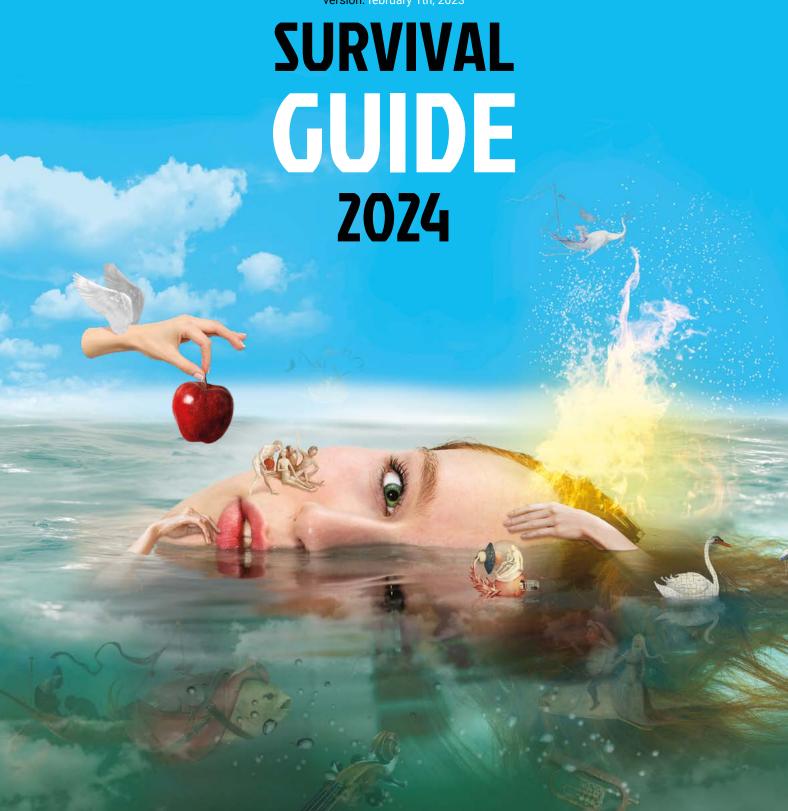


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CONTENTS LIST

| WHAT IS BOSCH PARADE? | 5 |
|--|------------|
| WHO ARE BOSCH PARADE? | 12 |
| THE DATES | 19 |
| WORKING ON WATER | 22 |
| WORKING WITH EACH OTHER | 45 |
| DURING THE EVENT | 50 |
| GREY PAGE | 5 5 |
| WHAT DO I DO WITH MY WORK AFTER THE EVENT? | 57 |
| HOW DO WE COMMUNICATE ABOUT BP? | 64 |
| CHECKI IST | 77 |



WELCOME TO THE ULTIMATE GUIDE TO BOSCH PARADE: OUR SURVIVAL GUIDE!

Let's be honest here. Creating a floating parade in the spirit of Hieronymus Bosch is quite a challenge. You could certainly use a good guide for that.

In whatever way you participate, read through this survival guide to understand a little bit about what we do and why.

After all, this guide is our attempt to share all our knowledge about Bosch Parade.

It's not a bible, laying down the truth.

But rather a handy travel guide, in which you can also write down tips you gathered on the way.

With chapters on how to get there, as well as background, examples and very many practical tips.

And a living document that we adapt and update again at unpredictable moments.

Based on all the tips we accumulated while on the road.

But above all, a guide that prepares you for something where you want to be. At Bosch Parade!

HAPPY READING!







WAT IS BOSCH PARADE?

ABOUT BOSCH PARADE

Bosch Parade is the biennial floating parade in 's-Hertogenbosch inspired by Hieronymus Bosch (1450-1616). For the contemporary art event on and around the water, artists create new work to amaze, touch and connect people, as Bosch did 500 years ago and still does today.

Our impact on society is that all our participants, creators and visitors learn to look at the world as 'contemporary Hieronymuses', making our existence a little more idiosyncratic and social. We believe that the creativity and imagination of the (works of) art and ideas of Hieronymus Bosch inspires people to be bold and transcend the normal, in the past, present and future.

BOSCH PARADE IS A BIENNIAL

EVEN YEARS: BOSCH PARADE

Bosch Parade takes place biennially in even-numbered years and consists of two main parts: :

- 1. Bosch Parade The floating parade inspired by Hieronymus Bosch is the heart of the event. The parade sails by daylight and passes by in 15-20 tableaux on the Dommel river in 's-Hertogenbosch. City walls, embankments and quays form a beautiful natural 'grandstand' for a tantalising parade of visual scenes. The four performances are on Thursday, Friday and Saturday evenings and Sunday afternoons.
- 2. Garden of Earthly Delights A month before the performances, Bosch Parade will settle at the foot of the Citadel for a programme of building, rehearsing, discussing and meeting. Under the title Garden of Earthly Delights, this temporary open-air studio will be the meeting place for the community of makers, builders, participants and audience during the performance days. An active place for exchange and discussion, with catering, extra programming and a final performance.

ODD YEARS: FURTHER DEVELOPMENT

The odd years create space for further development. Work is underway the next edition, the further development of individual work and internationalisation:

- Parade preparations The preparations take over eighteen months, with a multidisciplinary collective developing the overall concept for the next edition in the even-numbered year.
- 2. Further development into production Independent performances are made of special work from the parade in co-production with cultural partners. These are premiered in 's-Hertogenbosch. In this way, Bosch Parade makes an extra contribution to the Cultural City of the South and the city of Hieronymus Bosch. And we thus support our creators in the development of their careers.
- Internationalisation Internationalising the network to learn from international partners, finding new ways of working and sharing our own practices. This is linked to the marketing strategy to attract international followers to 's-Hertogenbosch.

With the developments, we are always also committed to strengthening and deepening Bosch Parade itself.

NEXT EDITION BOSCH PARADE

From 20 to 23 June 2024, Bosch Parade will organise its 10th edition under the theme 'Contemporary Demons'. The supporting open-air studio with pop-up restaurant 'Garden of Earthly Delights' will be open from 23 May to 23 June.



WHY BOSCH PARADE?

Bosch Parade has a number of overarching goals, the reasons why we are supported by various grants and sponsors.

ART FOR AND WITH MANY

By choosing accessible formats, we enthuse a wide and diverse audience for contemporary art. Both Bosch Parade (sailing parade) and the Garden of Earthly Delights (open-air studio with catering) are appealing and accessible to large groups. Our community of professional makers and performers on the one hand, and large groups of builders and volunteers on the other, is a strong proposition in the Netherlands. This proposition contributes to the active cultural participation of hundreds of participants in 's-Hertogenbosch and Brabant. Moreover, our commitment to Social Responsibility also boosts cultural exposure for less fortunate people in our society.



Hieronymus Bosch is an artist extraordinaire and an icon at least as great as Vincent van Gogh. By taking Bosch's work as inspiration, universal themes can be highlighted and placed in a contemporary context for a large audience. Thus, Bosch Parade connects present with past. Self-reflection and a critical attitude create work that touches people, makes them think and makes them look at the world as 'contemporary Hieronymuses'.

UNIQUE CULTURAL OFFERING

Bosch Parade's manifestation - a parade of art projects across the water - makes it unique worldwide and therefore challenging for creators from different disciplines. Bosch Parade positions itself as a musical and theatrical visual arts event, where performance art and community art come together, where works seek interaction and are allowed to be large-scale. Participation is actively used and always encouraged.



MAKERS

Bosch Parade commissions (groups of) professional makers of all disciplines: composers, directors, dancers, visual artists, musicians and actors. We dare to take risks with a multidisciplinary attitude and give space to artistic experimentation. This positions us as an important party to commission multidisciplinary art forms in the southern Netherlands. By also focusing on further development, advanced makers get the chance to take the next step in their careers. Young, recently graduated talent is mentored at Bosch Parade.

INTERNATIONALISATION

Bosch Parade seeks collaboration with international partners and invites foreign artists to participate. This broadens the view and enriches the art climate in the city and province. As regards the further development of projects shown in Bosch Parade, the starting point is to be able to offer the projects internationally afterwards. This gives great opportunities to present Brabant artists abroad, moreover presented as a product of the Netherlands Waterland.

WHICH PROJECTS AND MAKERS PARTICIPATE IN BOSCH PARADE?

WHAT ARE WE LOOKING FOR IN A WORK FOR BOSCH PARADE?

We are looking for work that fits the theme and our palette. Moreover, we are looking for makers who dare to transcend themselves. Sarah Moeremans: "Give two actors both a sword. The first thing they do is stab each other. The second thing they do is stick the sword up each other's ass. The third thing they do is unexpected and creative. Those are the proposals we are looking for."

| BOSCH PARADE SELECTS PLANS THAT: | BOSCH PARADE REJECTS PLANS THAT: | DO! | DO NOT! |
|---|--|---|---|
| Fit within the theme 'Contemporary demons' | Do not fit within the theme | Consider this open call well! | Submit last day |
| Fit within the given palette of Bosch Parade | Cannot be placed on the water | Read the Bosch Parade Survival Guide | Submit a plan that does not meet our call |
| Are submitted by professional creators | Are direct replicas of Bosch's work | Think about how to involve people in your work | Fail to send all requested documents |
| Are visually appealing, thought-provoking or otherwise 'urgent' | Are submitted by non- professional makers | Think about how your work can be used more often | Submit existing work |
| Fit into the 'parade' concept | Have no social impact | Check whether the dates fit into your calendar | Underestimate the complexities of work on water |
| Are open to collaboration with the artistic team and the Bosch Parade Community | | Send all requested documents and complete the questionnaire in full | |
| Are inspired by or refer to the demonic images of Hieronymus Bosch | | Think about how the water can become your friend | |
| Get audiences to look at the world as 'Contemporary Hieronymuses' | | Create and send us inspirational impressions and images | |

DEVELOPMENT IDIOSYNCRATIC GESAMTKUNSTWERK

Bosch Parade is a parade and your work will relate to work in front and behind you. Bosch Parade behaves as an idiosyncratic Gesamtkunstwerk. Influences from other works can also enhance yours. So your work should not only be autonomous, but should be able to hold its own in a collaborative context. That context will only emerge for the first time during the rehearsals on 15 June 2024.

WE COMMISSION PROFESSIONAL MAKERS

For each edition, Bosch Parade issues new commissions for visual work, composition and texts for both young and established talent. We invite professional makers of all ages, nationalities and orientations to showcase their imagination. We are open to all disciplines: visual artists, architects, social artists, choreographers, scenographers, directors, dramaturgs, lyricists, composers, dancers, circus artists, costume designers, lighting designers, filmmakers or any other artists. The maker has completed a relevant higher vocational training or three years of demonstrable work experience. We are drawn towards multidisciplinary makers, collectives and makers who dare to look beyond the boundaries of their own practice. We challenge professional makers to collaborate with our Bosch Parade Community of amateurs with or without experience. Amateurs who want to participate must join a professional maker.

WE INVOLVE THE BOSCH PARADE COMMUNITY

Because we consider cooperation with the city important, we give preference to makers who want to involve others in their work and working methods through active cultural participation. This can be done by involving co-makers, builders, painters, swimmers, actors, extras, musicians, dancers, choirs, etc., in the works. Also, it is appropriate to involve a specific target group in the theme of 'contemporary demons' in the preparations, realisation or performances. If you still need any ideas or inspiration, take a look at the palette.

Bosch Parade is created together with the city. This means that the performance of a substantial number of works will be realised in collaboration with many others. We strive for inclusiveness by also forging less obvious partnerships with specific target groups.

The community comes together in our 'Garden of Earthly Delights' during rehearsals and performance days.

GARDEN OF EARTHLY DELIGHTS OPEN-AIR STUDIO

Prior to Bosch Parade, we will create a working and meeting place by the water from 23 May to 23 June 2024. In this open-air studio and pop-up restaurant, our makers, performers and other participants will work and rehearse together on the realisation of Bosch Parade. It is also a place where the public is welcome to enjoy the building process and the works over a snack and a drink. After the editions of Bosch Parade end, there is a short closing ritual here in the twilight, to bring each day to a memorable end.

Bosch Parade offers the opportunity to build in the Garden of Earthly Delights, linked to our education programmes for pupils aged 10-15. Interested? Then indicate this when submitting the plan.

ARE YOU YOUNG TALENT?

We guide young and recently graduated makers in realising work at Bosch Parade. Together with KOP from Breda, we offer an extensive talent programme with workshops and coaching. This programme is especially for artists up to 30.

SUBSCRIPTION TO CODES AND GUIDELINES

GOVERNANCE CODE CULTURER

Bosch Parade has a governance model in which the foundation conducts the management and mandates implementation to the management team. Artistic and business management are separated in this model. Agreements are laid down in the articles of association and the management regulations.

FAIR PRACTICE CODE

The fair practice code providing a 'Guideline for artist fees' is applied. Agreements with all creators are laid down with clear terms of reference. The remuneration of the team is based on the guideline 'Job and salary structure presentation institutions for visual arts'. Allowances are available for (active) volunteers and interns.

CULTURAL DIVERSITY CODE

Connecting and inspiring is in the DNA of Bosch Parade. This translates into our inclusive community with professionals and amateurs from different corners of society. Bosch Parade takes current, social issues as its theme within the programme, explicitly works on reaching a diverse audience, strives for diversity within the makers, has a staff member focused on the community and also explicitly seeks less obvious partners for collaboration. The agreements are laid down in the community implementation plan, which is supplemented and improved every edition.



BOSCH PARADE / DE PARADE / PARADE?

Bosch Parade is a proper name and can therefore also be used without a definite article. Only when we talk about the parade as the sum of passing elements, we refer to it as the parade. Thus without a capital letter.

To the outside world, it is often confusing that Bosch Parade takes its name from Hieronymus Bosch, and not from the city of 's-Hertogenbosch, mostly called Den Bosch, after which the painter once named himself at the expense of his actual family name 'van Aken'. In Dutch 'De **Bossche** Parade' (meaning The Parade of Den Bosch, a common mistake), says exactly what it should not say. Mainly because we should NEVER want to create the expectation that we are a festival like the nomadic theatre festival **De Parade**, but a Bossche variant.

There has always been confusion of names. A little history to explain this confusion:

Once upon a time, there was Terts Brinkhof's legendary nomadic festival Boulevard of Broken Dreams. That festival sought out a local partner in every city it was in. In 's-Hertogenbosch, that was Bureau Jeugdzaken of which Wim Claessen was director. For each city, the local partner took care of its own piece of programming, but mainly of all the organisational fuss.

Boulevard of Broken Dreams made it big, went on an adventure to Canada, overplayed its hand and went bankrupt.

Wim Claessen continued the Bossche part of the festival here under the name Theatre Festival Boulevard.

Terts Brinkhof founded a new nomadic festival, De Parade, so called because of the obligatory 'parade' by the artists. The name Boulevard of Broken Dreams could no longer be used due to bankruptcy.

The artists of the former Boulevard of Broken Dreams, now known as De Parade, performed annually on the Parade in 's-Hertogenbosch (i.e. square recalled **de Parade**) as part of Theatre Festival Boulevard, which was thus no longer Boulevard of Broken Dreams, but a festival with location theatre and a festival square as its beating heart: de Parade.

That went wrong after a few years because everything on the Parade (the square in 's-Hertogenbosch) was so close together that the resulting noise pollution often made playing impossible. Consequence: a lot of arguments between artists, because they were not only colleagues, but also competitors because they all had to fill their tents. The mutual relations between Wim Claessen and Terts Brinkhof were also seriously damaged by this.

Festival De Parade eventually left Boulevard, and now only performs annually in Utrecht, The Hague, Rotterdam and Amsterdam. The latter simultaneously with Boulevard in Den Bosch, which, by the way, takes place on De Parade of 's-Hertogenbosch.

I still hear people talking about the Parade in 's-Hertogenbosch when they mean Boulevard. And when I say Bosch Parade, I almost always have some explaining to do. In order to prevent this confusion.

We did not want the name Bosch Parade at the time. But the Bosch 500 foundation insisted. For good reason. The word Parade means the same thing in all our surrounding countries, which is convenient for international interest. Besides, the names of all planned Bosch 500 events were structured in the same way: Bosch Dinner, Bosch Young Talent Show, Bosch Art film Festival, Bosch Requiem, and thus also Bosch Parade.

And now... we simply can't imagine a better name than Bosch Parade. Or BP, for insiders...

's-Hertogenbosch 2015, Miesjel van Gerwen



WHO ARE BOSCH PARADE?

Bosch Parade is a foundation, which mandates the day-to-day organisation to the artistic and commercial director. Together with experienced event organisers, they build Bosch Parade. These are the faces behind Bosch Parade!

ORGANISATION

ERIK DE JONG, GENERAL DIRECTOR

Erik is a passionate mediator, an organiser of community-driven events and an initiator of a wide range of creative concepts. He is a trained architect, founder of Muziek op de Dommel and a part-time community manager for the Eindhoven University of Technology. He uses his experience to make Bosch Parade possible – operationally and financially.

DORIEN VAN DEN HURK,

HEAD OF MARKETING AND COMMUNICATION

A strategic marketing and communications adviser with excellent feelers for trends while having a broad creative vision. Brand perception is what makes her tick! On the basis of branding strategies, she develops enticing modern day means of communication receiving much attention. She is convinced that meaningful perception is THE key to successful and lasting communication.

TESSA VAN HELVOIRT, OFFICE MANAGER

Tessa graduated at the Avans Academie, receiving an associate degree in management in 2020. After her traineeship during Bosch Parade 2019 she became part of the team, supporting the various divisions within our organisation. She also manages the appointments, drafts the minutes of meetings and is in charge of the CRM system. She is the indispensable heart of our organisation.

ANNELOES EBING, VOLUNTEER COORDINATOR

Anneloes has a great talent for organisation and operation and she is a familiar face in cultural projects throughout the region. She is the one who coordinates the Bosch Parade volunteers who are active on the shores to make sure that the visitors as well as the volunteers are having a lovely Bosch Parade.

MIRIAM ALDERS, COMMUNITY MANAGER

Miriam is a senior project manager for events with a social goal. She supports the creation, organisation and roll-out of projects under the umbrella of Raak Evenementen. Inside Bosch Parade she is the matchmaker between the artists in need and the participants willing to help create Bosch Parade. She also coordinates the educational programme.

STEPHAN GRILIS, HEAD OF PRODUCTION

Stephan has years of experience in putting large, complicated projects on track – and keeping them there. He is also the head of production for the Freedom Festival and for the circus festival Circolo in Tilburg. With Stephan as our head of production, our operational and logistic tasks are in very capable hands indeed.

BOSCH PARADE COMMUNITY

Bosch Parade could not exist without our own community. The Bosch Parade Community is arguably most visible at the enormous amount of shifts, taken by our volunteers. In 2022 they filled 470 slots, totaling 2.400 hours. And that's without everybody helping and supporting the art works!

EXTRA TEAM DURING THE EDITION

Extra freelancers and interns are employed to prepare the edition. They're mainly active in the marketing and PR teams, plus the enormous production team.

ARTISTIC TEAM

MIESJEL VAN GERWEN, ARTISTIC DIRECTOR

Miesjel is a multidisciplinary visual artist, a designer, an expert on parades and an art project developer. As the person who thought up the 'parade on water' concept, he's been involved in Bosch Parade from the very early beginning, back in 2009. With his experience, he is committed to making Bosch Parade future proof and lifting it to a higher level.

SARAH MOEREMANS, STAGE DIRECTOR

Sarah contributes to Bosch Parade through her theatre group Het Zuidelijk Toneel. She is a European independent theatre maker, curator and thinker. She constructs visual essays with her favourite building blocks: language, literature, philosophy and art history. Her creations aren't merely instant meals, warm and conveniently delivered at your doorstep, they are a growing body of work in which theory and sweat are having a roll in the hay behind three-dimensional cardboard theatre bushes.

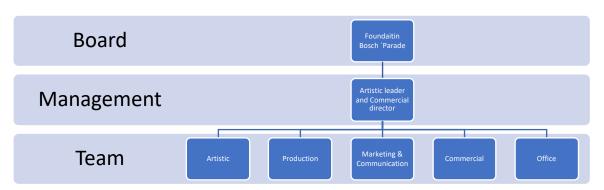
JOACHIM ROBBRECHT, LIBRETTIST

Joachim is an author, a stage director and a performer. He also initiates projects through St. Showmachine and frequently collaborates with other groups and makers. The guiding principle in his theatre works is his poetic commitment to the world. He looks for metaphors, fantasies, curvatures and new relationships between aesthetics and ethics, between linguistic humour and physical sensuality. He wants to touch upon the acts of feeling and thinking – with an uncomfortable smile just around the corner.

AART STROOTMAN, COMPOSER

The ground breaking guitar player and composer Aart Strootman (1987) loudly bangs on the doors of today's music industry. His intellect and his candid and fresh view on music genres and styles justify his prominent position within the music scene. He has studied classical guitar and musical composition at the Fontys & Zuyd conservatoire, and at the University of Utrecht he received an MA in musicology. Currently, he is a doctoral researcher at the Leiden University through the DocArtes programme.

ORGANIZATION CHART



BOARD OF THE FOUNDATION 'STICHTING BOSCH PARADE'

Stichting Bosch Parade adheres to the 'Governance Code Cultuur' (see Codes and Guidelines). The Board members of the Foundation are jointly competent. The Board of the foundation 'Stichting Bosch Parade' consists of:

- Jos van de Wouw (chair): lawyer for VANDEWOUW
 Zakelijke Advocatuur a business law firm.
- Peter Ketelaars (treasurer): member of the executive board of Waterschap Aa en Maas – the regional water authority.
- Cassandra Vugts (member of the board): managing director of the SPARK Campus
- Thomas Vriens (member of the board), cultural entrepreneur, owner CABV
- Marieke Keser (member of the board), KW1C education manager

The Board members of Stichting Bosch Parade have been attracted from various sections of society and their work for the event is unpaid. The Board of the Foundation safeguards the achievement of the objectives, the quality of the event programming and is responsible for budget implementation and feasibility.

RECOMMENDING COMMITTEE

Bosch Parade has a Recommending Committee consisting of socially engaged people with a formidable track record in society (and the town of 's-Hertogenbosch). They hold Bosch Parade very dear.

"Bosch Parade is one of the pearls in the legacy of the Jheronimus Bosch Year 2016," says Ton Rombouts – former mayor of 's-Hertogenbosch.

The Recommending Committee consists of:

- Ton Rombouts, Senator for the Dutch House of Lords and former mayor of 's-Hertogenbosch
- Heleen Herbert, chief commercial officer bij Heijmans
- Charles de Mooij, former general director of the Noordbrabants Museum
- John Groenewoud, president at Built to Build Vastgoed B.V.

The Recommending Committee has an important advocating role within the city and the province. The Committee also advises general management and the management team in any topical issue.

WHO DO YOU APPROACH WHEN YOU HAVE QUESTIONS?

WHO DO YOU EMAIL AND WHEN?

Of course, that's the biggest question, who do you approach? Generally speaking, info@boschparade.nl is our most important email address. But sometimes you have general questions for one of our organisers.

- Content-related artistic questions, or just a sparring session > contact Miesjel
- Questions on sponsorship, budget, objective, invoicing? > contact Erik
- Questions about marketing, communication or expressions? > email to Dorien and Marieke.
- Questions about transport of your work or technical insight > email to Stephan
- Would you like to help at Bosch Parade > email to Anneloes
- Need help looking for or finding community > email to info@boschparade.nl
- Want to join Bosch Parade with your club, association or organisation > email to info@boschparade.nl
- Questions about the open call? > email Tessa at opencall@boschparade.nl
- No idea who to turn to? > email to info@boschparade.nl and your question will reach the right person!

| POSITION | NAME | EMAIL |
|--------------------------------------|---------------------|------------------------------|
| Artistic director | Miesjel van Gerwen | miesjel@boschparade.nl |
| Commercial director | Erik de Jong | erik@boschparade.nl |
| Office manager | Tessa van Helvoirt | tessa@boschparade.nl |
| Head of Production | Stephan Grilis | stephan@boschparade.nl |
| Head of Marketing and Communications | Dorien van den Hurk | marketing@boschparade.nl |
| Marketing and communication support | Marieke Staps | marketing@boschparade.nl |
| Volunteers coordinator | Anneloes Ebbing | vrijwilligers@boschparade.nl |
| Community manager | Miriam Alders | community@boschparade.nl |
| Open call | | opencall@boschparade.nl |



WHO CAME UP WITH BOSCH PARADE AND WHY?

THE FIRST SEED

In 2007, then Queen Beatrix celebrated her birthday in 's-Hertogenbosch. Such a party requires quite a bit of preparation. The local organisation was put in the hands of Marc Eysink Smeets. And he did an excellent job: he mobilised dozens of associations, clubs and cultural organisations to contribute. And they succeeded beyond expectations. Major eye-catchers during the nationally televised spectacle were several stilt-walkers from Close Act, dressed as figures from the paintings of Hieronymus Bosch who accompanied the queen's walk through the city. For Marc Eysink Smeets, the first seed was planted at that moment. A procession dedicated to Hieronymus Bosch was to be created in 's-Hertogenbosch. A parade in which many local associations, artists and volunteers would participate.

FROM QUEST TO SAILING PARADE

In 2009, he asked Miesjel van Gerwen, the local artist who had years of experience with the big cultural-historical parade of Brabantsedag in Heeze, to come and talk about it. Miesjel immediately brought along composer Bart van Dongen (now city composer). This resulted in fascinating conversations. First, it was established that a procession of Hieronymus Bosch figures through the city had little added value, but that contemporary artists in particular should be inspired by the medieval master. Then came the biggest concern. In 's-Hertogenbosch, a carnival city par excellence, how do you organise a parade of which no one will ever say, 'oh, something like carnival'? A challenge that led to long silence and some wavering suggestions. Until the penny dropped with Miesjel. It had to be a parade on water!

In five minutes he sketched a future that would start small on the Binnendieze, and which would eventually move to the Dommel further via the Aa river. And who knows what would be possible after that.

A BONANZA FOR THE CITY

The trio immediately sensed the huge potential for the city. Beautiful historical locations, water everywhere, the city's biggest son as inspiration, the Hieronymus Bosch Year (2016) coming up and the city's ambition to profile itself as Cultural City of the South. The plan was therefore warmly embraced by the Bosch 500 Foundation, which saw in this concept a great opportunity to give shape to one of the city council's demands: the Bosch Year should not just be an elite party. Exactly what the creators also had in mind. The birth announcement card for Bosch Parade could be sent!

The rest is beautiful history.

WHO ARE OUR PARTNERS?

Bosch Parade is always looking for special partners to help giving content to it's ambitions on all fronts. Bosch Parade is a comprehensive and complex event. The main partners of the moment are listed below.

KOP

'KOP (Artists Development Platform) is a springboard for starting artists to a commission-based practice. We want to make talent visible, offer them (new) platforms and connect them. We focus on the creation of paid commissions, guidance programmes, networking, knowledge development as well as the exchange of knowledge between (generations of) artists, intermediaries and the public. In doing so, we are explicitly open to cooperation with other disciplines, both within and outside the arts and culture sector.'

Bosch Parade has found in KOP a valuable partner to optimally guide young talent in taking on ambitious assignments such as for our unique event. Because there is quite a lot involved behind the scenes.

HET ZUIDELIJK TONEEL

'As a cartographer of contemporary time, Het Zuidelijk Toneel developed into a unique company: committed, innovative and always focused on the theme of the Other and Otherness.

Piet Menu heads the company as curator and initiator. Together with co-artistic director & director Sarah Moeremans and in collaboration with the best theatre makers, we tell the stories the world needs. In times when a world is trying to find its way through ingenuity and creativity, Het Zuidelijk Toneel shows itself with performances and innovative projects.'

Het Zuidelijk Toneel wants to tell urgent stories. In its collaboration with Bosch Parade, the nationally distinctive company explores a different way of telling stories.

Bosch Parade, for its part, has much to gain from a clear theatrical underpinning of its 'cruise of the incongruous'. A win-win situation.

PANAMA PICTURES

Dynamic, unpolished and at times spectacular, but at the same time vulnerable and intimate. Panama Pictures creates performances at the intersection of dance and circus, where the disciplines merge effortlessly and dialogue with architectural sets and live music.

The company takes its audience into a sensory and physical story about universal issues. Choreographer Pia Meuthen translates literary and philosophical inspirations into poetic images and manages to touch her spectators with the great physical impact and human charisma of it all. She shows worlds that are recognisable to the viewer but also always leave room for own interpretation.'

Panama Pictures and Bosch Parade are very different, but also share a lot. Both are looking for great impact based on artistic content with lots of space for the people we work with. Panama Pictures is currently developing the spectacular performance Weight of Water on an iconic object from Bosch Parade 2019: Rob van Dam's tilting staircase (then titled De Triomf).







THE DATES

Bosch Parade brings together dozens of artists to create one parade. That requires extensive preparation with ditto planning. Here's a list of how that's laid out and why. And in a row what that means for the 2024 edition.

THE STEPS TOWARDS REALISING BOSCH PARADE

Organisationally, Bosch Parade distinguishes five larger phases that dictate the planning. These phases give maximum space to the artistic development process and at the same time, with clear final moments, force us to make timely choices for an optimal parade.

I. COLLECTIVE PHASE AND SELECTION

As a rule, 1.5 years before the edition. A multidisciplinary team is tasked with exploring the theme for the Bosch Parade in depth and looking for matching makers. Creators are recruited through the open call, with a number of creators through direct selection. Selected makers will be commissioned for a sketch design. In this phase, the larger communities are linked to the artworks. After content coordination between the artistic team and the individual makers, the selection process ends in October, with the finalisation of the commissions for realising the artworks.

II. PREPARATORY PRODUCTION

From six months before the edition. With commissioning, the final responsibility for the artworks is given to the individual creators. Realisation, rehearsals and exercises at tableau level take place in both in-house workshops and organised workshops in the city. During this period, the artistic director monitors progress together with the production manager and monitors the whole together with director. We organise Bosch Parade Café's to keep each other informed, share plans, meet the community and just because it is important to have a drink together!

III. EXECUTIVE PRODUCTION

From late May, the open-air studio 'the Garden of Earthly Delights' is built up for construction, finishing and rehearsals, content coordination and meeting. The education programmes are also held here. Individual rehearsals, the joint run-through and dress rehearsal follow in the final week. This phase ends with the realisation of the performances of Bosch Parade.

IV. EVALUATION & HANDLING

After the performance of Bosch Parade, extensive evaluation is carried out with the team, the creators involved, the community, collaboration partners and funders. External audience research is supplemented with the data from in-house CRM, ticket sales, social media and website visits. This phase ends with the delivery of the content and financial report of the entire edition. Further development projects are evaluated separately.

V. FURTHER DEVELOPMENT & INTERNATIONALISATION

These projects are all planned in the odd-numbered years, outside the parade years. This is where we gain experience and knowledge to improve the edition every time.



IMPORTANT DATES BOSCH PARADE EDITION 2024

PREPARATIONS

Open Call opened 1 February - 19 April 2023

Deadline Open Call Wednesday 19 April 2023 12.00 CET

First selection (shortlist) of 25 creators Wednesday 10 May 2023

Interviews/questions to creators (if needed) 10-26 May

Deadline additional information (if needed) Wednesday 26 May

Announcement of selection Wednesday 14 June 2023

Bosch Parade makers' meeting 5 October 2023 (14.00-18.00h)

Contracting September - October 2023

Artistic coordination November 2023 - January 2024

Start building own works January 2024 - May 2024

PERFORMANCES

Technical rehearsal

Opening Garden of Earthly Delights (for makers & community) Wednesday 22 May 2024 (20.00-22.00h)

Public opening Garden of Earthly Delights 23 May - 23 June 2024

Transport Days 13 - 14 June 2024

23 May - 31 May 2024 Float testing (if deemed necessary)

Individual rehearsals by appointment 1 - 14 June 2024

Dress rehearsal Sunday 16 June 2024 (15.00-17.00h)

Saturday 15 June 2024 (9.00-18.00h)

Performance 1 (try-out with audience) Tuesday 18 June 2024 (20.00-22.00h)

Performance 2 (premiere) Thursday 20 June 2024 (20.00-22.00h)

Performance 3 Friday 21 June 2024 (20.00-22.00h)

Performance 4 Saturday 22 June 2024 (20.00-22.00h)

Performance 5 (matinee) Sunday 23 June 2024 (15.00-17.00h)

DISMANTLING

24 - 25 June **Transport Days**

Site handed over clean Tuesday 25 June (18.00h)

OTHER DATES

Bosch Parade Café 1 Wednesday 15 November 2023 (20.00-22.00h)

Bosch Parade Café 2 Wednesday 6 March 2024 (20.00-22.00h)

Close for community Sunday 23 June 2024 (18.00-20.00h)

Bosch Parade evaluation café Thursday 4 July 2024 (20.00-22.00h)



ARTISTIC CHOICES ON THE WATER

WHAT CAN YOU DO WITH WATER?

You work on the water. That is your stage. But it can certainly also be part of your work. It offers wonderful opportunities, and it is distinctive. And water also gives many opportunities for sound. And for play.

WHAT DO YOU DO WITH MUSIC (SOUND)?

Bosch Parade wants to be seen and heard. So in principle, we want every work to have a good sound or music in it (unless it has to be silent for content-related reasons, of course). That sound can be produced by the work of art itself, by live musicians and/or singers, or mechanically. Include this in your plan as well (and in your budget!).

Bosch Parade works with a composer who also sits on the selection committee. Sound is one of the elements that make it possible to turn all the works together into an exciting Gesamtkunstwerk. So it plays an important role in our choices and we have a say in it during our coordination meetings. We can also have a piece composed for your work.

DO ACTORS (OR MUSICIANS) HAVE TO BE IN MY WORK?

No, there is no need. If people are present in your work of art, make sure they are related to your work in an appropriate way (included in your image). People doing something - performers, dancers, musicians, or any other form - hold the audience's attention longer. So if it fits into your concept....



TAKING CARE OF YOUR WORK OF ART ON THE WATER

WHAT TECHNICAL REQUIREMENTS MUST THE WORK MEET?

To start with, it must of course be a work that conveys your story to the public. And, obviously, it must be weatherproof and float. Also, it must be solid, so that it stays in one piece for all the boat trips, and it must be prepared for transport by water. If has to be lifted by a truck with a crane, it must have sufficient lifting eyes or be otherwise safe to hoist.

DO I NEED TO DO A FLOAT TEST?

In some cases, it is necessary. This depends on your construction. If our production manager deems a float test necessary, you will be told at an early stage and arrangements will be made.

HOW WILL MY WORK GET TO 'S-HERTOGENBOSCH?

If you cannot transport the work yourself or cannot arrange transport, Bosch Parade will provide transport. A truck with crane will drive on 13 and 14 June. Make arrangements about your transport with our production manager. Even if you arrange it yourself. Then we would like to know when to expect you.

WHERE IS MY WORK LOCATED?

Your work will be on the water at the quay or jetties near our Garden of Earthly Delights or at the starting point. Make sure it can be properly moored. Note: the water is always in motion (wind, current, swell caused by other boats or works of art). If the edges of your work are fragile, it will result in immediate damage.

HOW WILL MY WORK GET TO THE STARTING POINT?

Your work will be brought to the starting point by our crew. If your presence is desirable or necessary, arrangements will be made. In principle, the works are moved by a push

boat. This requires two sturdy eyes, about two metres apart, with which your work is tied. Also, make sure that everything you need during the parade is on your work before the work is moved.

CAN I STILL ACCESS MY WORK DURING THE PARADE DAYS?

As long as your work is at the Garden of Earthly Delights, you can get on and off freely. If it is at the departure point, and you need to do some work on it, it is more difficult. There are no facilities there, and some works are across the water. Because of logistics, there is no other way.

HOW DO I KEEP MY WORK MOVING WELL?

The base speed of the parade is the flow rate of the river. You have to be able to steer, speed up or slow down. You can do that in many ways.

- If you use an own method of propulsion (which both we and the audience appreciate), Bosch Parade's production manager will carefully check how it works.
 Extra practice is then necessary in many cases.
- If you work with a motor, make sure it is properly mounted, and that your battery is charged every day at our charging station. At night, the motor can be stored in a container.
- Rowers and paddlers must practice working together to keep the work under control.
- If you work with swimmers, you have to make sure you have enough people for that. The organisation has a lot of expertise on this. Also read the chapter on safety on the water.

PLEASURE BOATS

During the individual rehearsals you may come across pleasure boats or the tour boat on the Dommel. Make sure you make room and communicate clearly. On the joint rehearsal days and during the performances, we keep pleasure boating away from the Dommel.

THE BOSCH PARADE ROUTE

The Bosch Parade Route follows the Dommel River through the heart of the city of 's-Hertogenbosch. The armada will sail/float from the Willemsplein near the Essent building down to the marina near the Citadel. The route itself is 1,360 meters long and and is not in an exact straight line. The route meanders between the city walls and an ecological zone with trees and shrubs. Moreover, the Parade will sail under a handful of bridges and constructions.

WINDS AND CURRENTS: FRIENDS OR FOES?

It just looks so easy: gently gliding downstream... The current may help, but has relatively little impact. When you steer into a bend, the currents can well push you out of your course.

The main influence however is the wind that can quickly

change direction en route (because of the bridges). When the wind suddenly swells, it can become an enemy. In principal, the Bosch Parade armada will move with the flow velocity of the river. This means, that only a helm will not suffice to steer your craft. Fundamentally, a helm can only function when a craft moves faster than the stream's velocity below it.

BEAR IN MIND: LARGE OBJECTS ARE ALSO LARGE WINDWATCHERS

AN EXAMPLE

The project below was built on pedaloes but in the end did need motor support in order to stay on course – because of the wind. The objects were large and light-weight.



The egg, the bird and the angel (2013) by Wij-Familie



DIMENSIONS AND TECHNICAL REQUIREMENTS

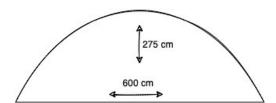
The dimensions of the installation you will be constructing need to comply with the maximum sizes set. These dimensions are determined by a number of bridges you will sail/float under. The object needs to be able to move in or over the water in fluctuating weather conditions like currents, sunshine, rainfall and winds.

DIMENSIONS

The maximum dimensions are the following: length 12 meters, width 6 meters, height maximum 2.75 meters above water level. By unfolding, pushing up, inflating or tilting (parts of) your construction you could reach for additional height. The depth of the channel in the centre of the stream is at least between 1.7 and 2.0 meters. It is also required that each object has already sailed any random water well before the time of the event. The schedule for the buoyancy tests by appointment can be found in the Bosch Parade Timeline. Tests are to be held in the open air workshop.

HEIGHT OF BRIDGES

There are four bridges on our route. The lowest bridge is in the middle 2.75 m high from the water surface. The narrowest passage with that height is 6 metres. Take this into account when determining the height and width of your work, or make sure you can adjust it while sailing.



TOWING OF WORK

During the rehearsal and performance days, 2 boats are available on the water to assist and tow the various works to the starting point.

- We will make arrangements for the towing of each work of art. In some cases we will need your help.
- Provide good towing eyes on the Work about. 1 metre from the centre both on the left and right.
- For each work of art, provide 2 towing cables of approx. 2 metres with a carabiner hook on each side (DIY store).

The Bosch Parade team needs a whole day to tow the works against the current to the starting point.



WILLEMSBRUG







MARIABRUG







WILHELMINABRUG







DRAAIBRUG





FLOATING EQUIPMENT AND MATERIALS

Custom-made personal creations have our preference – as long as they are safe and functioning properly.

But, creations added (on)to existing craft or floating equipment may very well be used as well. Not only watertight boats stay afloat.

In previous Bosch Parade editions we've seen a whole range of alternatives: constructions on oil-drums, CBM water tanks, jerry cans and well sealed PVC pipes in all shapes and sizes have already demonstrated their value. Below you'll find some tips and tricks, some dos and don'ts.

CBM WATER TANKS, JERRY
CANS AND SYNTHETIC
BARRELS NEED TO BE
ABSOLUTELY AIRTIGHT,
OTHERWISE THEY'D BE
CRUSHED UNDER PRESSURE

PONTOONS

These pontoon elements (sized 50x100 cm) can be infinitely connected and have proven their value for Bosch Parade many many times.

- You can order pontoons via Bosch Parade. These will be rented centrally and the costs will be settled with the makers.
- Costs per m2 per week: around 11.00 Euro.
- Please bear in mind you'll be needing art work construction time (onto the pontoons) as well.
- Maximum bearing capacity of the pontoon cubes per m2: 350 kg.

FOAM AND STYROFOAM

Foam, and especially Styrofoam, cause immediate water pollution when damaged. We sure don't want that. Therefore, as a bare minimum, these types of materials need to be very well sealed to be able to use them as floating materials.

PROPULSION AND STEERING

Propulsion systems and steering equipment are an integral part of the artwork's design. If the object is being pushed forward by swimmers, or being rowed or paddled, this 'human propulsion system' also needs to be integrated in your design.

We very much appreciate surprising ideas, and that counts for propulsion ideas as well.

1. INGENIOUS (PADDLING) SYSTEM

These pond skaters 'walk' on water – thanks to an ingenious paddling system with flapping fins connected to the floats underneath the central legs.



Pond Skaters (2016) by Julius Wintermans and Ilse Vermeulen

2. PADDLE WHEELS AND TREADMILLS

Paddle wheels can be used in a variety of ways. Below you will find several examples of works in which these propulsion systems have been integrated.

EXAMPLES OF WORKS WITH INTEGRATED PROPULSION SYSTEMS



Jezus, to be continued (2013) by Miel Steeghs and Iwan Westerveen

Jesus, to be continued has two independently rotating steel has two independently rotating steel wheels with "oars" attached to them are part of a dancing scene. These performers drive the object forth while dancing AND steering. Heavenly drift is double raft with four independently operable wooden paddle wheels, together creating a space for a physical performance. Four performers drive the object forth while wallowing AND steering. Accelerating, slowing down, changing the rotation direction or speed, offers a wide range of options.



Heavenly drift (2013) by Tim Hoefnagels

The work Four Captains, One Ship is set in motion by using a paddle wheel by four interconnected walking floors creates the integral starting point for the scene below. Four captains, each walking in a separate direction, provide a single motion. The actual steering is taken care of by a swimmer alongside the raft.



Four Captains, One Ship (2013) by Iksperiment

In Hell of the North propulsion using a paddle wheel fixed between two bicycle wheels. The 'bicycle' can be carried and easily (dis)assembled so that this object can be operated by a single well trained cyclist as if it were a gigantic cargo bicycle. A 12 meter long highly agile raft.



Hell of the North (2013) by Tineke Goemans and Bert Vogels

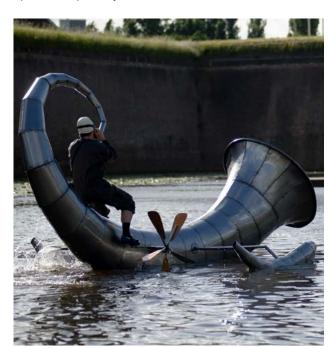
In Storming heaven there are three ladders with people storming towards heaven whose weight pushes the ladders into a hole in the raft. There, a chain drives the paddle wheel.





Storming heaven (2015) by Iksperiment and Sabine de Lat

Cycling over the water on big horns in Sonate Jheronimo. In order to steer the paddles left and right are being operated separately.



Sonate Jheronimo (2013) by Rob van Dam

In Factory a treadmill is driving a huge propeller. The helm is behind the propeller so that the flowing water makes the object operable.



Factory (2019) by Martijn van Dalen

3. SWIMMERS

Swimmers can be either visible or invisible in the overall picture. In case swimmers are visible, they either need to be very inconspicuously 'present' or be present in a very noticeable and theatrical way.

Bosch Parade thinks along with its makers about the issue whether swimmers are present in an 'image disturbing' or 'image enhancing' way.

EXAMPLE OF INCONSPICUOUS OR HARDLY NOTICEABLE SWIMMERS



The temptation (2012) by Thea van Vliet



The Latex Mother (2012) by Bernadette Notten, Marijn Moerenbeek, Dorus Verwiel

EXAMPLES OF A NEUTRAL PRESENCE

A succeeded integration in the overall appearance by using a black hood and black gloves.



The Fire (2016) Hijnstein

EXAMPLES OF AN IMAGE ENHANCING PRESENCE

The fire department divers who performed a tranquil choreography in combination with an ethereal sound object complete the musical unity here.



The Latex Overall (2011) by Bernadette Notten, Marijn Moerenbeek, Dorus Verwiel



Jheronimus and the Bragger (2014) by Beeldenbouwers

EXAMPLES OF A THEATRICAL USE

A waiter in a rubber ring, swimmers like slaves on ropes and...



Dovecote (sour coffee) ship (2011) by Liesje Diemont, Anne Parlevliet



Singing Dead Dreams (2015) by Ralph Zabel, Adine Otten, Hiu Jen Lai

 \dots a choreography around air mattresses painted with pictures of divers and swimmers.



Luctor et Emergo (2012) by Ellen Rijk and Ulrike Doszman

4. ROWERS AND PADDLERS

Rowers and paddlers can come in very handy. Take them well into consideration from the very early beginning. Below, you can see some examples of rowers and paddlers that have been deployed as an integral part of the artistic image.

In The Wedding at Kana eight choir singers serving as waiters to a wedding table whilst paddling a threefold function in one image.



The Wedding at Kana (2011) by Tineke Goemans, Willemijn Smeets, Roel Dullaert and Sabine de Lat

On the Tower of Greed four undertakers serenely rowing the collapsed building of society towards the end of days.



Tower of Greed (2014) by Caroline Diepstraten

The raft of Voices in the Silence with deaf and hard of hearing dancers has specially designed butterfly paddles. The two 'unexplainable' rabbits fit in the picture like alien bodies – just like in Bosch's paintings.



Voices in the Silence (2014) by Katja Grässli and Kathleen Vink

Solo paddlers on painted surfing boards trying to restrain a rudderless band of mad musicians in a tub (Ship of Fools).



Ship of Fools (2012) by Gertjan Smolenaars and Anne Parlevliet

5. RADIO-CONTROLLED OPERATION

Another option is radio-controlled operation. This even applies to larger objects, which was proven by Rob van Dam's enormous art work Triumph in 2019.



We'll Meet Again (2014) by Bert Vogels



Triumph (2019) by Rob van Dam

6. MOTORS

We very much cherish the silence of the water and therefore we prefer to work with electric motors. We may deviate from that principle, should this be necessary for your work's impact. It will have to be coordinated between the artistic team and production management.

SAFETY ON THE WATER

In principle, swimming in the Dommel River is safe. Bosch Parade always has the water additionally tested just before performances. Nevertheless, it remains river water, not drinking water. Also, water always presents an additional risk.

RESCUE TEAM

During the performances and joint rehearsals, Bosch Parade cooperates with the 's-Hertogenbosch Rescue Team, who is stationed at three points along the route and keeps an eye on both the parade and the visitors. In the unlikely event of an emergency, all works of art must keep RIGHT.

SWIMMERS ADVICE

Foundation Bosch Parade is not liable for any form of damage caused by participation in Bosch Parade and related swimming and accompanying vessels on or in the water in the Dommel.

GETTING SICK FROM RIVER WATER

- Those who swallow a lot of water: report to Rescue Brigade at the end of the Parade for advice.
- With open wounds preferably do not enter water.
 Otherwise bandage well, disinfect well afterwards and keep a close eye on it because of possible infection.
- Take a shower with soap/shampoo after the trip! Even if it's getting late. And don't forget to wash your hair.
- If you get the diarrhea or fever after the trips, go directly to the doctor (or gp post in the evening/on weekends) and indicate that you have swum in open water.

PREFERABLY NOT IN THE WATER

Negative advice for people with epilepsy, heart failure and pregnant women because of the water temperature. They are more sensitive to cooling, which can cause problems. People with open wounds also better not swim because of the risk of infection.

HYPOTHERMIA

Cold, ragged, chattering teeth, no longer thinking clearly, immediately call in Rescue Brigade! This can be prevented by taking good care of yourself, putting on wetsuits or dry suits. The better these fit, the better they work. A suit that is too large does not retain heat and is especially heavy to move in. A suit that is too small limits movement and increases the risk of cramping. Don't forget to put on shoes, but no loose boots and real working shoes. Sneakers also work fine.

SHALLOWS IN THE DOMMEL

The Dommel is a jagged river with a very irregular bottom. Don't dive or jump into the Dommel. Risk of back and neck injury. Make sure you don't fall off your vessel.

DROWNING

We do not assume, but if it looks as if it's happening, call in the Rescue Brigade as soon as possible and give it the space to let it do its job. If the Rescue Brigade arrives, go to the RIGHT with your artwork as much as possible.

PROTECTIVE CLOTHING

All the suits we have used so far during the Bosch Parade are wetsuits. These suits must be a good fit because they precisely give the heat because there is only a small layer of water between your skin and the suit. This layer of water becomes warm due to your body heat and stays there. If the suit is (slightly) too big, new water always enters the suit and you cool down a lot. Because there must be (a little) water in the suit, it is called a 'wetsuit'. However, you have these wetsuits in different shapes and types.

- surf suits usually only 3 mm thick, so you can be much more mobile
- diving suits for Dutch waters usually are 5/6 mm thick, because they really have to protect against the cold.
- tropical diving suits are also thinner 3mm and/or shorter.

Diving suits often also have a hood attached to the suit, because most of the heat leaves your body through the head. Surf suits don't have that because that would hinder freedom of movement again. A swimming cap or a neoprene bandana but also a simple cap or small hat can also help against the cold.

Note: we should not underestimate the influence of the water temperature on your body in June/July. It is a flowing river that is largely fed by rainwater, the warming of which is quite slow and often only reaches the highest temperature towards the end of the summer. Especially when a 'fresh breeze' blows, so-called 'windchill' occurs: the temperature feels much lower due to the cooling wind, so you can get very cold even in a summer temperature.

You could wear thin tight clothing over the wetsuit: e.g., thermal underwear or tight long sleeve and sweatpants. This provides an extra layer against the cold, and you can get it in many colors, or you can easily paint them.

That also swims easier than, for example, overalls. There are also thin neoprene "shirts" for sale that you can wear under the suit to keep yourself warmer.

'Drysuits' are diving suits in which you stay completely dry. You can use a tracksuit or something else as undergarments to stay warm. The suit itself does not give you warmth, the undergarments do... The advantage is that after swimming you are not wet and do not have to stand in the cold naked.

Note: 'drysuits' are less flexible and therefore give less freedom of movement. Swimming becomes difficult, climbing up and down the artwork is also more difficult! The boots are glued to the suit because everything must be completely waterproof. That makes them very difficult to fit well, which makes them very expensive, and much more difficult to rent. So, we think you should not use this option!!!

Diving/surfing shoes are not warm, usually too much water flows in and out, because they never fit well at your feet. Neoprene socks are (of course) also for sale for this.

A good tip is to give your swimmers flippers. These protect the feet and provide a lot of propulsion force with little energy. They can then maintain the speed with much less effort.

Use of fat or petroleum jelly will not contribute substantially.

More details are available at the dive shops:

http://www.safediving.nl http://lieven.nl





WORKING TOGETHER WORKING AS PART OF THE BOSCH PARADE COMMUNITY

EVERYONE IS PART OF THE BOSCH PARADE COMMUNITYY

Bosch Parade is a full-blown spectacle with the daily efforts of 200-250 performers from our Bosch Parade Community: stage artists, drivers (swimming, rowing, steering, punting, etc.), extras, actors and dozens of volunteers and professionals along the shore. To prepare that, prior diverse people also work with each other: residents, associations, the Bosch Parade team, artists, people who want to learn something new....

In total, the Bosch Parade Community consists of over 500 people who realise Bosch Parade!

What brings the community together is the creative spirit of Hieronymus Bosch. The community thrives in the preparation and during the performances of Bosch Parade and is fluid in nature. This means that there is room to join for longer or shorter periods of time. With this, the community is emphatically open to (foreign) guests, interns and school classes. The community meets in Bosch Parade Cafés, the Garden of Earthly Delights and, of course, during rehearsals and performance days.

WHY WORK IN THE COMMUNITY?

POSITIVE EFFECT ON THE WORLD

With the Bosch Parade Community, we want to touch and make our participants think by placing universal themes from Bosch's work in a contemporary context. Moreover, we connect people through collaboration, as they jointly create Bosch's spectacular fantasy world. More long-term effect is that all our participants become more self-reflective and have a healthy critical attitude towards our society through contemporary art. That is what we want! Like Hieronymus Bosch, to use art to make the world a little more self-willed and social.

EXPANDING THE PALETTE OF ARTISTS AND AMATEURS

Collaboration of artists with volunteers & amateurs is a source of new insights and creative ideas for both groups. The artist gets a much broader palette of possibilities, the amateurs and volunteers are challenged, fed and enriched. Moreover, working together on a project ensures that you belong somewhere.

Artistic director Miesjel van Gerwen: "The professional makers carry and create the Gesamtkunstwerk. They have an in-depth view, they make the thought process to make Bosch's dreams tangible for the participants. Conversely, amateurs offer the professional the chance to rise above themselves. They are given the opportunities and resources to create work they could never have realised on their own: expertise in construction, love for what you do, fighting together to realise the work."

SOCIALLY URGENT

Bosch Parade recognizes that there are still too many people outside our society, which often results in a cultural gap. These people often lack the social skills to really participate. Every edition, people with a cultural disadvantage are therefore extra involved through art projects that float along with Bosch Parade. To reach them, we work with social partners from the city and surrounding areas. This cooperation creates reciprocity. We help these target groups gain the competences to participate. At the same time, we give our makers a direct source of inspiration for the edition.

COMMUNITY SUPPORT

BLOOD GROUPS IN THE COMMUNITY

Different blood groups can be recognised within the community:

- Makers are the professional artists at the basis of the artworks.
- Fellow makers support the creators during construction and during the performances.
- Volunteers, in turn, help make the entire event possible.
- The Bosch Parade Team is supported by volunteers.

All these groups together make the Bosch Parade Community!

ROLE OF CREATORS VERSUS ROLE OF BOSCH PARADE TEAM

The creator is responsible for collaborating with the fellow creators involved. This keeps the maker in control of the artwork and creates the collaboration we are looking for: the amateur learning something from the professional and vice versa. That means a lot! Because it also makes the maker responsible for communicating with and recruiting their own co-makers.

Bosch Parade supports makers wherever possible to connect with the community. This starts in the selection, where we actively look for socially engaged makers and we include working with the community as a precondition. Sometimes we even include groups of participants in our open call. Within our team, there is a community manager who maintains our focus on collaboration. Finally, we organise very many opportunities to meet, both physically and online. Note however that the core always remains that the creators are ultimately responsible for their own project.

FACILITATING CONNECTIONS

Bosch Parade organises various meeting opportunities to connect with each other.

MEETINGS IN BOSCH PARADE CAFÉS

We strengthen commitment with Bosch Parade Cafés. Here, plans are forged and shared and connections between people are created. Everyone in our community is welcome: makers, co-makers, volunteers and all other interested parties. There is always a central part, where plans are shared and there are opportunities to actively participate in the conversations and discussions. The social part is all about meeting people. One Bosch Parade Café is dedicated specifically to evaluation.

MEETING PLACE GARDEN OF EARTHLY DELIGHTS

A particular asset in community-building is our open-air workshop, backstage and festival site in one. During the last month, the Garden of Earthly Delights is an indispensable place for connection. People work, rehearse and laugh together. And in one of the most beautiful places in 's-Hertogenbosch, on the waterfront near the Citadel!

EATING TOGETHER AT PERFORMANCES

The strongest tool for social cohesion is rehearsing and performing together! The ultimate Bosch Parade feeling always arises during the performance week. Eating together becomes an important unifying factor. At all evening performances and the try-out, Bosch Parade provides the communal dinner for the entire community.

ONLINE COMMUNITY

There is an active Facebook page where the community can meet, but also where makers can post calls. We also regularly post calls for participation in our newsletters and on our social media channels.

SUPPORTING THE ENTIRE COMMUNITY

Bosch Parade supports the entire community. Afterwards, we celebrate together in the Garden of Earthly Delights. Of course, there are T-shirts for the entire community. Extras such as an absurdist 'award ceremony' afterwards and a joint opening of the Garden of Earthly Delights make Bosch Parade unforgettable for the whole community.

INVOLVING THE BOSCH PARADE COMMUNITY

WHERE TO FIND FELLOW CREATORS FOR BOSCH PARADE?

One's own network is often a good starting point to find co-makers for the project. However, associations or existing other groups are also often strong parties to work with. Some of them are already included in the open call.

COMMUNITY RECRUITMENT

Bosch Parade recruits the volunteers to make the edition possible, no co-makers therefore! An exception can be made for international makers, as they have no network in the Netherlands. The maker is therefore responsible for recruiting enough participants for the work.

GRADATIONS OF COOPERATION

Gradations of cooperation are characteristic of Bosch Parade. This can be done with the involvement of comakers, swimmers, actors, extras, musicians, dancers and choirs in the works. Involving a specific target group in the theme in the preparations, realisation or performances is also appropriate.

AN IN-HOUSE COMMUNITY MANAGER

A community manager can help shape the project, communicate with participants, and have the hands free to communicate during the busy construction weeks. Moreover, they can help recruit all co-makers needed.

MAKING THE CONNECTION WITH FOOD AND DRINK

We recommend connecting around food. From a homeprepared cup of soup with a sandwich lunch to fully laid tables in sheds, we have seen it all. Getting together for drinks afterwards is also a strong motivator. You can account for such things in your budget.

COMMUNICATION VIA CREATORS

Bosch Parade distributes all information relevant to the community (and specifically the co-makers) via the makers and via newsletters. So keep in mind that as a maker you have a big role to play in passing on that information! So as a co-maker, it is also best to contact your artist.

RULES OF CONDUCT

Bosch Parade adopts manners rules every year, especially also around the safety of working on the water. A topic that has our attention for the future is the appointment of a confidential advisor.



COOPERATION WITH CREATORS

OWN RESPONSIBILITY IS CENTRAL

The creator is responsible for the entire work, including those for all participants in the work. Bosch Parade is responsible for the event as a whole, including the collective image to the public.

WORKING ON WATER: PROMISING BUT CHALLENGING

Working on water is unpredictable. Currents can be strong or disappear altogether. Gusts of wind can unintentionally turn any vessel into a large sailboat. Safety is always a concern. Propulsion and steering is essential and must not fail. The water really also offers fantastic opportunities for propulsion and it makes your work hyper

For safety, a float test may be required by Bosch Parade. The rehearsal on Saturday 15 June 2024 is explicitly to see if all the works make it to the end, the rehearsal on 16 June is to see if they do so collectively.

There are four bridges on our route. The lowest bridge has a clearance of 2.75m in the middle and is 6m wide. Therefore, take into account the height of your work, or make sure you can adjust the height while sailing.

PUBLIC EXPERIENCE

Bosch Parade sails downstream on the Dommel River. 1.4 kilometres from Wilhelminaplein to the Garden of Earthly Delights near the Citadel in 's-Hertogenbosch. The medieval fortified city is a stunning backdrop, and audiences therefore watch from different heights and even from the bridges. Bosch Parade has one performance per day and passes by the audience in one hour, so each work has 2-3 minutes of attention. Your work must fall into the cadence of the parade to keep the audience involved in the performance. This means your work is always seen within the context of the work before you and after you. The artistic team takes this into account when determining the sequence of works.

SUSTAINABILITY

Take sustainability into account too, by using eco-friendly materials, propulsion on water using muscle power or electricity and recycling after the parade. Further development is a point of attention. We prefer to fund works that get a second (or third or fourth) life after Bosch Parade.

INVOLVING THE COMMUNITY

Involving people requires attention. Ideally, invite them in advance (or use those already on the palette). The tip is to ask a project manager to help you, like a true community manager. Bosch Parade Café evenings are the meeting place for makers and co-makers in the preliminary stage. The Garden of Earthly Delights serves as a meeting place during building and performances.

REIMBURSEMENT OF ARTWORK

A binding working budget will be determined on the basis of the approved plan (including production plan). This working budget consists of:

- 1. Fee, depending on the size and complexity, but at least complies with the Artist's Fee Directive and the Fair Practice Code.
- 2. Material and production costs, including costs for technique, such as sound amplification.
- 3. Costs for hiring third parties, such as artists, project supervision or support in engaging a specific target

The project provides scope for organising additional sponsorship (of materials or otherwise). However, sponsorship is never allowed to be visible on the works and is only allowed in a way indicated by the organisation. Consult Bosch Parade before making arrangements with suppliers.

GUIDELINES

On average, the working budget for a work in Bosch Parade is €12,500. As a rule, large-scale works never cost more than €25,000. Small-scale works can be realised from €6,500. Within that budget, indicative material and production costs are €2,500 for a small-scale work built in your own workshop, up to €10,000 for a complex and large-scale work. All amounts mentioned are exclusive of VAT.

OWNERSHIP

The realised work remains the property of the creators after Bosch Parade. They are free to further exploit the work. Bosch Parade is open to supporting any further development wherever this is regarded as promising. The artists themselves are also responsible for storage or dismantling after the parade.



DURING THE EVENT & PREPARATION DAYS **HOW TO VISIT BOSCH PARADE?**

WHEN ARE THE PUBLIC PERFORMANCES OF BOSCH PARADE?

Bosch Parade will be organised in 2024 from 20 to 23 June.

Bosch Parade sails on Thursday evening at 20.00, Friday evening at 20.00, Saturday evening at 20.00 and Sunday afternoon at 15.00. The try-out on Tuesday evening at 20.00 is a full-fledged performance for some invited guests, but is not communicated to the public.

the first works will pass by halfway along the route at Bolwerk (see image of the route) at around 20.30 (15.30 Sunday). The end point is the Garden of Earthly Delights on the Citadel, where the first works will arrive from around 21.00 (16.00 Sunday).

The flow rate of the Dommel River determines the speed of the parade, so these times may vary.

WHEN IS THE GARDEN OF EARTHLY **DELIGHTS OPEN?**

The Garden of Earthly Delights will be available from 23 May to 23 June in 2024.

From its opening Wednesday to Sunday, the Garden of Earthly Delights will be open to visitors from the afternoon until late at night. You can find the entrance gate at Zuid-Willemsvaart 2, 's-Hertogenbosch. It is possible for the public to have a sociable drink or a tasty bite to eat. Visitors can also take a closer look at the works here or see the makers at work. They might even be tempted to help out....

The open-air studios remain open in case of bad weather, but the catering facilities may remain closed on bad days (too cold or too wet).

On performance days, you can witness the Final Ritual in the Garden of Earthly Delights, which will start after the last vessel of the parade arrives.

The Garden of Earthly Delights is accessible to the disabled.

ARE THERE TICKETS FOR BOSCH PARADE?

Yes there are! Bosch Parade provides some pleasant, paid seating spots right by the water each edition. Do you want to be sure of the best view and see the parade pass by in comfort? Then book your ticket in time via our website.

Moreover, with your ticket you support Bosch Parade and help make the colourful parade of works of art possible.

Bosch Parade can also be visited free of charge. You can do so from the city walls, in the grass on the banks or on the often crowded bridges. Of course, the best free spots are quickly occupied and often less comfortable.

For our disabled visitors, seats at Bolwerk are accessible by lift.

MAKER DISCOUNTS/TICKETS

Of course, as a maker you also want your own supporters to experience Bosch Parade. For this reason, makers receive a number of tickets from us. You will also receive a number of discount codes. So you can also offer a few people a cheaper seat on a stand.

ACCESSIBILITY

We ask everyone to travel by public transport. Bosch Parade can be reached on foot from 's-Hertogenbosch station. Parking is available for cyclists at Citadel.

For more information on parking and accessibility see: https://www.visitdenbosch.nl/nl/plan-je-bezoek/parkerenbereikbaarheid

WHAT DOES A BOSCH PARADE DAY LOOK LIKE FOR A PARTICIPANT?

9.00 – 18.00 TOWING OF WORKS

On the performance days (including the dress rehearsal and try-out), the works are towed to the starting point by the Bosch Parade production team. This is a time-consuming task and takes many hours. So during this period your work is not available for a quick adjustment or is located in another place where there are no facilities. The start of towing is mentioned in the script for each day.

17.30 – 19.30 CHANGING AND PREPARING

You may have a number of performers or musicians who are putting on a costume or need their make up done. Make sure you do this on time and are ready. Depending on where you are in the parade, this could be before or after dinner.

18.00 EATING TOGETHER

All makers will receive an envelope at the try-out. This contains T-shirts for all the volunteers who contributed something at your place. Also in there are consumption tokens and vouchers. At the evening performances, Bosch Parade will provide a communal meal for all makers, co-makers and volunteers in the Garden of Earthly Delights. From 18.00, food will be waiting for you in the backstage area. You get this meal by handing in a dinner voucher, including 2 consumption tokens (can also be used for for drinks after the parade...!).

18.30 BRIEFINGS

Every day around dinner time, there is an artistic and production briefing about any changes and updates. A representative from each work must attend this. Maximum 2 people per work.

19.00 TO THE STARTING POINT

The participants then leave in good time on foot to the starting point. This is about a 25-minute walk. Two vans will be used to transport large instruments, props that cannot be taken on foot and for people for whom this walk is a challenge.

20.00 DISCIPLINE

The order of the works in the parade has been decided by the artistic team. The works are 'pushed off' in that order at the starting spot by the production director. There is limited space at that starting point. This means that not everyone can board his/her work at the same time. Depending on the size of the groups, the required preparation time and the departure order, agreements on timing are made.

20.00 - 22.00 JOINTLY RESPONSIBLE

However minimal the flow of the Dommel River sometimes looks, it ultimately dictates the direction and base speed of the parade. During the sailing parade, the works have to maintain a steady distance from each other for an optimal experience at the waterfront. It is also in your own interest that your work reaches the audience in the best possible way.

21.00 - 22.00 AFTER THE SAILING PARADE

Upon arrival, the artist makes sure his team gets off the vessel and the vessel is docked at the instructions of the production director. Immediately remove anything that needs to be removed from the work. Make sure any batteries get on the chargers so that you are 100% charged the next day. For swimmers, there is always a warm meal available. Also store your costumes and wetsuits neatly again so that it hangs ready for the next day.

22.00 - 22:30 AFTERWARDS

Once all the works are in around 22.30, a short evaluation takes place with the makers each day (15-30min) to finalise the details for the next day. One person with final responsibility for each work must be present for this. Again, maximum 2 people per work. This is also a time to share your own findings and enthusiasm. And the bar is open until just before closing time!



WHEN IS THE BOSCH PARADE WEEK?

WHEN ARE THE REHEARSALS AND PERFORMANCES?

Although already clearly stated under the dates, we cannot repeat it often enough. The Bosch Parade Week follows the float tests (if necessary) by appointment between 23 May and 31 May 2024, and the individual rehearsals on the water by appointment from 1 to 14 June 2024. In summary:

Technical inspection (all works individually) Saturday 15 June 2024 (09.00-18.00)

Dress rehearsal (all works together)

Sunday 16 June 2024 (15.00-17.00)

Performance 1 (try-out with public) Tuesday 18 June 2024 (20.00-22.00)

Performance 2 (premiere) Thursday 20 June 2024 (20.00-22.00)

Performance 3 Friday 21 June 2024 (20.00-22.00)

Performance 4 Saturday 22 June 2024 (20.00-22.00)

Performance 5 (matinee) Sunday 23 June 2024 (15.00-17.00)

All these dates are mandatory for all Bosch Parade participants.

WHAT IS THE IMPORTANCE OF REHEARSALS?

For a regular exhibition, there are no rehearsals. However, rehearsals are crucial for Bosch Parade. The public will be watching a drifting group exhibition carefully compiled by the artistic team. That has selected the works to collectively show a world-class parade to a very large audience.

The fact that the exhibition will float by makes it extra important that everyone abides by the rules on the water. As in any group exhibition, the works relate to each other. So do not think that your work will benefit from being seen out of context from the surrounding works. Isolated with lots of space around your work - the effect will be that the audience will lose interest for it all takes way too long. That is not in your interest either. By comparison: in a museum, a visitor looks at a work for about 19 seconds on average. At Bosch Parade, we manage to keep your work in view for about 3 full minutes with each visitor. And that among many thousands of people!

Performing an exhibition like a parade on water is unique worldwide. But it does require extra practice in the form of rehearsals and try-outs. Very much needed to let the works -including yours- shine optimally on this special stage. It takes time, but it is well worth it.

FINAL RESPONSIBILITY

The final responsibility for the work lies with the maker. This also means that you are responsible for solving possible problems with your work during the Bosch Parade Week. You make sure your work is ready on time and sufficiently solid to withstand the rehearsals and performances. You also make sure your team is complete for each performance and always present on time. Does this sound very strict? We get that. But it is mainly meant to create clarity and thus ensure that we all know what to expect from each other and what not.

Should you run into any problems that you cannot resolve, the Bosch Parade team will of course assist you. Communicate about this in time.

GREY PAGE

WELCOME to all the unforeseen things that we don't yet know!

there are always going to be things that we run into at Bosch Parade, but.

You?

The

This page names that grey area our only real advice:

KEEP TALKING ABOUT IT!

WORKING IN THE GARDEN OF EARTHLY DELIGHTS

BUILDING IN THE GARDEN OF EARTHLY DELIGHTS

In the Garden of Earthly Delights, there will be a greater emphasis on working on artworks for the Parade this edition. Among others, David Bade and Tirzo Martha (both NL/Curaçao) will work here from the public opening with various community groups to realise their work. Among others, they will do so with a group from Stichting Loods, an organisation that tries to strengthen the weakest links in our society a bit.

Space will also be made there for a number of other artists to build, assemble or finish their work. On the banks and on the water. Would you also like to build in the Garden of Earthly Delights? Then coordinate that with us.

The closer we get to the parade, the busier it will get by and on the water. The Bosch Parade Community here is increasingly growing into a big warm working community. Everything happens in the open, visible to visitors.

GUESTS AND PROGRAMME IN THE GARDEN OF EARTHLY DELIGHTS

The Garden of Earthly Delights is open to the public from Wednesday to Sunday. In addition, there are programmes we organise ourselves. Among other things, the garden hosts an education programme with schoolchildren aged 10-14. Cultural partners hold regular meetings and business relations can receive their guests there. Our catering partners always provide hospitality and catering.

All this offers a lot of space, but thus also requires discipline to make optimal use of it. Cleaning up in between will also be necessary to keep the Garden clean for visitors. Of course, work also has to be done safely.

FACILITIES PRODUCTION AREA AND CATERING

A production area will be set up in the Garden of Earthly Delights with dressing rooms, clothes racks, mirrors, showers and toilets for performances. There are also lockable containers for storing materials overnight. Only a limited number of lockers is available to leave valuables.

The production area is staffed daily. During staffed hours, water, coffee and tea are always available free of charge for the Bosch Parade Community.

During performance days, there will be a communal meal. This is a light meal, similar to a hearty lunch. We serve only vegetarian dishes. Based on the rehearsal schedule, no lunches are provided. For swimmers, there will be soup after the performances. Please order meals in time for your participants/volunteers who are working during rehearsals or shows. Without an order by the artist, no meals will be available for your team. We reserve meals and consumption tokens for the participants/volunteers by who have been registered by their creator on the 'register participants' form.

HOUSE RULES GARDEN OF EARTHLY DELIGHTS AND BACKSTAGE

The following house rules apply in the Garden of Earthly Delights:

- Keep workshop clean and clean up everything daily.
- Work safely and with proper protective equipment in the Garden of Earthly Delights.
- Use of tools that produce metal fine dust are only allowed in the Garden of Earthly Delights workshop due to possible damage to the boats in the marina opposite. Think of grinding, welding, sawing, etc.
- Stichting Bosch Parade accepts no liability for any kind of damage or theft. We therefore advise you to leave valuables at home.
- The Garden of Earthly Delights is only accessible by car before the Garden opens to the public. This is for loading and unloading only, so please park your car as soon as possible. This also means that you may not park your car in front of the entrance.
- Bosch Parade has no parking spaces in the historic city centre of 's-Hertogenbosch. Cars after unloading park in the surrounding area
- Bicycles in the bike racks at the Garden of Earthly Delights and not on the grounds.
- The works (and all involved) may only use our own pontoon jetties, do not enter jetties across the water.
- Keep showers and toilets clean.
- During performance days, only people with a community band are welcome in the backstage area.



WHAT DO I DO WITH MY WORK AFTER THE EVENT? IMMEDIATELY AFTER THE EDITION

CLEANUP & TRANSPORT

First and foremost, all works are expected to be taken away immediately after Bosch Parade. After all, three days after the final procession, we are expected to return the site in a spotless condition to the city. You can use the Monday and Tuesday after the performances to clear your work area and remove your work of art.

The work is the property of its creator. Bosch Parade takes care of transporting the work back to the creator's studio if they cannot transport it themselves.

SUSTAINABILITY

As much as possible, we try to encourage more frequent use of works of art. If that really doesn't work, at least recycle the materials for follow-up projects. We provide a waste station to dispose of all really residual materials.

SUPPORT IN REUSE

We would like to see you reuse your work. Sometimes we can even support further development, but this will always require early consultation. See also our examples in this chapter. Plan those consultations well before the edition takes place!

If you want to further develop your project yourself, Bosch Parade has limited storage available. The storage is meant for Bosch Parade items and works that will be used more often after the edition. These works can, in consultation and if space permits, be stored for one year free of charge to explore future prospects.

Work that will eventually not be used anyway should be removed from our storage. We charge a fee for storing work that is successfully reused. Bosch Parade can always ask the maker to remove the work or store it elsewhere due to lack of space or to provide space for new projects.

EXAMPLES OF REUSED WORKS

Although we have the works made especially for the edition, we encourage the reuse of works of art. We now have a number of inspiring examples of this, both large and small, in performances and exhibitions.

2022 W' ATLANDIS – ATM MODEL ART

If the sea levels continue to rise, Bosch Parade will be passing along your dormer window in a few decades... W'atlandis warns us against that. It shows us how Atlantis, the sunken city of yore, becomes the city of the future - a marvellous metropolis where we're no longer tempted by the joys of consumerism, and where culture and nature amplify each other instead. Like a tranquil laboratory, a garland of isolated 'experiments' peacefully passes down the stream. Floating fountains cleanse the air. Inside the surrounding spheres, plots of vulnerable landscapes are protected

ATM Model Art created W'Atlandis for Bosch Parade. Together with Mojo, we invested in the work so that it could also be displayed at Down the Rabbit Hole festival.

against the polluted world outside. Will this be awaiting

us?

2022 ANGLER MAIDEN – LISA NIGRO

For Lisa Nigro, artistry is like a religious vocation. "It has always been my dream to create art - together with, and on behalf of, communities around the world". Previously, she made interactive works of art that were full of fire effects for the annual experimental art festival Burning Man in the Black Rock Desert of Nevada (USA). Now, she has created the Angler Maiden for Bosch Parade 2022.

Angler Maiden is a monster-like fish constructed of steel and old iron, that seduces the fishermen with her music and her colours - and her fiery demeanour.

Angler Maiden was purchased by an enthusiastic visitor to Bosch Parade, and he placed it in his garden in Berlicum.





2022 THE LEGENDARY GOURMAND – KRISTA SMULDERS & MICHIEL UBELS

Even more fantasy with Krista Smulders & Michiel Ubels. For their artwork they asked children to let their imagination run wild. What kind of sculpture would they like to see? A flaming rocket, a hairy monster, an elegant castle, or all of these together? The result is the De legendarische lekkerbek, a huge, voracious fish that shows what our unbridled consumerism leads to.

Krista and Michiel's work landed in the free art route 'Roéte Route - Biëstig in de Binnenstad' in Venlo.



The Legendary Gourmand by Krista Smulders and Michiel Ubels has been reused in an outdoor street exhibition in Venlo.

2016 WE LIVE ON HAPPILY / SLIPPERY SLOPE

"A performance in light of the changing climate. An exciting performance in which the dancers have to make choices between helping each other or saving themselves. Between recognisability and absurdity. As an audience, you get involved in the dire situation and are shown several mirrors about the boundless talent we all have: maintaining the greatest possible denial about the threat we create ourselves. Are you getting warmer yet?"

After participating in Bosch Parade in 2016, Vloeistof made an independent performance of the huge floating roof, which has been seen at Festival De Karavaan (Alkmaar), Festival Onderstroom (Vlissingen), Sonsbeek, Veurne (Belgium), La Strada Internationales Festival der Strassenkunst Bremen (Germany) and Zeeland Nazomerfestival in ooperation with Het Watersnoodmuseum.

2022 SURVIVAL UNIT - MARTIJN VAN DALEN

Individualism doesn't make our earth better off. We think our personal pleasure is more important than the environment and find it hard to resist harmful temptations. Survivalunit shows what this could lead to, offering a mirror with a grim image of the future.

Inside a vegetable greenhouse, lives a man who succeeds in surviving this silent disaster. Within this sterile solitary space he can fend for himself, but for how long? Survivalunit merges alienation and reality, warning us for what may lie ahead.

In 2022, this work ended in the Jeroen Bosch Garden in 's-Hertogenbosch, where we place a work after each edition.



Survival Unit of Martijn van Dalen has been exposed in the Jeroen Bosch garden in Den Bosch.



'Slippery Slope' from dance company Vloeistof was called 'We live on happily' in Bosch Parade.

2013 SONATE JHERONIMO -ROB VAN DAM

Sonata Jheronimo was artist/architect Rob van Dam's contribution for 2013. Two floating horns powered by paddle wheels with pedals similar to a pedalo. Over the years, the two horns have become iconic images of Bosch Parade.

Rob van Dam has ensured that his beautiful floating horns can also be used on the street. This allows him to use them at many events Sonate Jheronimo rode around Oerol Terschelling, floated on Lake Geneva, was part of Music on the Dommel Eindhoven and served as the unofficial opening act for the three-day Down the Rabbit Hole 2022 in Beuningen, among others.



2011 TROOSTVLOOT - ELLEN RIJK

The wooden boats of Troostyloot are based on elements of Gothic architecture in form and graphics. The boats are like reclining chapels on the water. Chapels are small shrines; they invite silence, contemplation and reflection. Religious or not, people seek peace and comfort there, for grief over death or over life.

Troostvloot was commissioned by Bosch Parade 2011.

The boats of Troostvloot have been seen in many places over the years. Always in a different setting. But always true to the initial intentions.



Ellen Rijk's Fleet of Comfort showed up in many places.

EXAMPLES OF FURTHER DEVELOPMENT

Bosch Parade's biennial edition provides new commissions for visual work, composition and texts for both young and established talent. The space between the biennial editions is used, in line with the multi-year strategy, for development, experimentation and collaboration to further strengthen the event and the art climate.

As a rule, we ask artists to further develop work themselves. We often do this when there is also a suitable cooperation partner for this who - together with Bosch Parade - can contribute to the project. It is also important that we strengthen our organisation more long-term through this collaboration.

Below are examples from recent years.

2022 ANTWAN'S HAND – LUCAS KASTELIJN

He conceived it for in a dry desert; after all, his inspiration was Hieronymus Bosch's Triptych of Temptation of St. Anthony, the desert monk of Egypt... But Lucas Kastelijn created his artwork Antwan's Hand for Bosch Parade 2022: in June, the inflatable tower of dreams and desires became a floating mirage, with which Lucas and a tangle of dancing, sensual bodies paid tribute to boundless imagination.

Almost three months later, however, Antwan's Hand as yet managed to reach its predestined location: Black Rock Desert in Nevada, during the experimental arts festival Burning Man, themed 'Waking dreams'. Lucas: "Burning Man is all about mutual generosity and self-sufficiency: you take something or do something for each other, all voluntarily, without money. So when the organisation invited Bosch Parade to come and have a look, the idea arose to bring Antwan's Hand. As a gift from Bosch Parade for Burning Man."



2019-2020 WITTE VLEUGEL -BERT VOGELS

The artwork 'White Wing' by visual artist Bert Vogels and composer Loes Reiling was developed as an interlude in Bosch Parade edition 2019. It reflected upon a tough battle, a moment of rest, looking back on the struggle to create space for the new.

During the coronavirus outbreak in particular, time for reflection arose for many people as a need for the new. Unfortunately, this is not positive for everyone: culture makers sat unemployed at home, residents of care homes stayed isolated inside. With the project, Bosch Parade wanted during the pandemic to briefly remove elderly local residents from their isolation while at the same time provide makers from multiple disciplines with a paid assignment.

Together with city poet Doeko L., composer Loes Reiling and the Zuid-Willemspark, Bosch Parade went in search of residents' exceptional reflections on the transformation of the Zuid-Willemsvaart into the Zuid-Willemspark. The corresponding insights and stories of residents of the 'Nieuwehagen' care home were collected by four poets during the lockdown period. It resulted in four new songs, which were played during the Bossche Zomer and at the opening of the 'Tribune' subproject of the Zuid-Willemspark along the former canal.



2021-2022 NAÎAD – SKYPUNCH COLLECTIVE

On a mirrored cliff, a rock full of reflections and reverberations, a creature stirs. She moves on howling sounds, sometimes lovely, sometimes monstrous, suddenly with two heads, then four. Her arms double, growing from her back or from her legs. With her alienating dance, she lures more figures towards her and the rock is set in motion. A game unfolds between holding on and letting go, moving along and dropping off, drowning and rising again. NAÎAD is a sensual performance that balances at the intersection of dance, music and visual art. The work makes ultimate use of its playing environment by making water an indispensable element in the performance. Similarly, the mirrors that make up the set ensure that the environment, sky and weather are incorporated into the image.

Skypunch Collective is a multidisciplinary collaboration between Celine Werkhoven, Anna Zurkirchen and Antonio Alemanno. The collective aims to harness the human body and its capabilities to create alienating, poetic and reality-transcending performances. The combination of movement, sound and highly visual scenography is the common thread in the work.

Naîad was created for the 2022 edition of Bosch Parade and was further developed into a standalone performance by the young makers of Skypunch with support from Bosch Parade. The registration can be found here: https://vimeo.com/635657684



2019-2023 TRIOMF / THE WEIGHT OF WATER – PANAMA PICTURES & ROB VAN DAM

"The world is teetering. While politicians argue endlessly and indulge in a power game that has mostly losers, we are balancing on the threshold of the future - vulnerable and longing for a foothold."

In 2019, the sailing staircase Triumph by visual artist/ architect Rob van Dam was part of Bosch Parade, the procession of floating artworks inspired by Hieronymus Bosch. In The Weight of Water, Triumph returns as an exciting stage for a poetic dance/circus performance. There will be two performances: a short 15-minute and a long 40-minute version.

Sleek white in design and imposing in appearance, the swaying staircase creates an unstable balance. Just one of the sailors needs to move to the other side and the whole thing tilts. So the stakes are high in the dance on the sailing and tilting staircase: the six performers must react immediately to the movement of each other and the object. It thus demonstrates a pursuit of power, but also shows dependence - on each other, and on larger uncontrollable elements.

Weight of Water is a co-production of Bosch Parade with Panama Pictures. The long version will premiere at Theatre Festival Boulevard, as a true Bosch party. The preview can be found here:

https://panamapictures.nl/shows/the-weight-of-water/



Rob van Dam's Triumph became Weight of Water by Panama Pictures in co-production with Bosch Parade.



HOE COMMUNICEREN WE OVER BP?

CAMPAIGN & GOALS

AUDIENCE VISION

Our mission is to make all Bosch Parade visitors look at the world as 'modern-day Hieronymuses' in order to make that world a little more idiosyncratic and social. Moreover, we want to reach, surprise and inspire a large audience.

THE CAMPAIGN

Bosch Parade wants to grow in terms of reach and impact. Through audience engagement, knowledge sharing and inspiration, we share 'the perspective of Hieronymus'. The works of Bosch Parade are the main elements to create content on. The programme booklet is available to give context and tools to the audience.

We already reach the older audience well. They are important and that can and should be said. From now on, we call them Youngsters. Because their energetic and young outlook is what got us where we are today and what keeps the (cultural) Netherlands going. Besides regular visits, we want to entice them to come to the paid parts with attractive seats and package deals.

We also want to see the young online visitors along the route. Rejuvenation of the artistic team and the field of participants (including talent programme) contribute to this objective through identification. A special aspect within audience engagement is the Garden of Earthly Delights. With the Garden of Earthly Delights, a new format will be used to bind a younger audience in particular to Bosch Parade. These include active families as well as young people aged between 16 and 30. The Burgundian catering offer will be linked to the building and artworks in the Garden of Earthly Delights to reach them specifically.

Bosch Parade aims to reach people at a distance from culture by implementing a social responsibility strategy with social partners (in the community) and sponsors. The use of the Bosch Parade Community in the parade is also an important tool for this.

In the run-up to the parade, the 'Tip of the Veil' campaign gives a unique insight into the making process. Artists in their studios, collecting materials and then the challenge of material choices are featured. The images shared leave much to the viewer's imagination. For example: performing floating tests, inflating inflatables and producing sounds with the often unique, handmade instruments.

CAMPAIGN TARGET GROUPS

Although Bosch Parade is committed to all target groups, it chooses to focus on three audiences for an effective campaign. For Bosch Parade 2022, Youngsters were the primary target group in the national campaign. We wanted to reach them with the offer for paid seats. This was followed by Active Brabant families and Young, hip and happening. They were recruited more locally.

The chosen target groups are related. The parents of today's Active Brabant Families are (partly) tomorrow's affluent culture curious. Some of the young, creative minds 'Young, hip and happening' will settle in Brabant and start a family in the future.

| TARGET GROUP | AFFLUENT CULTURE CURIOUS - 'YOUNGSTERS' | ACTIVE FAMILIES | YOUNG, HIP AND HAPPENING | |
|-----------------|--|--|---|--|
| Description | Youngster are reinventing what it means to grow old. Largely from a generation that invented youth culture, was at the cradle of contemporary pop music in the 1960s and 70s, set the fashion scene for decades and still has a sizable stake in the economic, social and political arena. | Young, busy families with many daily commitments experience continuous time pressure. When schedules permit, they are culturally very active. At the forefront are the children, who largely determine their parents' leisure activities. More than other groups, they visit cultural activities with their own and befriended families. | This group is young, openminded and creative. They tend to steer away from established preconditions. Higher educated, often still studying or working in a liberal profession. They are happy with their vibrant cultural life in the city. They have a lot of time but not always much budget to spend on culture. The group goes to events and festivals a lot, often in groups. | |
| Characteristics | Over 45 years of age Salaried, entrepreneur, liberal profession, (pre) retirement Higher or university education 1.5 or 2 times modal income Like to eat out Value arts and culture in their own lives and for society | 30 to 55 years old, have children in all age groups Salaried, entrepreneur Higher or university educated 2x modal income Their busy existence requires many amenities | 16 to 30 years old Studying, self-employed, part-time job in service sector Relatively young and open-minded Higher secondary school, higher professional education or university Below average or modal income Visiting culture is an important part of leisure activities | |
| Objectives | Bosch Parade paid visitGarden of Earthly Delights catering | Garden of Earthly Delights cateringBosch Parade free visit | Garden of Earthly Delights cateringBosch Parade free visit | |

KEY NUMBERS OF FORMER EDITIONS

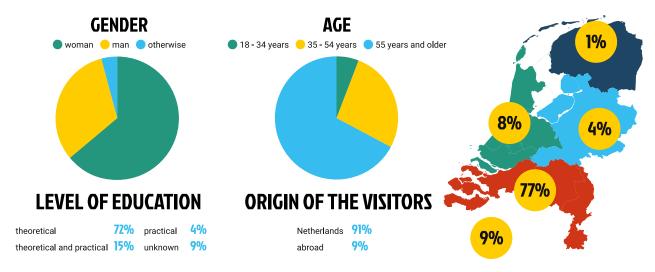
NUMBERS OF VISITORS

2019: 27.000 8TH **EDITION**

2022: **36.000** 9TH EDITION



VISITORS CHARCTERISTICS 495 VISITORS



SOLD PER COUNTRY



COMMUNICATION TOOLS

To give an idea of what will be made concrete, some components of the marketing campaign are further named below.

NEWSLETTERS

In communication, information is distributed attractively in several phases to build momentum for Bosch Parade. Bosch Parade sends its supporters frequent newsletters containing inspiring and activating content:

- Art: information about the creators, the creation process and their work
- Ticket sales information and calls to action
- Practical information during the event
- Community: recruiting volunteers, facts and figures and looking back on successes

SOCIAL MEDIA

All Bosch Parade social media channels consistently campaign for Bosch Parade. The artworks, the new Garden of Earthly Delights and sporadically a look back at previous editions, with calls to readers like "what was your favourite?". The channels Bosch Parade uses are Facebook, Instagram (separately Bosch Parade and Garden of Earthly Delights), Linkedin, YouTube and Twitter.

WEBSITE

Bosch Parade has a multilingual, mobile-friendly site on which well-structured information is offered in various ways. In the run-up to the next edition, Bosch Parade will set up a new website where everything can be presented better.

PRESS RELEASES

Press lists have been compiled for Bosch Parade to suit the target groups. Press releases were mostly written thematically. International press has not yet received special attention due to the pandemic.

ADVERTISEMENTS & NEWSLETTERS

Nationwide advertising is done with customised ads. online advertorials, newsletter advertorials and banners in print and online media such as de Volkskrant, Museumtijdschrift, Groene Amsterdammer and Zout magazine.

POSTERS & FLYERS

Through outdoor posters, bus shelters, sandwich boards and indoor A2/A3 posters are distributed in the large and medium-sized cities of Brabant and the surrounding areas of 's-Hertogenbosch. Posters are also hung in the Randstad area. In Brabant, flyers were distributed at 500 culture-oriented locations.

LETTERS TO RESIDENTS

Residents living near the Garden of Earthly Delights and the parade route are informed about practical matters and invited to the Garden of Earthly Delights by means of two letters. Residents of De Muntel district will receive a promotional A5 flyer via door-to-door distribution.

PROGRAMME BOOKLET

A programme booklet is produced every edition. 10,000 printed copies of this 52-page A6 booklet were successfully distributed during the parade days.

FOTO REPORT

Three photographers with their specific areas of expertise are deployed as roving reporters during the Bosch Parade Days and in the Garden of Earthly Delights. This produces a wealth of visual material! A small part of it is used during the edition, most of it is used to keep in touch with our supporters in the run-up to the next editions.

VIDEO REPORT

Both media partners and our own video team make short and long recordings of the creative process and the final performances. Focus for our video teams is on making short videos of 40 to 60 seconds, an average length that is best viewed on social media. Media partners also do coverage of the parade, with highlights Deutsche Welle (5 min, international audience) and DTV (30 min, local audience).

COMMUNICATION FOR AND ON BEHALF OF THE ARTISTS

In order to draw as much attention as we can for Bosch Parade, we use a wide range of communication channels, aimed at the audience and the press. We would like to inform you what these channels are, how we use them and what you can expect from us.

You as makers, however, can offer a vital contribution to the strategy, by spreading your and our message as broadly as you can among your friends, relatives and networks and within your organisations. How you can help is described below.

THE BASIC PRINCIPLE: AUDIENCE FIRST

The promotion of the event will be taken care of (and paid for) by Bosch Parade. We do this through posters, flyers, advertisements, the website, social media, newsletters and press releases. Within these means of communication, we will be using images from all the works of art.

Bosch Parade also prepares texts about the makers and their works for the program booklet, the website and social media – among others. These texts have been based on the information offered by the makers. For the 'transformation' of the information we specifically aim at the audience: 'What will the audience experience?'. Naturally, you may use these texts for your own communication purposes as well.

Using a clear set up and tone we first and foremost outline the project as a whole: Bosch Parade is not a fragmented procession, but a unified whole: a confluence of nineteen unique works of art. Moreover, we emphasize the 'contemporary demons' theme as the source of inspiration. Therefore, some works of art may occasionally get (a little) more attention.

YOUR WEBSITE AND SOCIAL MEDIA

In order to inform the audience more broadly and thoroughly about you and your artwork on the Bosch Parade web site and social media, we like to add media links to your website, social media or on-line movie clips. What (and how) you wish to communicate there, is up to you – naturally.

Connecting a wide variety of networks is one of Bosch Parade's strengths. However, your input is essential. So please tell the story, distribute posters and flyers, share social media messages and point out to the newsletters that people can subscribe to. In that way, we can magnify our reach and create a community of people who are interested – not only in Bosch Parade but also in you as an artist.

You will receive flyers and posters from us to increase awareness. You will also get a digital package of Bosch Parade logos. And should you need any more or anything else, just let us know and we will take care of it.

Bosch Parade will also create its own Facebook event. In order to use this with maximum effect, we ask you not to create your own Facebook-event, but to join that of Bosch Parade instead. Please also share and spread messages – and add your personal comment to them!

Always use hashtags (#) and/or tags (@) in your messaging about Bosch Parade on your social media. That's: #boschparade and @boschparade. And, when referring to makers, please do it like this: @erik_vink_artist or @folkert.de jong & Wijfamilie @artivon.

Please also check the links you provide us, so that visitors will always land on the right page with the correct information.

REPORTING

Photos and films will be made during the construction and performance days of Bosch Parade. These pictures and movie clips will be used on the website and on social media, among others. We will offer a number of photos for each work of art/maker. These are free of rights, so you can use them in the way you choose. You must however mention Bosch Parade whenever using them, plus the names of the photographer and the maker(s) in the picture.

PRESS AND CONTACT

Bosch Parade informs the media and journalists through press releases and personal contacts. Should you be (directly) approached by them, regarding Bosch Parade, then please consult us beforehand. This way, we can prevent any contrasting messages or double messages and establish our joint story in a more strategic way.

JOINT EFFORT

Combining our joint effort with all these tools, we hope to create maximum awareness of Bosch Parade – making Bosch Parade a well-attended, large-scale success every time.

SPONSORSHIPS AND LOGOS

FINANCING MIX

Bosch Parade has the backing of many financiers. The financing mix includes sponsors, subsidies, private income, co-financing, ticket sales and catering. They support Bosch Parade through personnel, materials and financial resources. There are also relationship evenings and dozens of networking events. To share all this well, without overwhelming the public, a comprehensive communication strategy has been drawn up.

LOGOS ON WORKS?

No sponsorship messages, in any form whatsoever, are allowed on or attached to the works of art themselves during the performance of Bosch Parade and/or in the Garden of Earthly Delights. This is because we do this centrally at fixed locations on the grounds, in the programme booklets and online.

OWN SPONSORS?

It is certainly allowed to raise your own resources and funds, in addition to the remuneration by Bosch Parade! This can be in the form of (project) subsidies or facility sponsorship. However, it is always advised to coordinate this with Bosch Parade. Mention of sponsor names of self-raised co-financiers and material sponsors can be included on the Bosch Parade website and the programme booklets in consultation with the Principal..



OWN COMMENTS

| | 200000 |
|----------------------------------|--------|
| Bosch Parade Survival Guide 71 | |
| | |

ARTISTS' CHECKLIST

This checklist is designed to keep a clear view of your project. Not all issues matter for you, but still read everything carefully and check out what is already done.

Please pay attention: Bosch Parade is a stage for you to show your work to a very large audience in a beautiful surrounding and in a special context. We help where we can with our expertise and all the general things, but it remains your project and the production of your project therefore also is your responsibility.

DRUDIICTIONAL DREDARATIONS: CONSTRUCTION DROCESS & DRELIMINARY

| •• | TRODUCTIONAL TREE ARATIONS. CONSTRUCTION TRUCESS OF RELIMINARY |
|----|--|
| | Do you have a suitable workshop? (Bosch Parade does not have its own workshops, but for some international projects we can mediate) |
| | If you need paid support, do you have that included in your project budget and your schedule? |
| | Do you take care of your own transport? If you can't, strain it with our production manager Stephan Grilis. |
| | Do you already have it clear if a floating test is important for your work? |
| | Do you participate in the community Facebook for exchanging stuff and knowledge via group app artists? |
| | Do you have enough people to assist you: Builders / technical people / costume makers? Or post a question or our Bosch Parade community facebook page. |
| | Materials |
| | Is everything arranged for costumes (fabrics, sewing machines, people)? |
| | Did you arrange wetsuits for your swimmers? |
| | Did you arrange the disposal and/or storage of your project afterwards? |
| Ζ. | WORKS OF ART / VESSEL |
| | Is it clear what your basic craft will be (existing craft or homemade, how?)? |
| | If you need one or more outboard motors, have you arranged that? |
| | If you need pontoons, did you arrange that with our production manager? How many do you need, and when do you want them available? Please note that they cost money per week on your own budget. |
| | Is the purchase of materials regulated? |
| | Propulsion by people: are swimmers / skippers / rowers arranged? |
| | Make sure you have solid packaging for storage of small materials for your project during the performance |

3. COMMUNITY People for the performances Are you completed with the music + musicians, make-up artist, dancers, singers, choir, perfomers? Do you have a clear communication with your community? Reward Have you uploaded the community form to sign them up for a T-Shirt and dinner? Have you thought of an extra gift to thank your volunteers, regardless of what they will get from **Bosch Parade?** Companies and partners: Do you work with an existing group (such as a choir of dance group)? Do you work with existing Institutions or Companies? Do you have clear agreements with them, including about sponsorship? 4. EXECUTIVE PRODUCTION Do you have it clear in which phase of your work should go to the water? Did you include that in your schedule and communicate with Stephan? Rehearsals Do you have your own group rehearsals planned? Do you have a location for those rehearsals? Do you have all the total rehearsals and performances according to schedule implemented in your schedule and clearly communicated them with your team? Do you have to make use of the backstage area in an early stadium? Has a clear consultation with the director been made about play, costumes and grime? Do you need make-up artists on the performance days? The costumes will be distributed centrally during the performance days. Is it clear which costumes are intended for whom? Do you have batteries and chargers, and are they marked?

| 5. | SE | CURITY | | |
|------------------|----|---|--|--|
| | | Is your work safe for the people on board and the swimmers around it? | | |
| | | Does your vessel have solid and well-placed hoisting eyes to lift it onto the truck with a crane and transport the vessel over the water and dock it? | | |
| | | Is there clearness within your team about responsibility concerning safety during rehearsals and performances? | | |
| 6. | FI | NANCIAL | | |
| | | Are all financial arrangements clear? | | |
| | | Have you thought about compensation of expenses for your crew? | | |
| 7. | C | DOLING | | |
| | | Do you make sure that your employees drink enough cooling in heat? | | |
| | | Do you keep in mind that on hot days working outside is extra slow: do you have enough margin built into your schedule? | | |
| 8. COMMUNICATION | | | | |
| | | Press: do you know any relevant press, someone who's a fan of your work? Please let us know, we'd love to send them a Bosch Parade media kit. Thank you in advance! | | |
| |] | Social media: please refer to the Bosch Parade Facebook event if you promote your work on socials. We do not appreciate any separate Facebook event pages but would like to work together with promoting both your work and Bosch Parade. | | |



DISCLAIMER & COLOPHON

This Survival Guide has been created by Stichting Bosch Parade. You are not allowed to copy (any part of) it without Bosch Parade's prior written consent.

The information in this document has been prepared with great care. Despite our care, it is possible that you will find some errors. All information is subject to possible printing and typing errors.



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GETTING IN TOUCH

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