the security of the installation once it is on the event site, including insuring the work against all risks of physical loss or damage from any external causes whilst on the event site for the duration of the loan period.

Will consult with the artist/lender prior to confirming any performance piece that would directly interact with the installation.

SUPPORTING INFORMATION

Guide price for installations

- Major feature:
NZ\$20,000 – NZ\$30,000
- Significant works:
NZ\$10,000 – NZ\$20,000
- Intermediate works:
NZ\$5,000 – NZ\$10,000
- Smaller works:
NZ\$1,000 – NZ\$5,000

In addition to completing the application form with answers to all questions, you will also need to provide the following supporting information:

- Budget

A detailed budget that covers all aspects of having the installation feature at HighLight is required at the time of submitting your application. This should include but not be limited to freight, customs, personnel transport and accommodation, labour and equipment hire/purchases for the install. These items will be the responsibility of the artist/lender to arrange.

Note, this does not need to include the costs for barrier fencing, power supply, a professional rigger, forklift or cherry picker as these will be provided on site.

- Images/concept drawings of the installation

This can be in the form of actual images from previous viewings of the installation, video or detailed concept drawings

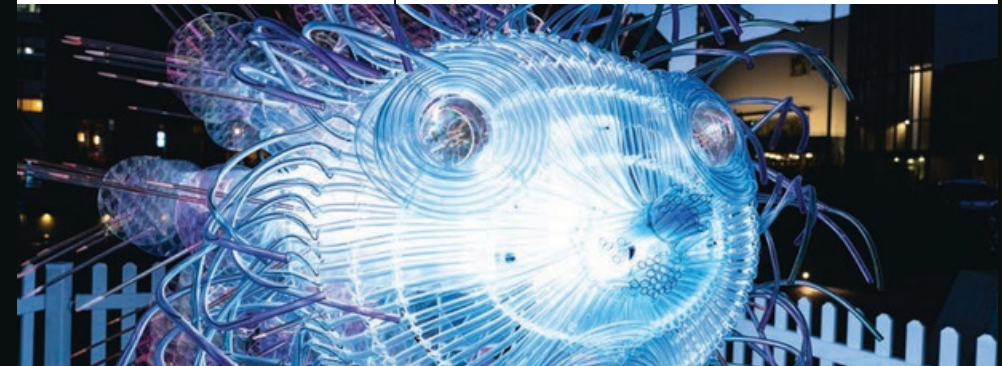
- Any relevant existing engineering information relating to the build and/or install of the work

- A 150 word biography of the artist(s)/creator(s)

- A portfolio of previous works if applicable (please supply images or links to video or website)

KEY DATES TIMELINE

Date	Action
1 September 2023	Applications open
30 September 2023	Applications close at midnight
1 – 10 October 2023	Shortlisting, discussion and negotiation
12 October 2023	Final selection communicated
November 2023	Agreements signed and planning commences
25 March 2024	Installation delivery/install
26 March 2024	HighLight dress rehearsal one
27 March 2024	HighLight dress rehearsal two
6pm, 28 March 2024	HighLight: Carnival of Lights opens
10pm, 31 March 2024	HighLight: Carnival of Lights closes
1 - 4 April 2024	Pack out



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