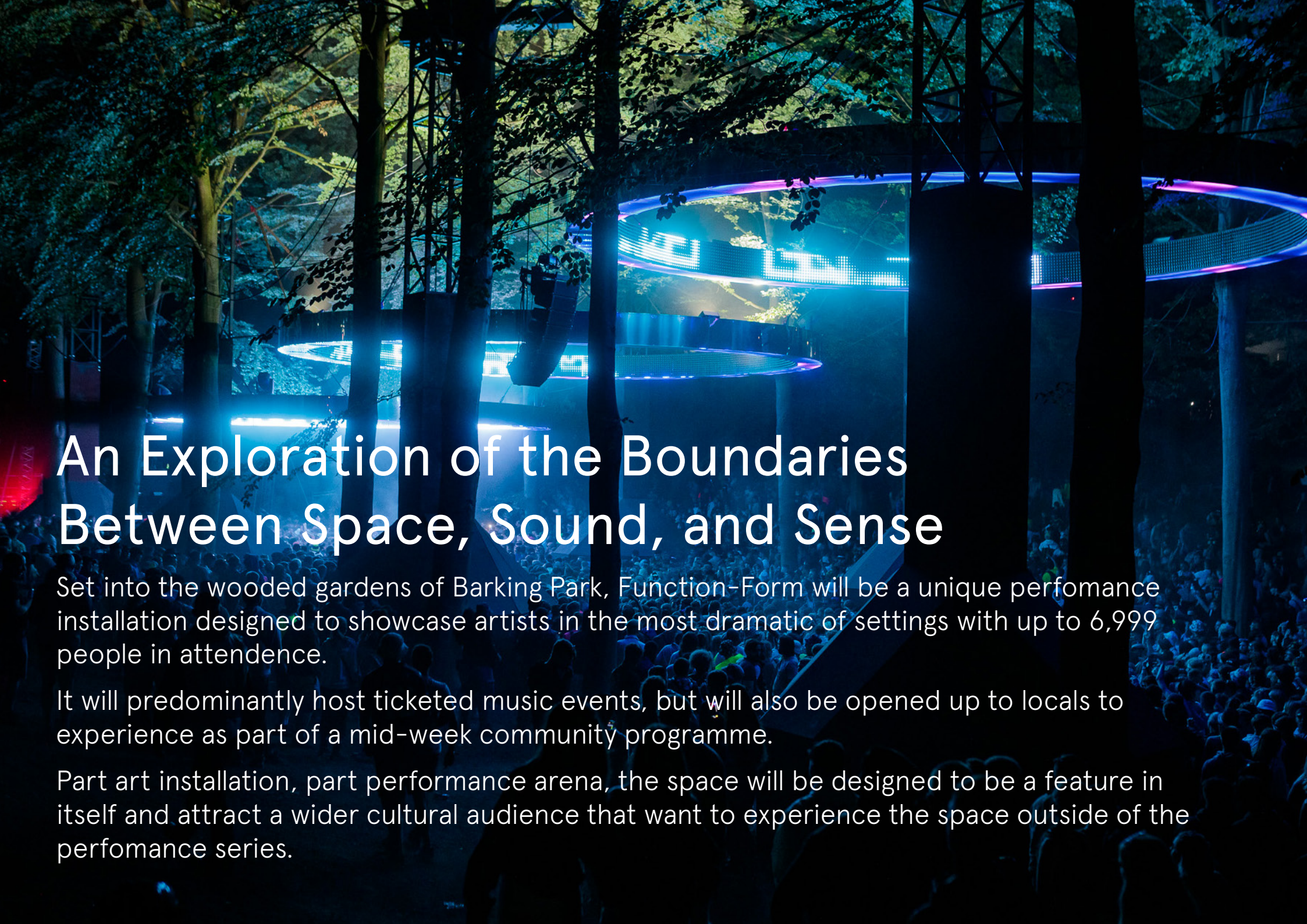


[FUNCTION FORM*]

BARKING PARK, 31ST MAY - 2ND JUNE 2024

* WORKING TITLE



An Exploration of the Boundaries Between Space, Sound, and Sense

Set into the wooded gardens of Barking Park, Function-Form will be a unique performance installation designed to showcase artists in the most dramatic of settings with up to 6,999 people in attendance.

It will predominantly host ticketed music events, but will also be opened up to locals to experience as part of a mid-week community programme.

Part art installation, part performance arena, the space will be designed to be a feature in itself and attract a wider cultural audience that want to experience the space outside of the performance series.

Location

The installation arena will inhabit the treeline avenue at the bottom of the gardens parallel to the canal, with a second, smaller, live performance stage to the east of the gardens inbetween the skate park and bowls club warehouse.

The event site will utilise the full gardens, with a mixture of public and back of house / utility areas required.





Installation

Our creative partners, Lucid Creates, will produce and operate the installation, which consists of giant, fully programmable ethereal lighting, hanging just beneath the treeline. This will create an immersive natural space like nothing ever seen in a London park before.

The pillars will be clad in a high-end mirrored finish. The mirrored finish will see the pillars take on their surroundings and disappear among the trees whilst bouncing light back and forth in a mesmeric visual dialogue.

This space will be a truly unique, explorative temporary environment.

Audience Profile

We pride ourselves on the quality and diversity of the audiences that our events attract, and for Function-Form this will be no different. With the types of acts that we are looking into, we are confident of achieving a respectful and manageable audience.

FRIDAY

- Core audience 25-35 yrs
- Split 45:55 M/F

SATURDAY

- Core audience 30-40 yrs
- Split 45:55 M/F

SUNDAY

- Core audience 25-45 yrs
- Split 50:50 M/F



Headliners we are looking at

FRIDAY



Younger audience



Four Tet



Jamie Jones



Mall Grab

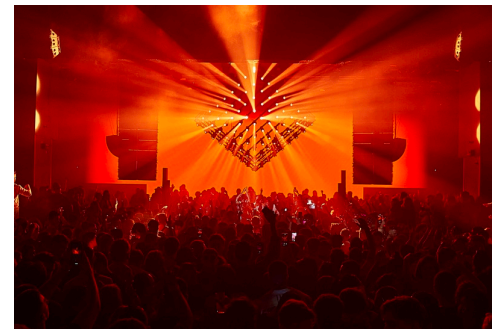
SATURDAY



Spectacle show



ANOTR



Martinez Brothers



Patrick Topping

SUNDAY



Heritage act



Above & Beyond



Annie Mac



Carl Cox

Programming Vision

Weeknights

During the evenings in the week we will run the installation as a free to attend experience for local and traveling attendees, designed as a space to come and enjoy, accompanied by quality street food low level ambient music on the installation stage and live music on the live stage. This will only be possible to fully realise from 2025 onwards once we have the site for concurrent weekends and can open the site midweek for community events.

Friday

On Friday evening we will host an electronic music act from the wide roster of talent that we have available to us.

Saturday

On Saturday we will host a day and night dance focused event aimed at bringing the audio-visual experience fully to life.

Sunday

This will be our community focused day, aiming for a more heritage electronic music act that will attract local interest. If possible this will be a family friendly artist.

Community at the Heart

The series will be designed with certain amenities in mind so that it specifically works for the local community – being as welcoming and profitable as possible while also leaving the smallest footprint on local infrastructure.

Locals

Making sure tickets are available to local postcodes is an important consideration for Louder, and something we have specific methods for achieving. Dedicated allocations, early access and unique price points can all be utilised to ensure locals have strong opportunities to attend.

Site Usage + Community Days

As mentioned already we intend to open the full site up to the public during the week. The site footprint itself will be kept to a bare minimum to reduce strain on the park's amenities.

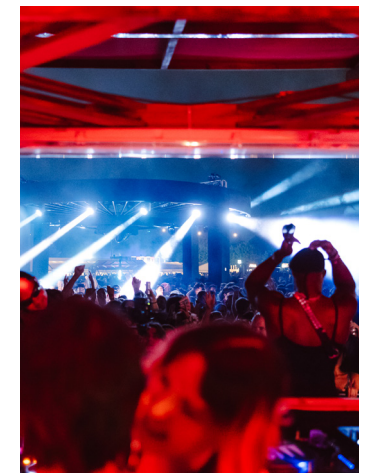
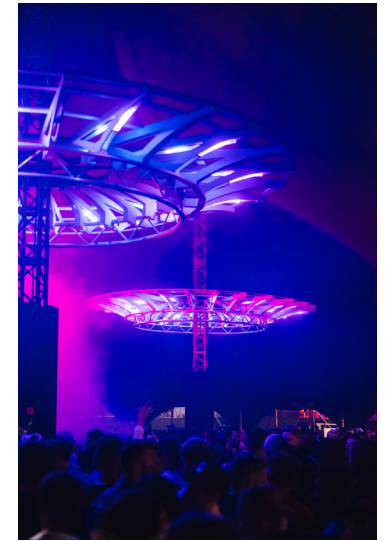
Charity

We will dedicate funds to support local charity and environment. For example, a £1 'restoration levy' could be added to every ticket and payed back into the site after the intallation leave, and a £5 mandatory charitable donation would be charged to all guestlist attendees, which would be donated to a local organisation supporting children's musical outputs.

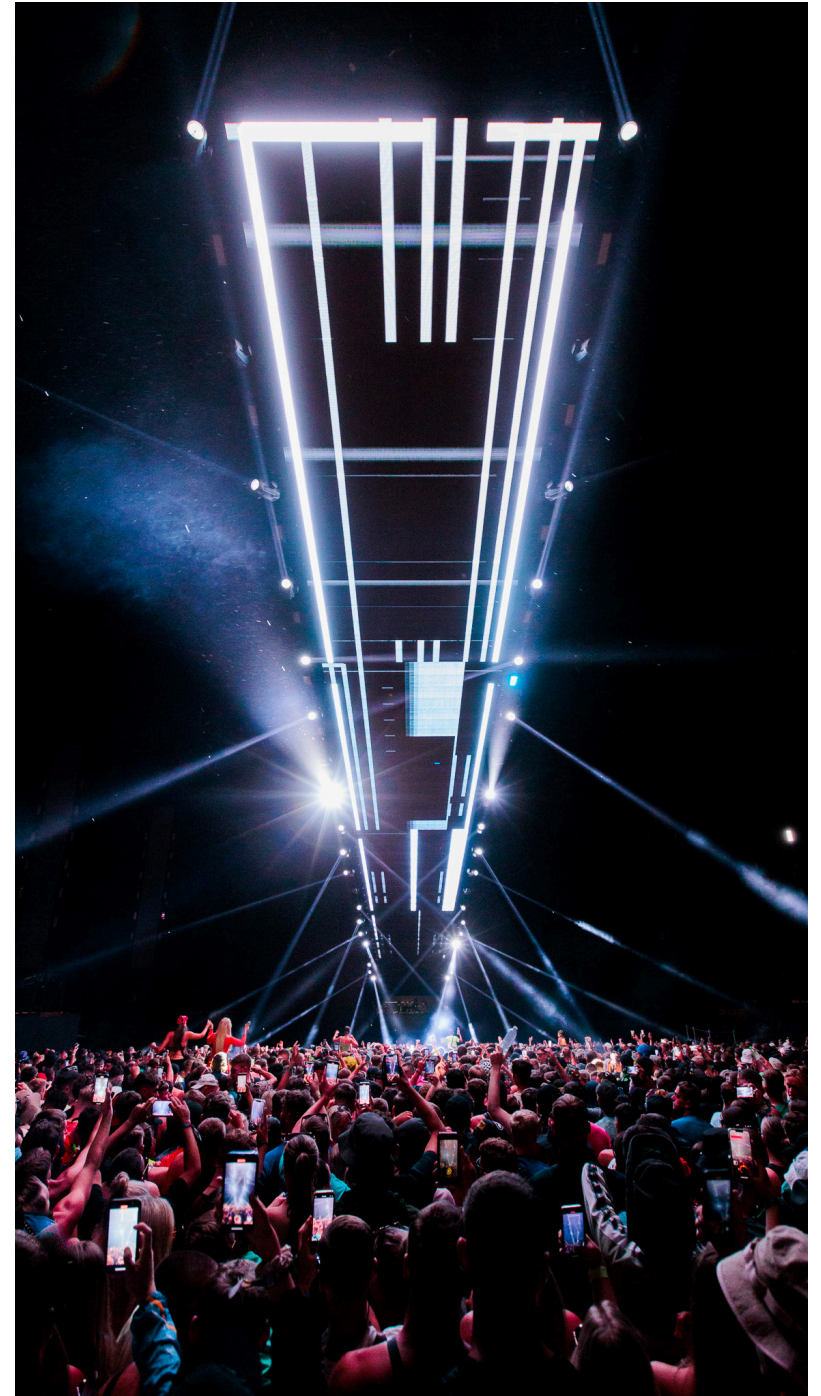
Capacity

We are looking at maximum capacity of 6,999 per day, which is substancially less than most large scale events that occur in the borough.

Our Past Events



Previous Work by our Creative Partners



Key Information + Timeline

13th December – In person consultation

14th December – Online consultation

19th December – Response to consultation shared

2nd January 2024 – License application submitted

March 2024 – In person consultation

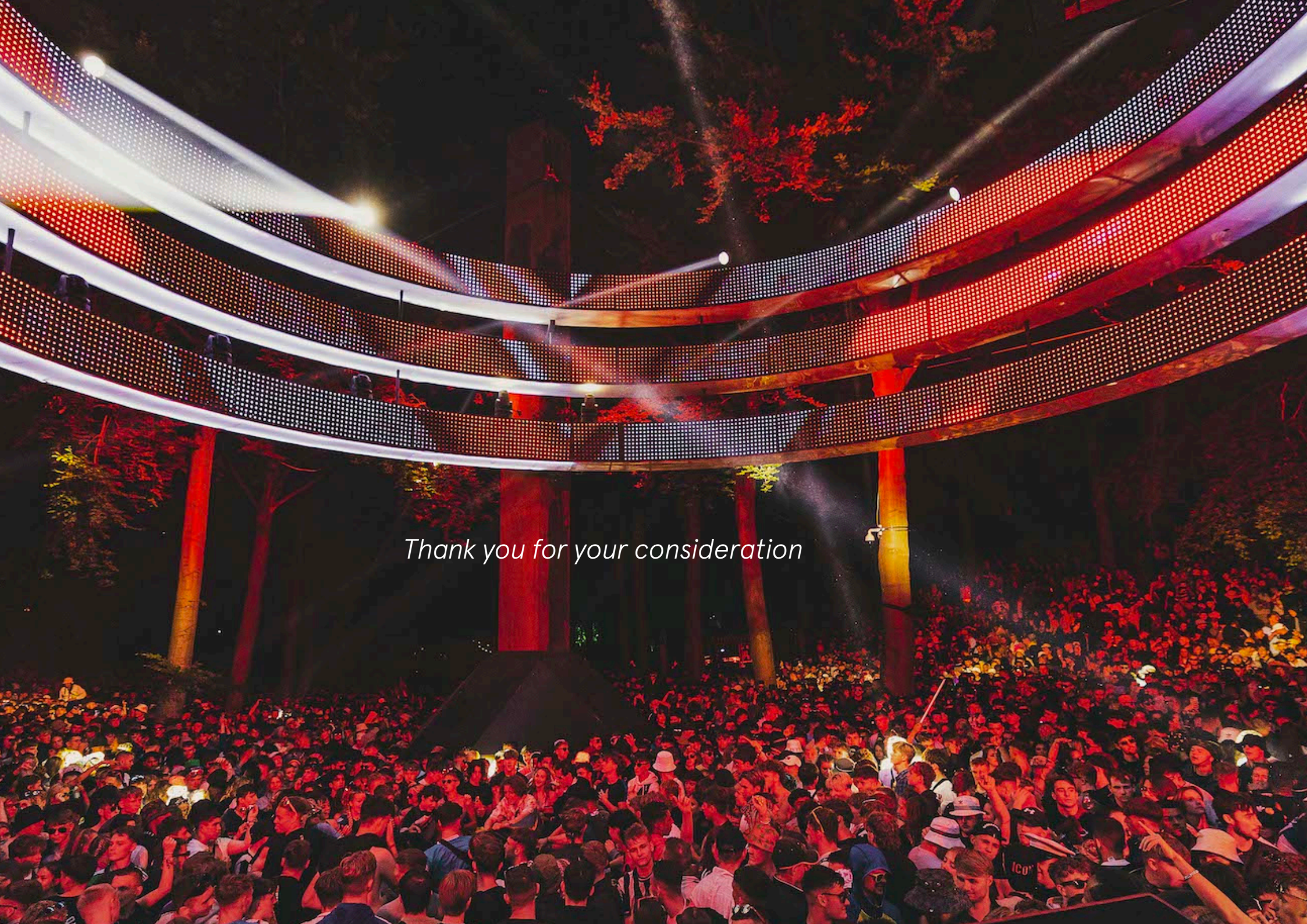
Proposed License Capacity: 7000 + Crew & Guestlist

2024 Proposed Live Dates: Friday 31st May, Saturday 1st June, Sunday 2nd June

2025 Proposed Live Dates: Friday 30th May, Saturday 31st May, Sunday 1st June, Friday 6th June, Friday 7th June, Sunday 8th June

Proposed Running Time: Friday 12:00–22:30, Saturday 12:00–22:30, Sunday 12:00–22:00

Arenas: 2



Thank you for your consideration