



# CULTURE, HERITAGE & ARTS ASSEMBLY.

ARGYLL & ISLES

**TIDES DIGITAL MUSIC FESTIVAL, MARCH 2022**

**ARGYLL SHOWCASE OPPORTUNITY GUIDELINES**

**Calling Musicians For Showcase Opportunity**

## **What is TIDES, March 2022?**

TIDES is an ambitious digital music festival partnership between Live Argyll and CHARTS, funded by Creative Scotland. Managed by producer, Iain Maclean of Myplayer Media, the idea behind TIDES is to meet some of the challenges musicians living in Argyll and Bute face as a result of the pandemic. During lockdown, in March 2021, we worked with Dunoon Burgh Hall to showcase Argyll's musicians, including with awards, as a response to a phase when live performances just weren't possible. As a result, some performers were offered work for when lockdown lifted, and we helped build new audiences - 9,000 views were recorded on Myplayer within 48hrs. It can still be enjoyed at [myplayer.uk/tides](https://myplayer.uk/tides)

Due to Covid, we have rescheduled our planned December 2021 festival to March 2022. We're keen once again to involve as many musicians as possible and would especially welcome young musicians to take part. Due to feedback from last year, from both participants and audiences, we will also include a range of genres. Performers from all ages and stages of their careers are welcome to apply to take part.

The project once again aims to highlight a vibrant and wide range of music, including music emerging over recent months to premier online and reach national and international audiences. Awards are also available for aspects of this project.

## **Here's how to take part:**

*Send your music* for the online showcase (supply your own material for new marketing)

**See details and how to apply see below.**

**For more project information contact producer, Iain Maclean, at [iain@quartz-group.com](mailto:iain@quartz-group.com)**

## KEY INFORMATION - APPLY NOW!

### **Deadline**

The deadline for applications is **12pm on 7 February 2022**

Applications will not be accepted past this deadline.

Please forward your application to [info@chartsargyllandisles.org](mailto:info@chartsargyllandisles.org)

### **1. Main Showcase**

There is no fee attached to this opportunity. The benefits are that we will showcase and promote your work, using the film you give us – this is a new free marketing opportunity aiming to help build contacts for future work and audiences. The showcase element to the festival will include having information about you and your music on the festival page – and will promote your forthcoming gigs. Need help advertising ? This is for you.

To apply, musicians need to live in Argyll and Bute and have a film of music ready to give us or to be ready by a set time. See application form – for quick submission.

See message below from Myplayer Media:

### ***About Myplayer Media***

Myplayer Media is a new Scottish media company, the Lockdown inspiration of Iain Maclean and Willie Knox. two men who have coursed through the veins of entertainment and the arts for over 50 years. Willie and Iain have worked at all levels of the creative industries from the biggest events in the world (aye ... really !!! ) to plugging in a band in the corner of a hotel bar..... and these were not individuals who were going to let the lockdown suppress their passion to entertain and to deliver music and art to the people of Scotland.

Myplayer developed over 2020 and ended last year delivering the Phil Cunningham Christmas Songbook to tens of thousands of online viewers looking for a seasonal boost to their spirits and has, in a few short months, distributed, broadcasted and produced content including for Celtic Connections. Heb Celt Festival, and Glasgow Jazz Festival, Mod and Dumfries and Galloway Arts. Radio sessions and venue sessions all over Scotland have included far too many to list ....

We are keen to engage people of all ages in TIDES, including as many young people as possible, believing that it's important to help develop careers as part of the infrastructure of the arts in our communities.

Let's see how together, we can shape TIDES and how we can entertain a worldwide digitally engaged audience for Argyll and Bute.

Come A' Ye !

**We look forward to hearing from you**

