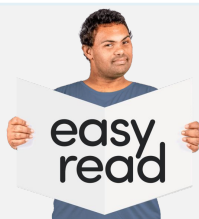


# IMMERSIVE ARTS



**Funding programme  
2024 to 2027**



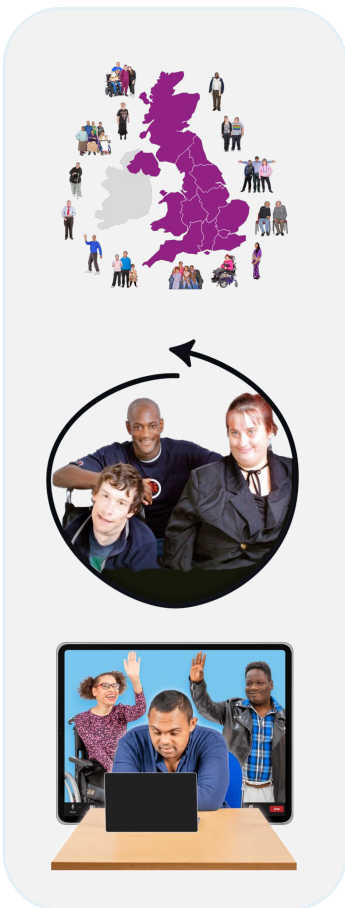
**An easy read guide**



## About



**Immersive Arts** is a brand-new funding and support programme.



The funding programme aims to:

- support artists **across the UK** who are working with technology to make immersive art.
- encourage artists from **all backgrounds** to explore working with immersive technology.
- support artists with **different levels of experience** to explore, experiment and expand how they work.

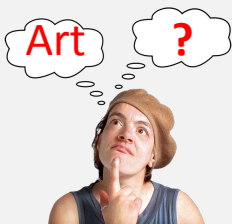
## What is Immersive Art?



**Immersive art** means making art using technology in a way that creates an engaging experience for an audience.



Immersive art can have different meanings and be made in different ways.



It can mean creating 'virtual realities' or changed reality experiences for an audience that can:

- be multi-sensory
- bridge the gap between physical and digital spaces
- connect people with each other and the environment
- change the way we think about and create art

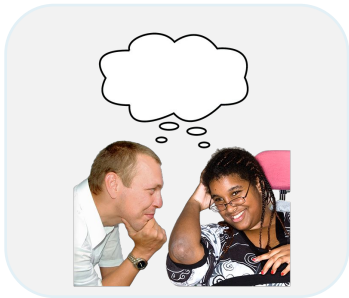
## Why apply to the fund?



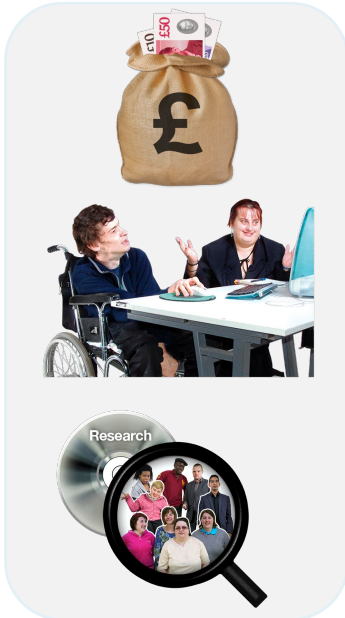
To apply for funding you just need to be an artist or creative person who is curious about using technology.



You do not need experience of using technology to make art or be 'tech-savvy' (although you can be).



We will support you to figure out what you want to create.



We can help you to do this through a mixture of:

- Funding
- Training
- Research and events

## About the funding



The **Immersive Arts fund** has £3.6 million available for artists.



This is available for artists from **2025 until 2027**.



We will fund over 200 artists based in the UK through **3 funding strands**:

1. **Explore**
2. **Experiment**
3. **Expand**



### 1. **Explore**

**£5,000** grants for artists with little or no experience of immersive arts. This funding strand will help artists:

- Try out immersive arts
- Develop basic skills and knowledge of immersive arts
- Experience some immersive artworks
- Meet other people making immersive artworks and explore working together





## 2. Experiment

**£20,000** grants are available for artists who are:

- ready to get their ideas off the ground
- want to test their work with an audience



## 3. Expand

**£50,000** grants are available for artists and arts organisations who are:

- already developing an immersive art project

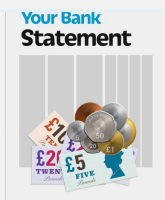
This funding will help artists to progress their project and take it to the next stage



## Who can apply to the fund?



**18+**



You can apply for an Immersive Arts grant if you are:

- An individual artists or creative practitioner
- An arts-based organisation, small group or collective (10 people or fewer if you are applying for Experiment. Up to 50 people for Expand)
- Based in the UK
- Aged over 18 years
- Have a UK bank account in your own name

## How to apply to the fund

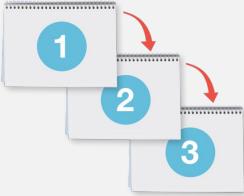


To apply for a grant, you'll need to create an account on our website.



Here is a link to our website:

<http://immersivearts.uk>



Please read our step-by-step guide before you start your application:

<https://immersivearts.uk/#resources>



If you apply online, you can save your application and return to it. You don't have to complete it in one go.



Make sure you complete all required sections of the application form.

Also make sure you upload all documents we ask for before submitting your application.



If you need help with anything, please get in touch.



# When to apply to the fund



The first round of funding for all three strands is open until **midday, Monday 2 December 2024.**



## Round 1 Funding Timetable

Funding Strand	Deadline	Applicant notified	Project time frame
Explore	2 December 2024	February 2025	March - August 2025
Experiment	2 December 2024	February 2025	March - November 2025
Expand	This strand has two-stages to the application process, to help protect artists’ time and energy.		
Expand Stage 1 Expression of interest	2 December 2024	January 2025	March 2025 - February 2026
Expand Stage 2 Interview	February 2025	February 2025	March 2025 - February 2026

# How to get support to apply

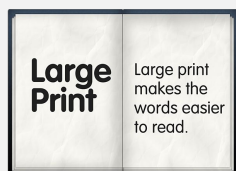


You can also apply to the Immersive Arts fund using:

- Audio, video or text

You can apply in:

- English or Welsh or British sign language



Our application guidelines are available in different formats:

- Large print
- Audio
- Welsh and British Sign Language



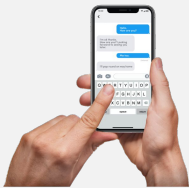
Support



Please get in touch if you need any support to apply. For example,

- if you need BSL or language interpreters
- or someone to help write your application
- We may be able to fund a support worker if you need them to make your application.

# How to request access support



If you need this information in any other format, or have any other questions about access, you can:

- send us an email  
[info@immersivearts.uk](mailto:info@immersivearts.uk)
- or call or text on **07926 699909**.

Our phone is only staffed during daytime working hours.

if you call outside those hours, leave a message and someone will get back to you.

**November**

**4**

**November**

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

The deadline for **access support** is  
**4th November 2024**

This is four weeks before the application deadline, which gives us a bit of time to ensure you get the support you need.

## Access support if you are awarded a grant

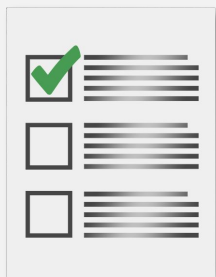


Successful applicants can access support to participate in the programme if they need it.



Where relevant we will provide additional funding for this.

## For more information



You can find full application guidelines [here](#).

If you need more information about the programme or how to apply please contact us:

[info@immersivearts.uk](mailto:info@immersivearts.uk)

