For the interactive commissions Rural Media are partnering with Fish in a Bottle https://www.fishinabottle.com/

**What is Interactive art?**

Interactive art invites the audience to take part. In interactive art viewers are no longer passive onlookers, they are encouraged to participate in the realisation or completion of the work. There are many different forms of interactive art ranging from interactive dance, music, theatre, film and gaming. Technology is giving us more powerful tools and asks us to interact with each other and the world in new and exciting ways. From projection mapping on buildings and 360 domes, augmented games on your phone, to binaural audio trails, we are experiencing an explosion of interactive experiences, in galleries, theatres, online, at festivals and out

and about on our streets. We are looking for work that explores interactive technologies in new and exciting ways.

**Why Interactive?**

Creatives are merging art and tech to predict, explore, and shape the future. We are excited about innovative uses of technologies that engage users in Interactive experiences that are ethical, promote wellbeing, connect us to one another and reflect in some way on the experience of living in modern Britain.

We encourage experimental and innovative approaches to exploring new technologies. We encourage projects that have an online presence but projects may also be location/venue based.

Interactive and Immersive projects can range from 3 minutes up to 15mins and we encourage exploring the format during this time range.

Successful commissions will receive support from the BBC Connect team and be teamed up with a delivery partner to support the production of the work. Depending on the scope of each project budgets will range from 10k up to 20k.

Core characteristics we'll be looking for in our commissions:

- Relevance: the ideas and themes that really matter to you and your community – however you might define it.
- Talkability: shareable content that gets people talking

- Timeliness: things that impact people's lives here and now
- Originality: Content that innovates

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