



31st March 2023

Letter of Support for Jennifer Bell – My Favourite Rockpool & Other Stories – A Sonography AR Walk

Over the past 15 years Pervasive Media Studio at Watershed has forged an unrivalled reputation for facilitating cross-disciplinary innovation at the intersection of arts, culture, media and technology. Watershed and our creative technology hub, the Pervasive Media Studio work across the cultural and commercial sectors, across film, music, theatre, design, visual art, games and the creative and technology sectors.

Jennifer Bell has been a Pervasive Media Studio Resident since 2015. She has made ambitious verbatim artworks commissioned by the Studio, such as 'The Babel Choir Project' and the 'Toast' for Watershed 40. We have directly or indirectly supported other projects, such as her interactive online zine 'Selfie', and the 'Songography R&D' digital mapping project.

Jennifer is an active member of the Studio community, having collaborated with several other Residents, including Tom Marshman. She has made use of the Producer support and Time Bank sessions available via the Studio and has delivered two Lunchtime Talks, as well as a talk for an event The Festival of Nature hosted at Watershed in 2022.

We are delighted to support Jennifer's work, through a combination of support with marketing, comms, space and resources.

- Desk space within the collaborative environment of Watershed's Pervasive Media Studio (13 weeks at £62 per week) = £806
- Watershed Producer support – project support, feedback, marketing, comms (2 x 0.5 days at £250 per day) = £250
- Watershed Creative Technologist support - (2 x 0.5 days at £250 per day) = £250
- Workshop and meeting space in the Studio (£350 per day)

Marketing Support via Watershed and PM Studio Channels, which includes the following subscriber and follower numbers. Total reach is 127k, spread across audiences with interests in cinema, theatre, podcasts, immersive experiences and more. Our geographic reach is global with key audiences from UK, USA, India and across Europe.

- Watershed Newsletter – 20k
- Watershed Twitter – 83k
- Watershed Instagram – 2.7k
- PM Studio Twitter – 13.3k
- PM Studio Newsletter – 4k
- PMStudio Instagram - 2.4k
- Watershed YouTube subscribers – 1.6k

Jennifer will share outcomes from this project in a Studio lunchtime talk this Autumn and we will also host a work-in-progress sharing for Jennifer and her collaborators to receive feedback. Watershed would leverage our networks and expertise in creative technology, immersive experiences and experience design to support all the artists on this project.

We hope that you support this application.

Yours faithfully,

Danielle Rose – Network Producer (Watershed)