

A nighttime photograph of a pond in Uppsala, Sweden. The pond is filled with several glowing pink lotus-shaped lights that float on the water. The lights are reflected in the dark water. In the background, there are trees, a building with a red neon sign, and streetlights. The overall scene is dark and atmospheric.

Allt ljus på Uppsala

November 8-24 2024

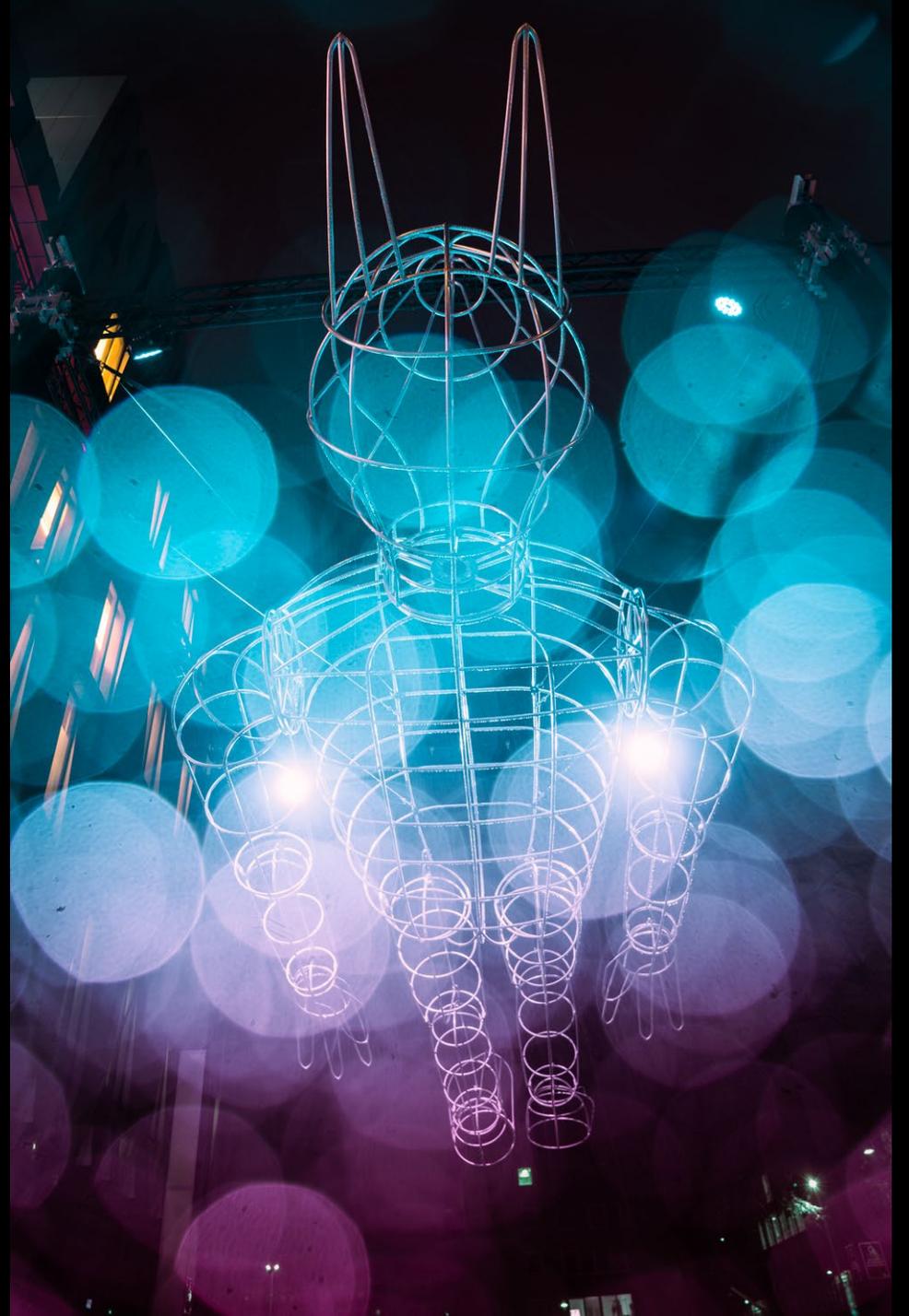
Background



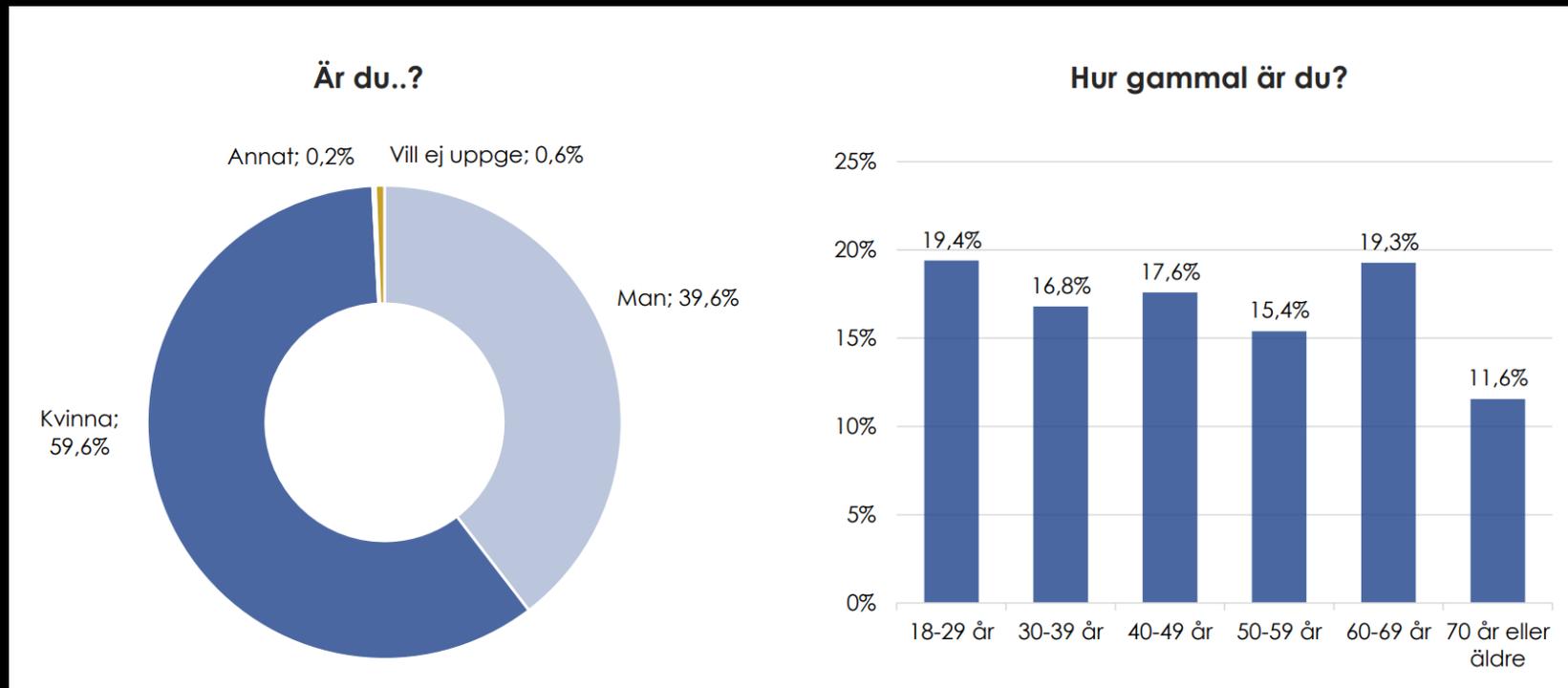
- One of the biggest events in Uppsala with about 100 000 attendees.
- Established in 2008
- 11th edition
- Organizers are Uppsala municipality and Uppsala city
- Project management by Destination Uppsala

Purpose and goal

- Increase the flow of local inhabitants and visitors in the city center. Focus is on increasing the revenue in primarily cafés and restaurants.
- Create a platform for inspiration for local inhabitants and visitors to experience more of Uppsala through places, buildings and history they might not have known before.



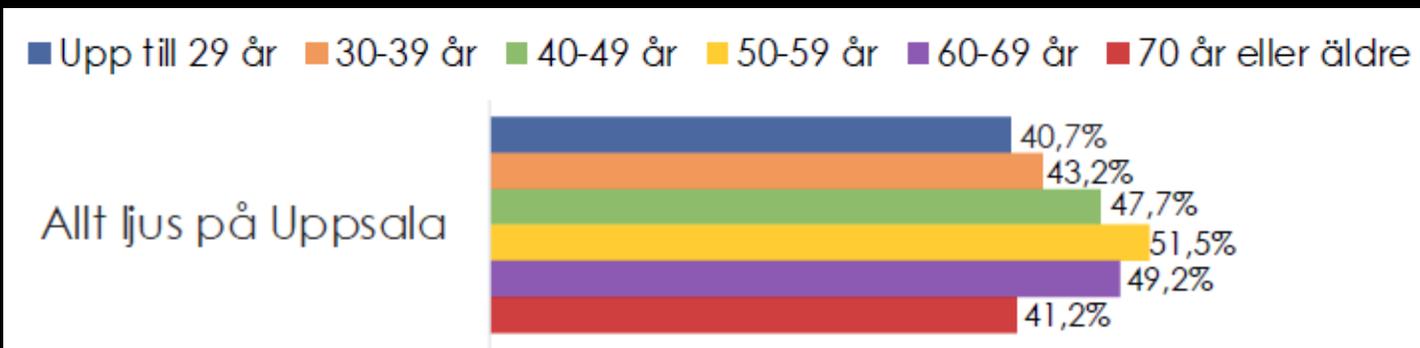
Allt ljus på Uppsalas visitors



- An event for everyone.
- We are careful to think about which art installation should be for specific target audiences.

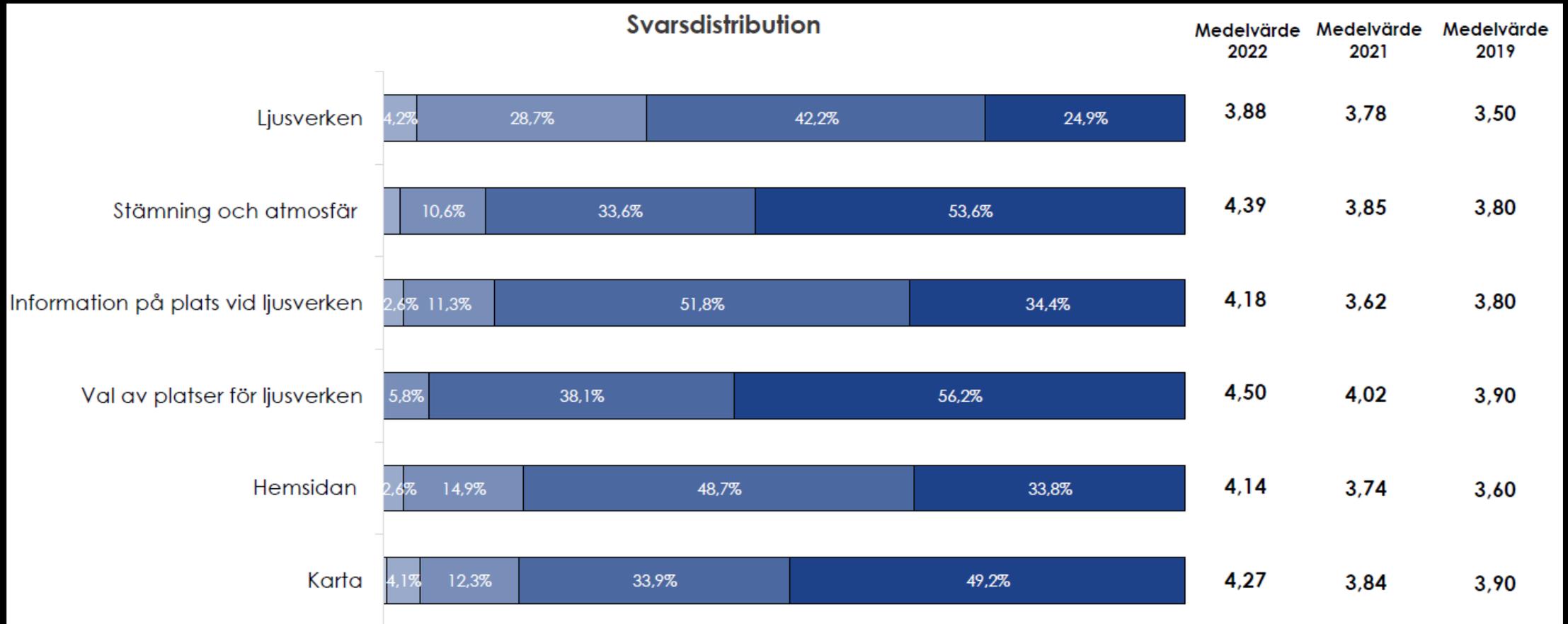
Awareness, visitors to the event, NPS and general satisfaction

Evenemang	Upp till 29 år	30-39 år	40-49 år	50-59 år	60-69 år	70 år eller äldre
Allt ljus på Uppsala	69,1 %	68,5 %	72,3 %	74,9 %	73,2 %	70,2 %



Evenemang		Upp till 29 år	30-39 år	40-49 år	50-59 år	60-69 år	70 år eller äldre
Allt ljus på Uppsala	NPS →	16	27	38	44	33	31
Allt ljus på Uppsala	Medelvärde →	3,82	3,94	3,78	3,85	3,76	3,81

Which grade do you give to the following aspects of the event?



Theme 2024: *Sustained future – a society for all?*



City vs. countryside. Energy crisis. Increased sedentary lifestyle. Development and potential. Growth. 350,000 residents by 2050. Biodiversity. Digitalization. Debt and affordable housing for all. Social vulnerability and crime. Balance. How do we create a sustainable Uppsala for everyone?

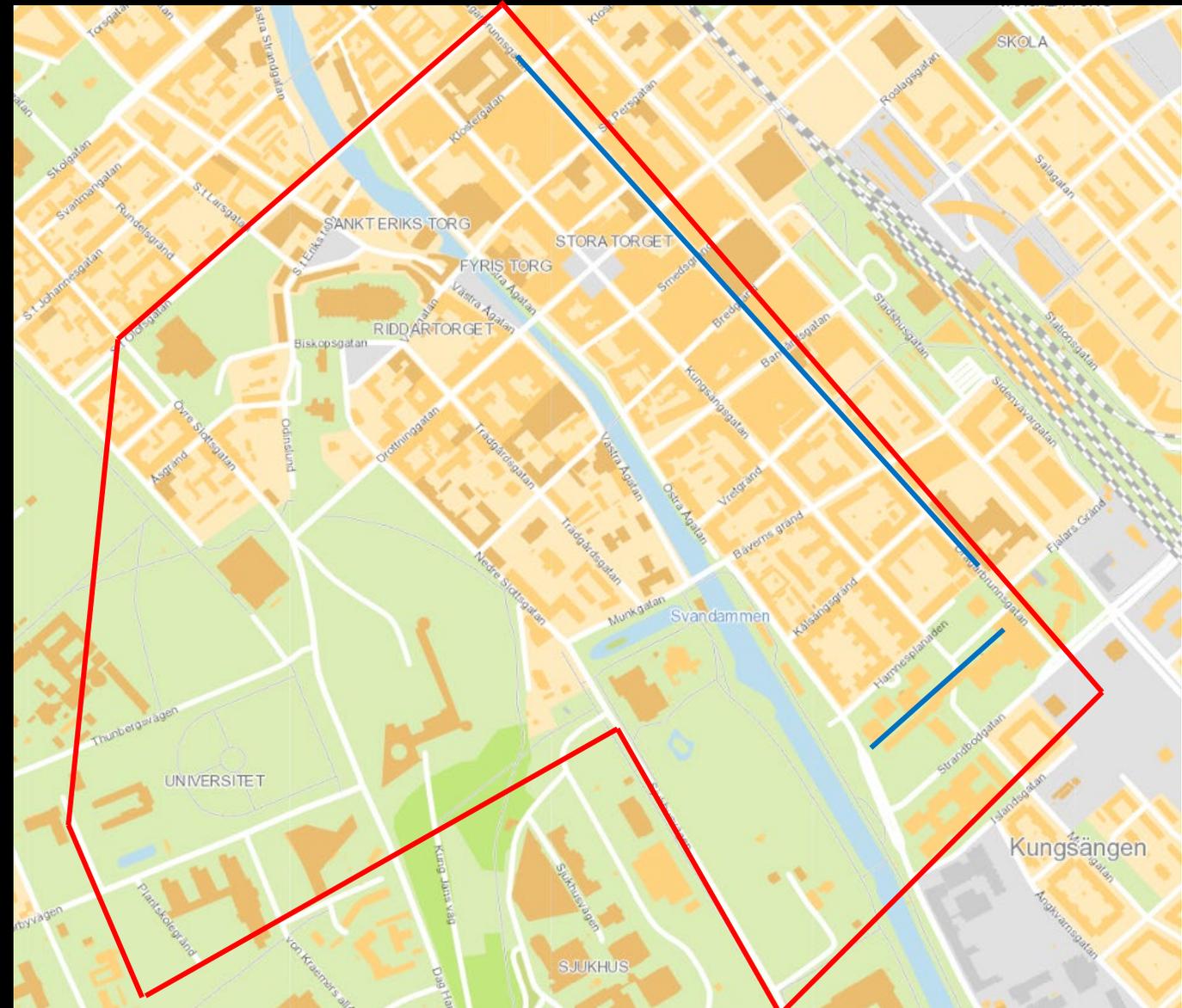
We seek; utopia and dystopia. Hope and despair. Courage for change.

Area of the festival

Particularly interesting locations

- Dragarbrunnsgatan
- Green line

The area is preliminary.



Criteria/Selection for Light Installations

- **Alignment with Global Goals:** The degree to which the light installation incorporates and promotes the 17 global sustainability goals.
- **Technical Feasibility:** Evaluation of the practicality and feasibility of the light installation in an outdoor setting over a period of more than 2.5 weeks.
- **Economic Viability:** An assessment of the total cost, considering both initial setup and operating expenses, and determining its cost-effectiveness.
- **Sustainability:** Consideration of the ecological footprint, including energy consumption and the use of sustainable materials in the light installation.
- **Appropriateness:** Ensuring that each light installation is suitable for its designated location and purpose.
- **Accessibility:** The degree to which the light installation is adapted to be inclusive and accessible to all individuals, including those with disabilities.
- **Interactivity:** The level of interactivity in the installation and the ability of visitors to engage with it using multiple senses beyond just sight.

These criteria will be used to assess and select light installations that align with the overarching theme and goals of the project.

Application

In your application, you should include the following information about your light installation:

- 1. Overall Idea and Connection to the Theme:** Describe the overarching concept and idea behind your light installation and how it relates to the project's theme. Explain the emotions and thoughts you intend to convey through your installation.
- 2. Relevance to the 17 Global Goals:** Indicate which of the 17 global sustainability goals your installation aligns with. You can find more information about the goals at globalamalen.se.
- 3. Preferred Location:** Specify your desired location for the light installation within the designated area. If you have specific preferences, mention them here – if not, we will assign a preferred location in cooperation with the artist.
- 4. Special Requirements:** If your light installation has unique requirements or conditions that project management should be aware of (e.g., the need for a dark environment, the ability to play audio, etc.), detail them in your application.
- 5. Sustainability:** Explain how your light installation contributes to sustainability. This could include information on energy-efficient components, use of sustainable materials, or other eco-friendly features.
- 6. Electricity Consumption:** Provide an estimate of how much electricity your installation will consume during the execution, expressed in kWh.
- 7. Production Details:** Describe the production process of your light installation, including the materials and lighting technology you plan to use.
- 8. Post-Festival Plan:** Outline any plans you have for the light installation after the festival ends. Will it be dismantled, relocated, or reused in some way?
- 9. Budget:** Include a detailed budget for the execution of your light installation. Ensure that your budget aligns with the financial guidelines provided in the application.

Remember to attach an image or sketch of your light installation to visually convey your concept and ideas. Be thorough and specific in your application to increase your chances of being selected for "Allt ljus på Uppsala 2024."

Economy and conditions

The compensation for each light installation ranges from 80,000 to 150,000 SEK. This compensation should cover all costs associated with the concept, production, establishment/operation/dismantling, transportation/lifting, and insurance.

- If your light installation requires a larger compensation than the provided range, you must provide a written justification for the higher amount.
- It's important to note that as the lighting designer or artist, you own and are responsible for your own light installation.
- The conditions and responsibilities will be specified in the agreement that is signed between the artist and Destination Uppsala, the project leader responsible for organizing the event on behalf of Uppsala Municipality and Uppsala city.

The project management team is responsible for:

- **Site for the Light Installation:** We will apply for any necessary permits and ensure that electricity is available at the chosen location.
- **Communication and Marketing:** We will handle the promotion and marketing of the light festival and the individual light installations.
- **Agreements and Collaboration with Sponsors:** We will manage agreements and collaborations with potential sponsors.

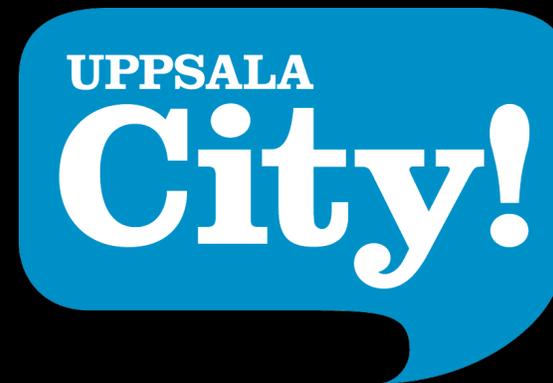
This breakdown of responsibilities and financial arrangements provides a clear framework for the participation of artists or lighting designers in "Allt ljus på Uppsala 2024." Be sure to adhere to the terms and conditions specified in the agreement and coordinate with the project management team to successfully execute your light installation.

The Process

- 1. Open Call (October 20 – December 31, 2023):** The open call for submissions is announced, and artists or lighting designers are invited to submit their proposals for light installations.
- 2. Meetings with Project Management:** During the open call period, project management is available for meetings with potential participants. You can schedule a meeting by emailing alltljuspa uppsala@ uppsala.se
- 3. Submission of Proposals (via Link):** Artists and lighting designers must submit their proposals and project details through the online application link provided: https://www.trippus.net/ansokan-ljusverk_2024
- 4. Selection and Notification (January 2024):** In January 2024, participants will be notified about their involvement in the project. The selection process likely considers the criteria mentioned earlier.
- 5. Agreement Signing (March 15, 2024):** Successful participants will sign agreements with the organizers to formalize their participation.
- 6. Technical Information and Communication Materials (March 15, 2024):** Lighting designers or artists must submit technical information, installation details, and communication materials for marketing purposes.
- 7. Installation (November 5, 2024):** The actual installation of the light artworks at their respective locations will begin on November 5, 2024.
- 8. Inspection (November 7, 2024):** On November 7, there will be an inspection of all the light installations to ensure they meet the required standards.
- 9. Premiere and Inauguration (November 8, 2024):** The event culminates on November 8 with the premiere and inauguration of "Allt ljus på Uppsala 2024," followed by an inaugural dinner for all participating artists and lighting designers.

This process outlines the various stages involved in participating in the project, from the initial submission of proposals to the final installation and public unveiling of the light installations.





Allt ljus på Uppsala is a collaboration between Uppsala Municipality, Uppsala City, and the local business community.
Destination Uppsala is responsible for project management and the execution of the event.

**Allt ljus på
Uppsala**