

Creative Intelligence Award

Application Questions

Q1. Project Overview

Tell us about your proposed project:

- the creative idea or proposition
- what you want to make, develop or explore
- how audiences would experience it
- what makes the idea distinctive
- where the project is currently in its development
- how your project meets what we are looking for

Maximum: 500 words

Q2. Technology and Creative Innovation

How is emerging technology integral to the creative idea?

Please explain the technology you propose to use and, most importantly, what it enables creatively.

You might consider:

- AI and machine learning
- immersive technologies
- real-time technologies
- virtual production
- spatial or interactive technologies
- other emerging creative technologies

We are particularly interested in projects where technology is fundamental to the creative proposition rather than an add-on.

Please tell us what is innovative about your approach, how it differs from other similar offerings and how it advances your existing creative practice, product or work.

Maximum: 500 words

Q3. The R&D opportunity

What do you need to discover, develop or prove through this Award?

Tell us:

- the key creative, technical and/or audience focused questions you need to answer
- what you have already developed or tested
- the uncertainties or challenges that remain
- why your project is ready for this intervention now
- what you expect to have learned or demonstrated by the end of the development period

Please distinguish the R&D from activity that would simply be normal production or delivery.

Maximum: 500 words

Q4. How would you use the support available through the Award?

Tell us how working with CoSTAR and Southbank Centre would materially advance your project.

Please identify which elements of the support package would be most valuable and explain why.

This may include:

- CoSTAR studio access
- AI compute and cloud credits
- the six-week prototyping sprint
- technical and research expertise
- mentorship
- Southbank Centre curatorial and producing support
- pre-show testing
- the opportunity to present the work at Creative Intelligence 2027

You don't need to use every element of the package. We are interested in a clear and credible match between your project's needs and the resources available.

Maximum: 500 words

Q5. Audience experience and public value

What experience do you want to create for audiences?

Please tell us:

- who your intended audiences are
- what audiences will see, hear, do or experience
- how people will interact or engage with the work
- what you want audiences to take away from the experience
- how you will consider accessibility and inclusion in the audience experience

Please also explain how the project could translate into an engaging public-facing presentation at Creative Intelligence 2027 at Southbank Centre.

Maximum: 500 words

Q6. Project plan and feasibility

How will you deliver the project within the development period?

Please outline:

- the main stages of development
- key R&D milestones
- when you expect to use CoSTAR resources
- technical development and testing
- audience/user testing, where relevant
- how you will move from prototype or R&D to a showcase-ready outcome
- key dependencies and risks

Projects should be capable of development during spring and summer 2027 with a midpoint review in July 2027.

Maximum: 500 words

Q7. Team and capability

Tell us about the team that will deliver the project.

Please describe:

- the core project team and their roles
- relevant creative, technical and/or commercial experience
- why this is the right combination of people to deliver the project
- any partners, collaborators or specialists you expect to work with
- any capability or expertise that you expect CoSTAR to help you access

Where relevant, tell us about previous projects that demonstrate your ability to deliver work of this ambition and complexity.

Maximum: 500 words

Q8. What happens after the Award?

What is the longer-term potential for the project or the R&D developed through it?

Depending on the nature of your project, this could include:

- further creative development
- future presentations or exhibitions
- touring
- adoption by other organisations
- new products or services
- licensing
- re-use of the technology or R&D
- new audiences or markets
- partnerships
- investment or further funding
- commercialisation

Tell us what success would look like 12 to 24 months after the Award.

We recognise that future potential will look different for different kinds of creative practice and do not expect every project to have a conventional commercial model.

Maximum: 500 words

Q9. Budget and use of the £50,000 award

Please explain how you propose to use the £50,000 support grant.

Provide a breakdown of the principal project costs and explain how these relate to the R&D activity described elsewhere in your application.

Please include in the project budget:

- your own cash or in-kind contribution, and
- support you expect to request from CoSTAR or Southbank Centre.

The value of the CoSTAR facilities will be automatically calculated when you input the number of days that you would like to use for this project. Please do not add any

additional CoSTAR or Southbank Centre in-kind support at this stage unless instructed to do so.

Applicants should not include any costs relating to presentation of the project at Creative Intelligence 2027, as these will be discussed separately.

Maximum: 500 words

Supporting upload: Project budget

The cash element of the current award is up to £50,000. Final eligible-cost and subsidy-control requirements are still to be confirmed through the application guidance and award terms.

Q10a & 10b. Equality, Diversity, Inclusion and Sustainability

Environmental Sustainability and Equality, Diversity and Inclusion (EDI) are central to CoSTAR and all Access Programmes. Regardless of the primary R&D focus, all projects are expected to demonstrate meaningful engagement with both EDI and sustainability. Support and training will be provided throughout the programme.

Please outline how your project engages with EDI and environmental sustainability and identify any additional support that would help you maximise impact.

Equality is about fair access to opportunities. Equity is about recognising that different people face different barriers and may require different support to participate fully and benefit equally.

Diversity recognises, values and includes people with different backgrounds, identities, experiences, perspectives and ways of thinking, including (but not limited to) differences in age, disability, ethnicity, gender, sexual orientation, socio-economic background, geography and lived experience.)

Inclusion creates environments, products and services where people feel welcomed, respected and able to participate fully and meaningfully.

Please consider the following questions simply as prompts:

Inclusive Innovation

- What experience does your team have of working with diverse users, communities or audiences?
- Have you previously used participatory, co-design, or user-centred approaches when working with audiences or users?
- Have you developed accessible products, services or technologies, or addressed bias within emerging technologies?
- How will EDI and inclusive design be embedded within this project?

Environmental Sustainability

- How is your business integrating sustainability into its products, services, operations or strategy?
- What environmental challenges or opportunities are presented by this project?
- How are sustainability considerations influencing project design, production or delivery decisions?
- What experience does your team have of measuring, reducing or managing environmental impact, including carbon emissions?

Support Needs

- What additional EDI, inclusive design or sustainability support would be most valuable to your team during the programme?
- Are there specific skills, knowledge gaps or challenges you would like support to address?

Maximum: 250 words for EDI

Maximum: 250 words for environmental sustainability

Supporting document upload

Supporting documentation may include pitch decks, project plans, teaser videos, etc. These may include word, excel, and presentation documents, image files, and video files.

You can upload up to 10 files.